

# 2013-2015 Workforce Development Strategic Plan

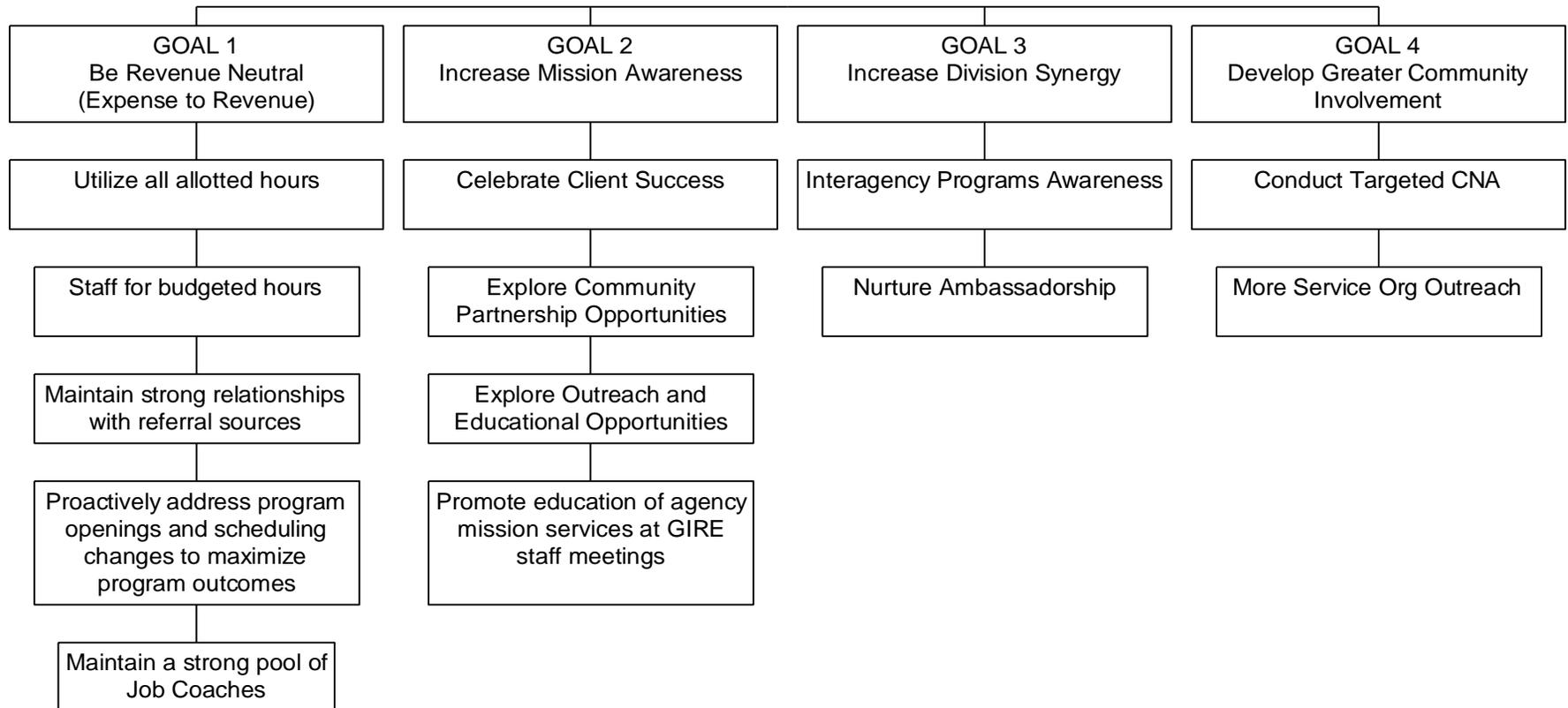
## ***Mission***

Changing Lives and Strengthening communities  
through the dignity and power of work!

## ***Vision***

We strive to create and sustain programs and services that meet the needs of low-income individuals with significant barriers to success. Our goal is to create true pathways out of poverty through training, work experience and employment and placement support.

## ***Strategic Goals***



### ***Goal 1. Be Revenue Neutral (Expense to Revenue)***

Develop the tools necessary to assist managers and coordinators in managing and understanding their budgets and the relationship between proactive scheduling and outcomes. In addition to the budget pages supplied by the accounting department and the quarterly program grids, a form will be developed that clearly demonstrates the revenue budgeted and the actual revenue earned for each month – for each program. Completed

Provide training and support as needed to enhance understanding and support of program and departmental goals.

Assist managers in developing strategies to be certain that they are maximizing the program benefits for participants by:

- *Utilizing all allotted hours.*
- *Staffing appropriately for budgeted hours.*
- *Maintaining strong relationships with referral sources.*
- *Proactively addressing program openings and scheduling changes to maximize program outcomes.*
- *Maintaining a strong pool of job coaches.*

### ***Goal 2. Increase Mission Awareness***

The focus of this goal is to increase community awareness of the Goodwill mission and also act as an interagency educational tool to promote awareness of all programs and services offered by Goodwill Industries of the Redwood Empire.

- *Celebrate Client Success*
- *Explore Community Partnership Opportunities*
- *Explore Outreach and Educational Opportunities*
- *Attend Community Donation Center staff meetings to promote education of agency mission services.*

### ***Goal 3. Increase Division Synergy***

**Synergy:** The condition that exists when the organization's or division's parts interact to produce a joint effect that is greater than the sum of the parts acting alone.

- *Interagency Programs Awareness*
- *Nurture Ambassadorship*

### ***Goal 4. Develop Greater Community Involvement***

- *Conduct Targeted Community Needs Assessment.*
- *More Service Organization Outreach*