



# 2022

## PEOPLE SERVICES IMPACT REPORT

*Mission:*

*Transforming the lives of individuals through pathways to independence and the power of work.*

*Vision:*

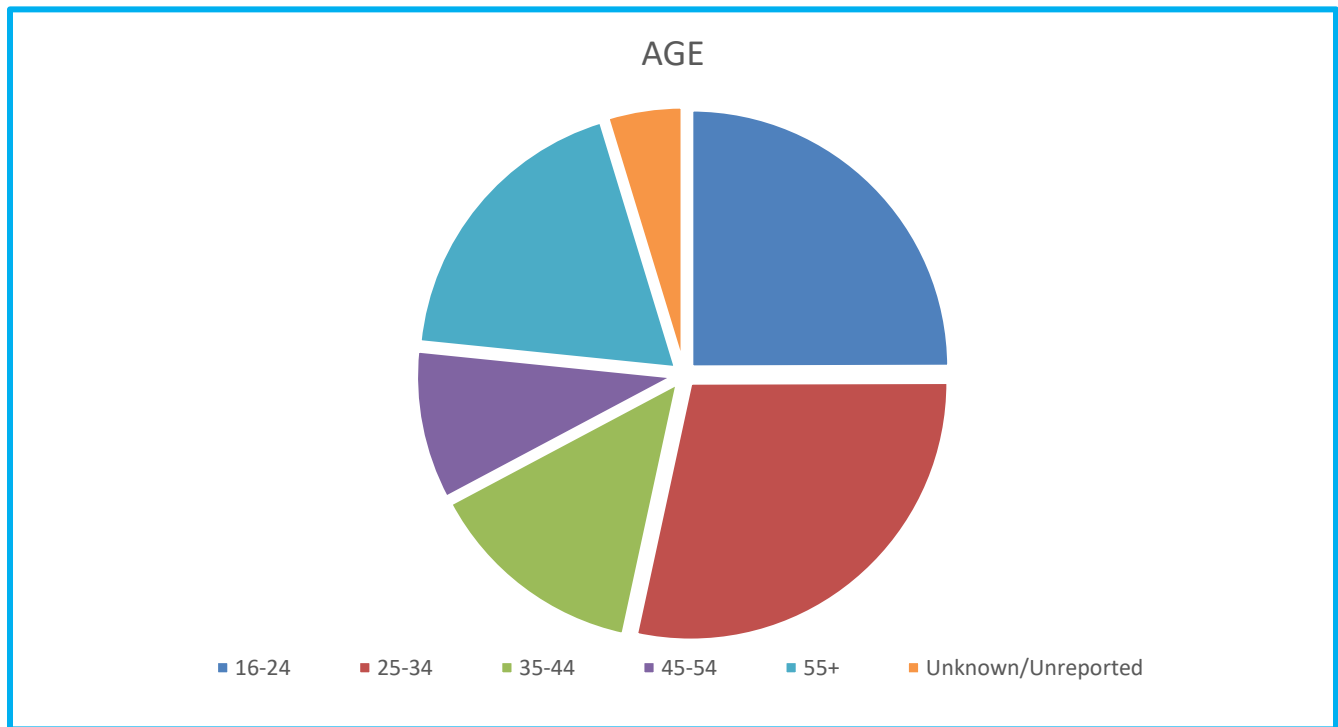
*All individuals are embraced as valued and dignified members of our community.*

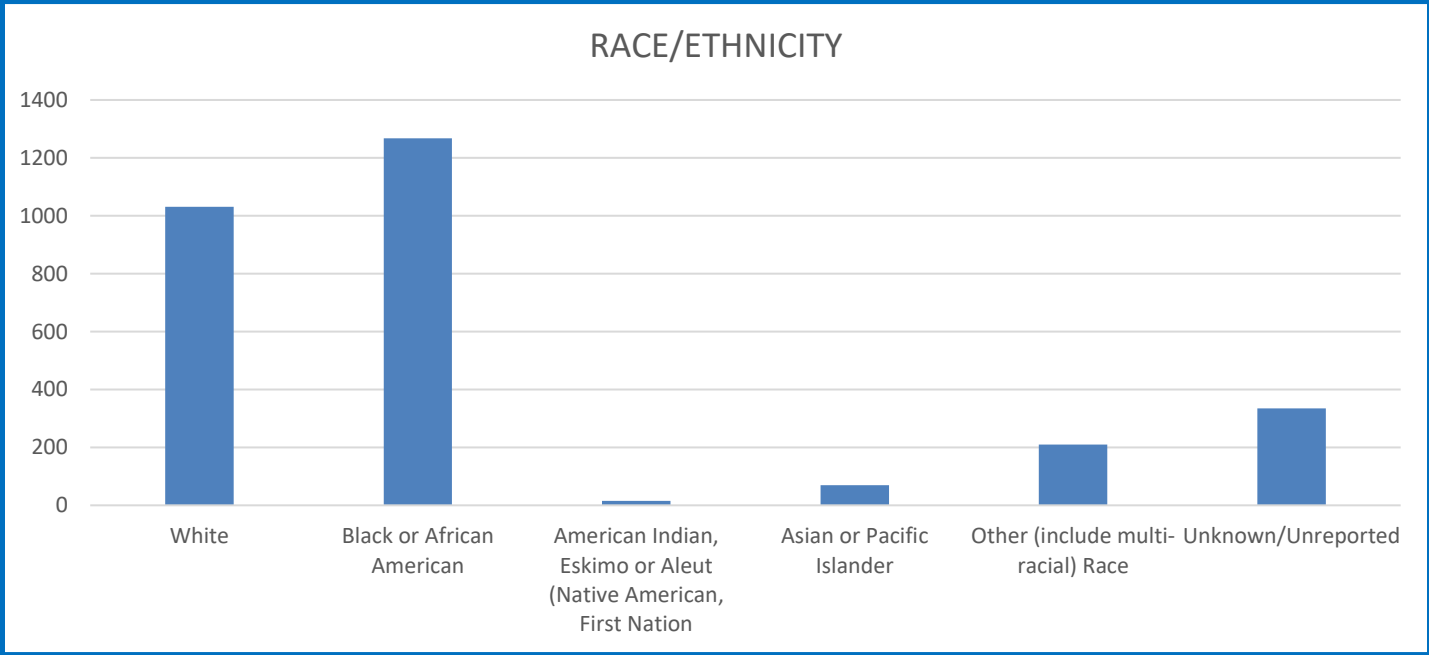
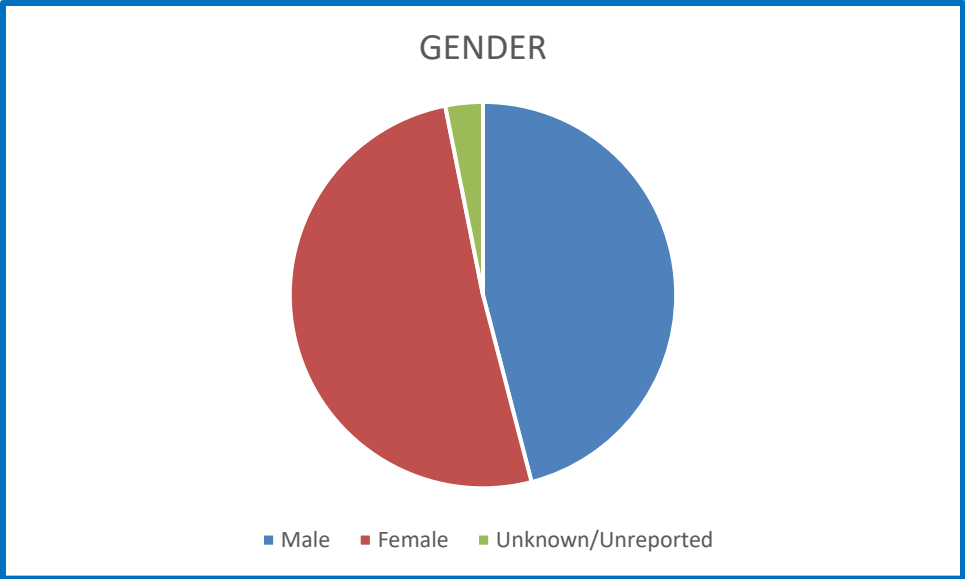
## Our Impact.

In 2022, Goodwill Columbus continued work on our aggressive 10-year strategic plan to “Equip 100,000 people with the tools to advance economic mobility through the POWER OF WORK by 2030”. We continued to provide a continuum of services and partnerships that provided opportunities to EQUIP and ADVANCE individuals.

Individuals served - 2022	
Workforce Development (*includes partnerships with OTW)	52984
Adult Day Services	261
Work and Community Services	162
Supported Recreation & Education	130
Supported Living	80
Non-Medical Transportation	151
<b>TOTAL (Duplicated)</b>	<b>53768</b>

*The following charts do not include partnership demographics (OTW)*





## Our Accomplishments.

**Workforce Development**'s focus is to equip individuals with the skills to attain their first job and/or their next best job. We are committed to helping individuals achieve economic mobility by preparing them for in demand jobs in the healthcare, information technology, hospitality/lodging, and retail sectors (see credentialing list below). In 2022, **417** individuals earned industry recognized credentials and there were **220** competitive employment job placements (between Goodwill and our partnerships).

Next Best Job Average Wage	2022
IT & Business Services	\$20.50
Healthcare	\$16.20
Other	\$16.62
First Job Average Wage	2022
Hospitality/Lodging & Retail	\$12.51

CREDENTIALING OPTIONS in 2022			
Information Technology (IT)		Healthcare	Hospitality/Lodging & Retail (AHLEI = Association Hotel, Lodging & Education Institute)
CompTIA A+	Microsoft Office Specialist- PowerPoint	Allied Healthcare Professional	Customer Service Professional Gold
CompTIA Network+	Microsoft Office Specialist- Word	Behavioral Technician	Front Desk Representative Certified
CompTIA Project+	Microsoft Office Specialist- Excel	Billing and Coding Specialist	Guest Room Attendant Certified
CompTIA Security+		Electronic Health Records & Reimbursement Specialist	Kitchen Cook Certified
Ethical Hacker	<b>Mortgage</b>	Electronic Health Records Specialist	Maintenance Employee Certified
Facebook Social Media Certificate	Mortgage Loan Originator	Medical Terminology	Restaurant Server Certified
Google Cybersecurity Professional Certificate		Nurse Aide Training and Competency	
Google Data Analytics Professional		Pharmacy Technician	<b>Customer Service</b>
Google Digital Marketing & E-commerce Professional Certificate		Professional Coder	Rise Up: Customer Service & Sales Credential
Google IT Automation with Python		State Tested Nurses Assistant License	Rise Up: Retail Industry Fundamentals Credential
Google IT Support Professional		Health Records Specialist	Rise Up: The Business of Retail Credential
Google Project Management		Medical Administrative Assistant	
Google UX Design Professional Certificate		Medication Care Coordinator	

## 2022 Key Mission Performance Indicators - WFD

WFD - Evaluation Objectives	Measure	Goal	Actual
Maximize # enrolled in Work Readiness Training	% of customers enrolled in Work Readiness Training	25%	<b>38%</b>
<i>Extenuating Factors: Work Readiness trainings were offered in community-based locations across central Ohio which allowed for greater access to services.</i>			
Increase accessibility of service locations to customers	Zip Code proximity (neighboring zip codes) for customers in relation to service locations	25%	<b>59%</b>
<i>Extenuating Factors: From 2021 to 2022 WFD saw an increase in the number of customers served, partly due to the number of locations they began to offer some form of service in the community. Due to the expansion in programming in 2022 the enrollment for was at 906 and 2022 was at 1478 which shows a 59% increase in program enrollment</i>			
Maximize # of persons completing Work Readiness Training	% completing Work Readiness Training	50%	<b>67%</b>
<i>Extenuating Factors: The person-centered approach of meeting clients where they were, clients were engaged with micro-trainings that only required them to complete one course with a specific skill (resumes, interviewing, networking, etc.) based on specific needs in relation to the current job market.</i>			
Maximize # of customers who are satisfied or very satisfied with WFD services.	% of customers who are satisfied or very satisfied with WFD services	85%	<b>88%</b>
<i>Extenuating Factors: The survey breakdown consisted of satisfaction choices of: completely, mostly, and slightly satisfied which made up the 88%. Almost 50% of the respondents were completely satisfied.</i>			
Maximize # of stakeholders who are satisfied or very satisfied with WFD services.	% of stakeholders who are satisfied or very satisfied with WFD services	85%	<b>76%</b>
<i>Extenuating Factors: On the partner survey, there were 5 categories to rate satisfaction as related to interacting with Goodwill employees in WFD. The categories were Effectiveness, Customer Service, Follow Through, Professionalism, and Communications. The average for those 5 categories was a 76% satisfaction. The two highest rated categories were Customer Service and Professionalism. While this is important data to consider, it also is noted that there were 35 responses, that is a 57% increase from 2021.</i>			
Maximize hourly wage of customers placed into employment	% of placed customer with an average hourly wage of \$13.00 or more.	25%	<b>41%</b>
<i>Extenuating Factors: An increased focus on employer connections and placements of job seekers with credentials in IT and Healthcare increased the average wage above \$13.00.</i>			
Maximize # enrolled in Credentialing program	% of customer enrolled in Credentialing.	10%	<b>34%</b>
<i>Extenuating Factors: The continued increase in enrollment in our credentialed training programs can be directly related to targeted marketing campaigns, efficient screening and assessments, and individualized career planning that helps our clients understand our career pathways and the opportunities for upward career mobility.</i>			
Increase accessibility of service locations to customers	Zip Code proximity (neighboring zip codes) for customers in relation to service locations	25%	<b>59%</b>
<i>Extenuating Factors: From 2021 to 2022 WFD saw an increase in the number of customers served, partly due to the number of locations they began to offer some form of service in the community. Due to the expansion in programming in 2022 the enrollment for was at 906 and 2022 was at 1478 which shows a 59% increase in program enrollment.</i>			
Maximize the # of customers completing credential training	% of enrollees completing credential training	75%	<b>72%</b>
<i>Extenuating Factors: After just over a year of returning to in-person facilitation, there has been an increase in supportive services which has increased the number of individuals completing their credentialed training.</i>			
Maximize the # of customers attaining credentials	% of enrollees attaining credentials	50%	<b>54%</b>
<i>Extenuating Factors: After just over a year of returning to in-person facilitation, there has been an increase in supportive services which has increased the number of individuals completing their credentialed training.</i>			
Maximize # of customers who are satisfied or very satisfied with WFD services.	% of customers who are satisfied or very satisfied with WFD services	85%	<b>88%</b>
<i>Extenuating Factors: With a few changes to our survey process and ensuring staff collect at a minimum 2 ways to contact, with email address being a primary for survey purposes, we saw an increase in our survey return. WFD also was a 9% increase in their satisfaction rate since 2021.</i>			
Maximize # of stakeholders who are satisfied or very satisfied with WFD services.	% of stakeholders who are satisfied or very satisfied with WFD services	85%	<b>76%</b>
<i>Extenuating Factors: On the partner survey, there were 5 categories to rate satisfaction as related to interacting with Goodwill employees in WFD. The categories were Effectiveness, Customer Service, Follow Through, Professionalism, and Communications. The average for those 5 categories was a 76% satisfaction. The two highest rated categories were Customer Service and Professionalism. While this is important data to consider, it also is noted that there were 35 responses, that is a 57% increase from 2021. WFD also saw 13% increase in overall satisfaction compared to 2021.</i>			
Maximize retention for customers placed in jobs	% of customers who retain job placement for at least 30 days.	25%	<b>31%</b>
<i>Extenuating Factors: Due to the person-centered approach of meeting clients where they are and the working staff in maintaining contact with their customers is an indication of the success of meeting this outcome. There is still work to be done and the rollout of a new Case Management System in 2023 should help make this process much easier to track.</i>			

## Developmental Disabilities Programs

- In 2022, ADS supported individuals to receive services utilizing a community integration model: make lasting community connections and become comfortable feeling part of their community by accessing community resources. Another component of these services is to give back to the community through volunteer opportunities. Individuals were encouraged to gain exposure to employment possibilities as well.
- Work and Community Services (WCS) continued to build on their unique skill building opportunities which include carpentry, bicycle, computer, gross motor skills, and fine motor skills/ life skills training pods; these allow individuals to make choices daily on how they spend their day between paid work (minimum wage or higher) jobs, skill building, community outings, and volunteer opportunities.
- Throughout 2022, Residential Services' (formerly Supported Living) primary focus was securing adequate staffing to ensure health, safety, and choice to those served.
- In 2022, we received a Provider Certification renewal through DODD. The survey team commended Goodwill for its commitment to provide community integrated services.

Dev. Disabilities - Evaluation Objectives	Measure	Goal	Actual
Maximize # of adults showing improvement on their program goals	FCBDD Funded ADS and WCS participants	90%	100%
<i>Extenuating Factors: This goal only measured those served who had an ISP during the year. This objective is also reported to FCBDD through the MFR. WCS had this apply to 145 persons served (16 didn't have an ISP in 2022). ADS had this apply to 23 people (19 people didn't have their ISP). Of the number this applied to, all met the criteria.</i>			
Maximize # of adults participating in their ISP development (FCBDD funded only)	FCBDD Funded ADS and WCS participants	n/a	100%
<i>Extenuating Factors: WCS had this apply to 145 persons served (16 didn't have an ISP in 2022). ADS had this apply to 23 people (19 people didn't have their ISP). Of the number this applied to, all met the criteria. The main factor on why an individual didn't have an ISP is termination of services prior to ISP date (which includes death).</i>			
Exposure to opportunities to build relationships within their communities (ADS)	ADS participants	60%	93%
<i>Extenuating Factors: With DODD funding for community integration, ADS was able to support more individuals in the community.</i>			
Exposure to opportunities to explore work opportunities (ADS)	ADS participants	90%	93%
<i>Extenuating Factors With various community activities, staff were able to introduce and engage individuals to think about employment options in the community.</i>			
Engage in volunteering (ADS)	ADS participants	60%	55%
<i>Extenuating Factors: While this metric was not met, this continues to be an important objective to help individuals get involved in the community and obtain skills that can transfer to the workplace.</i>			

## 2023 – Mission Services Areas of Focus/Opportunities/Recommendations

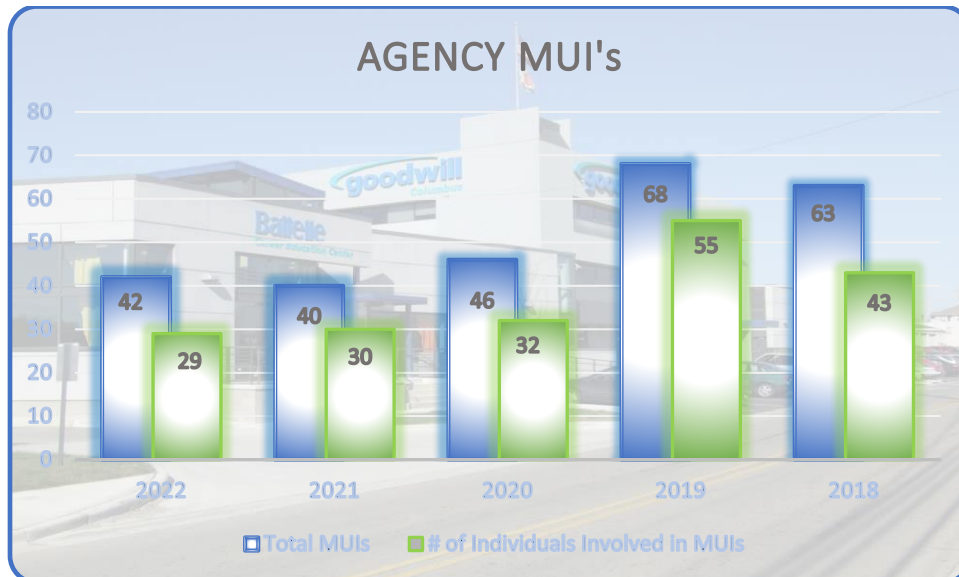
- WFD – Expand services to include geographically dispersed job training centers around the Columbus area to meet the needs in various neighborhoods.
- Day Services – Re-engage services for those individuals who had not returned since the COVID pandemic. Continued emphasis on community integration at a 1:4 ratio.
- Work & Community Services - Re-engage services for those individuals who had not returned since the COVID pandemic. Continue to expand skill building opportunities.
- Residential Services – Leverage AI technology to be more efficient to meet the scheduling needs of the people we serve. Implement hub-based technology to increase communication and planning.

## **Safety – Person Served Incidents**

A MUI, or Major Unusual Incident, is defined as any alleged, suspected, or actual occurrence of an incident that adversely affects the health and welfare of an individual receiving services. Goodwill employees providing services to individuals with developmental disabilities receive initial and annual training on UI/MUI (reporting responsibilities as well as prevention), Rights of Ohioans with DD, Health and Welfare Alerts, and Abuser Registry training.

2022 overview:

- The number of MUI's increased by 5%.
- Three individuals had MUI's coded to more than one category for the specific incident.
- UBS was the highest category in 2022 with 13. UBS consistently has been Goodwill's highest category due to the nature of services at one of our service locations.
- 29 individuals served were involved with the 42 MUI's. This is a 3.5% decrease in persons involved.
- Three substantiated MUI's: Exploitation (PPI was a guardian), Neglect (PPI was a Goodwill employee), Physical Abuse (PPI was unknown).
- Five unsubstantiated MUI's: Alleged Abuse/Physical (2), Misappropriation (2), Peer to Peer Act (1)



## **Accessibility**

In 2022, Accessibility efforts continued as we dialed through the previously identified barriers in our Accessibility plan. An accessibility check-in survey was created for departments and the team ensured that accessibility was a priority focus during the planning for the headquarters/workforce relocation. Additionally, Goodwill began efforts to engage our mission and services more intently within our brand throughout the community for better awareness and access.

### 2023 Goals

- New branding launch to ensure messaging of our mission and services are clear, accessible, and spread throughout the community.
- Collaborate with the building transition team to ensure accessibility stays a priority throughout remote and relocated sites.
- Administer accessibility check-in surveys periodically to assess accessibility need changes.

## **Review of Grievances**

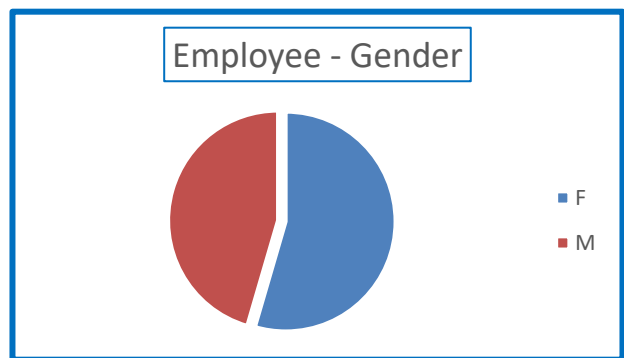
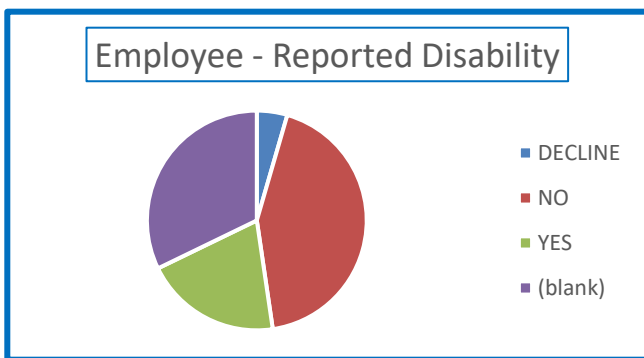
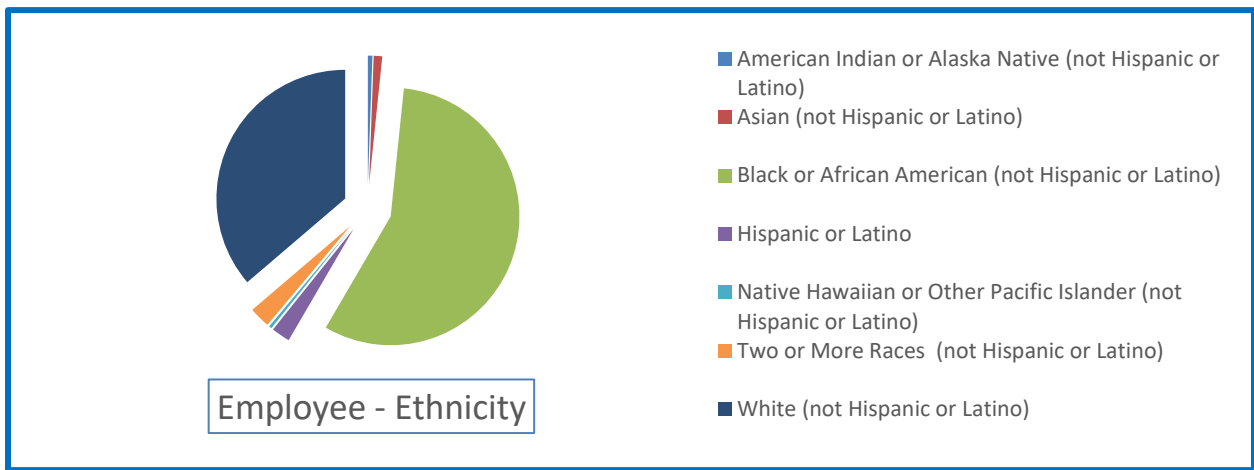
It is our policy to provide an effective, acceptable, readily available, and understandable means for participants to bring problems and complaints concerning their well-being while in programming or at work, to the attention of management. Any participant who feels that he/she has been treated unjustly or has issues pertaining to his/her human rights may submit complaints. This includes but is not limited to grievances regarding breach of confidentiality (Personal Health Information PHI); discrimination regarding admission, eligibility, access to or treatment in programs or activities, and/or reduction or termination of services, based on one's disability, sex, sexual orientation, race, color, national origin, religion, age, or for any other reason. Goodwill Columbus maintains confidentiality of all parties involved. This action will not result in retaliation or create a barrier to services. In 2022, we received no formal complaints or grievances. Departments were able to work with people served and their teams to effectively work through concerns without it going to the formal process. Our three-year trend is zero formal complaints.



# Diversity, Inclusion & Cultural Competency

Fostering Diversity Equity & Inclusion (DEI) has been and continues to be a significant focus of Goodwill Columbus' talent and leadership development efforts. Calibrating on a culture that fosters DEI and building the requisite leadership skills has been a major learning focus for Goodwill's managers, directors, and ELT at quarterly manager meetings. DEI content is also a regular and important component of development activities throughout Goodwill business units. Goodwill also leverages Blue Ocean Brain micro-learnings with a DEI focus to communicate messages of inclusivity via internal communications.

Goodwill initiated a Learning Management System in Q4 2021. As such, each new employee experiences a series of 12 core courses to get them off to a good start. These on-demand courses are infused with Goodwill's ICARE values and DEI culture. Two are specifically focused on key elements of DEI. All are accompanied by knowledge checks to ensure transfer of learning. Additionally, Goodwill Management uses structured interview guides to reduce unconscious bias and ensure Competency Based Selection when interviewing and hiring. Goodwill's Talent Acquisition team has established key community partnerships to reach out to diverse candidates and offer career opportunities accordingly. Goodwill has developed performance review tools customized for the roles with the greatest number of incumbents across its workforce, reaching approximately 65% of Goodwill's employees. These tools measure performance against the key competencies underpinning the essential functions of each role described in behavioral terms thus alleviating unconscious or unintentional bias. The tools are also designed to be used for performance management throughout the year.



## 2023 and Beyond:

- Acquire body of micro-learning on-demand content (relevant to fostering a DEI culture).
- Offer to managers for their development, as well as to provide recurrent training as part of Goodwill's talent development and performance management efforts.
- Initiate a Summer Learning Series for all managers with a DEI focus and with follow-up development in place activities.
- Comprehensive totals rewards project reflecting Goodwill's ICARE and DEI values.

## Annual Stakeholder Satisfaction Survey

In 2022, we continued to conduct our stakeholder survey during the 4<sup>th</sup> quarter to obtain valuable feedback from our stakeholders. We defined stakeholders as those we serve, those that also serve the individual (i.e., residential providers, doctors, team members), community members, employers and essentially anyone who could offer us feedback on how they perceive our services. We kept the same format where one survey was sent for all Day and Residential type services and one survey for WFD services. WFD, due to the nature of their services, had two surveys (one for persons served and one for stakeholders; 2022 satisfaction rate below combines the two). We continue to face low response rates and plan to implement new strategies in 2023; overall, the satisfaction rate is steady.





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