STRATEGIC PLAN OVERVIEW

Through the use of this strategic plan we intend to articulate our agency’s vision in such a manner as to enable us to create an environment which will foster: a strong Goodwill identity that encompasses compassion and competence; trust and truth; and a shared vision of the future. We also will continue to develop and enhance a clearly defined governance structure and an enriched learning environment that will promote positive professional relationships and personal growth.
GOAL 1: Operational Efficiency
EXPAND SYSTEMS AND FACILITIES

Impact: Ability to effectively serve more people throughout our entire territory

1.1 Action: Increase overall revenue for the Organization while maintaining the overall ER at 85% or less

1.2 Action: Increase Mission Services Revenue

1.3 Action: Increase Total Retail Program Revenue

1.4 Action: Create a Quality Assurance Program

1.5 Action: Increase Available Space for Staff and Programs

1.6 Action: Improve Access to Organizational Information and Documentation (using technology)
GOAL 2: Customers
MAXIMIZE MISSION SERVICE PROGRAMMING THROUGHOUT THE WYOMING TERRITORY

Impact: Fulfillment of the Mission of Goodwill Industries of Wyoming, Inc. to assist those with disabilities and special needs

2.1 Action:
Increase individuals and families served in existing intensive program services for the developmentally disabled population

2.2 Action:
Complete a community needs assessment to determine what areas of unmet need exist in the Cheyenne, Casper, Rock Springs and Laramie community

2.3 Action:
Begin offering waiver services in the communities served by a Goodwill retail store

2.4 Action:
Add new services to the Cheyenne community by 9/18

2.5 Action:
Expand programming and services for youth and children of incarcerated parent programs
GOAL 3: People
MAKE GOODWILL A “GOOD” PLACE TO WORK. MAXIMIZE OUR EMPLOYEES’ POTENTIAL BY FOSTERING A CULTURE FOCUSED ON LEARNING, ACCOUNTABILITY, AND SAFETY

Impact: Goodwill becomes an employer of choice, providing an enriching and safe work environment

3.1 Action:
Increase training opportunities for all staff by emphasizing professional development

3.2 Action:
Implement additional strategies to engage staff in our company culture thus impacting workforce recruitment and retention

3.3 Action:
Determine strategies to maintain Goodwill’s record for safety

3.4 Action:
Research, implement and invest in employee retirement plan options
GOAL 4: Community
INCREASE PUBLIC AWARENESS AND COLLABORATION (DONORS; SHOPPERS; COMMUNITY PARTNERS; STAKEHOLDERS)

Impact: Community will embrace our organization and support our mission

4.1 Action: Increase community partnerships and relationships with outlying communities

4.2 Action: Develop partnerships with organizations that will assist in collecting donations and marketing the Goodwill mission

4.3 Action: Increase marketing message relative to our mission

4.4 Action: Recruit additional Board members who have expertise and contacts in the Cheyenne community that will benefit the operation and expansion of Goodwill programs and services