Dwayne Peaslee Technical Training Center

Board of Directors Meeting

March 13, 2025

From: Kevin W. Kelley, PhD

To: Dwayne Peaslee Technical Training Center Board of Directors

Subj: Strategic Goal Revision

In reviewing our 2021-2026 Strategic Goals (below), we have not only met them, but we surpassed them. Therefore, I am proposing we implement a new set of strategic goals for the period of 2025-2029 as follows:

Expand Programming to High School Students

While high school students have attended classes at Peaslee Tech through our partnership with USD 497 and more recently through the addition of evening and afternoon sessions for high school students from twelve area high schools, we aspire to serve 400 students annually in Peaslee Tech programs by 1/1/2030.

The Peaslee Promise Fund

A $10 million endowment to ensure high school juniors and seniors from partner high schools and qualified Douglas County residents from low-income households can attend Peaslee Tech without incurring debt. This is a long-term process; however, we aspire to endow $5 million dollars by 1/1/2030.

Energy Independence

Through a combination of energy saving activities, solar and geothermal energy infrastructure; we aspire to be a net positive producer of energy by 1/1/2030

Strategic Goals 2021-2026

Serving Low-income Households

Goal: Provide any Douglas County resident from a low-income household, tuition-free enrollment in a Peaslee Tech program.

Measure: Percentage of students from low-income households minimally reflects a correlating percentage of Douglas County population.

Aspirational: Percentage of students from low-income household consistently is 200% of Douglas County Population.

Serving BIPOC Communities

Goal: Increase BIPOC participation in skilled trades programs.

Measure: Percentage of students from BIPOC communities minimally reflects a correlating percentage of Douglas County population.

Aspirational Goal: Percentage of students from BIPOC communities is consistently 200% of Douglas County population percentage.

Institutional Diversity

Goal: Recruit and retain staff, instructors, and Board members from BIPOC communities.

Measure: Increase representation of BIPOC communities to levels proportional to Douglas County representation.

Aspirational Goal: Attain BIPOC student representation aspirational goal and correlate staff, instructor and Board representation from BIPOC communities.

Support of Douglas County Entrepreneurs

Goal: Fully developing Peaslee Tech Entrepreneur Crunch as an active component of a county-wide entrepreneurial ecosystem.

Measure: Provide documented support for fifty aspiring entrepreneurs and existing small businesses annually.

Aspirational Goal: Provide documented support for seventy-five aspiring entrepreneurs and existing small businesses annually.

Support for Douglas County Employers

Goal: Be the dominant provider of training and consulting services to Douglas County organizations.

Measure: Include questions related to awareness and engagement in the Chamber and City of Lawrence annual survey of businesses resulting in a 50% awareness across all organizations and 25% utilization by employers of 100 or more employees.

Aspirational Goal: In the above measure, attain 75% awareness and 40% utilization.