



# Goodwill Industries of Southeastern Louisiana, Inc.

Strategic Plan 2022-2024

# Mission Vision Values



## MISSION

Goodwill Industries of Southeastern Louisiana, Inc. offers opportunities to people with employment barriers to improve their economic self-sufficiency through training, education, support services, and employment.

## VISION

To be the premier social service organization in Southeast Louisiana helping people find their path to sustainability and a more abundant life.

## VALUES

Excellence  
Humility  
Integrity  
Kindness  
Service  
Respect  
Dedication



## MISSION

Goodworks provides training and employment to people with disabilities through partnerships with the federal government.

## VISION

All people with disabilities have a path to sustainability and a more abundant life.



## GOODWILL TECHNICAL COLLEGE

## MISSION

Goodwill Technical College offers quality occupational education in a supportive environment that prepares students for competitive employment.

## VISION

Goodwill Technical College will be a recognized academic and workforce leader that serves the needs of its diverse community by providing opportunities to learn, grow and achieve.

## VALUES

Student Success  
Access  
Community Relationships  
Collaboration  
Student Support

# Strategic Priorities – 1 & 2



## **Operational Excellence – Driven Growth**

Refining all elements of retail, contracts, workforce development and Goodwill Technical College to improve operational results and facilitate successful expansions of our service to the community.

## **Significant Brand Improvement**

Create an accurate understanding of our value through a sustained, professional marketing effort and raise our profile as a community services leader through greater engagement and collaboration with key stakeholders.

# Strategic Priorities – 3 & 4



## **Strengthened Administrative Support Infrastructure**

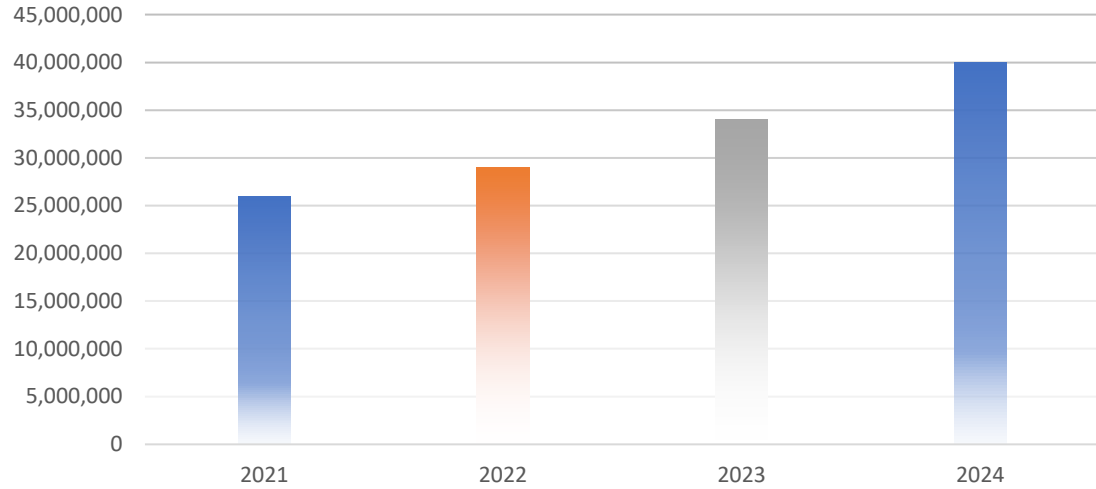
Build the effectiveness and durability of our support infrastructure to improve operational performance now and enable strategic growth of our services.

## **Sustainable Financial Performance**

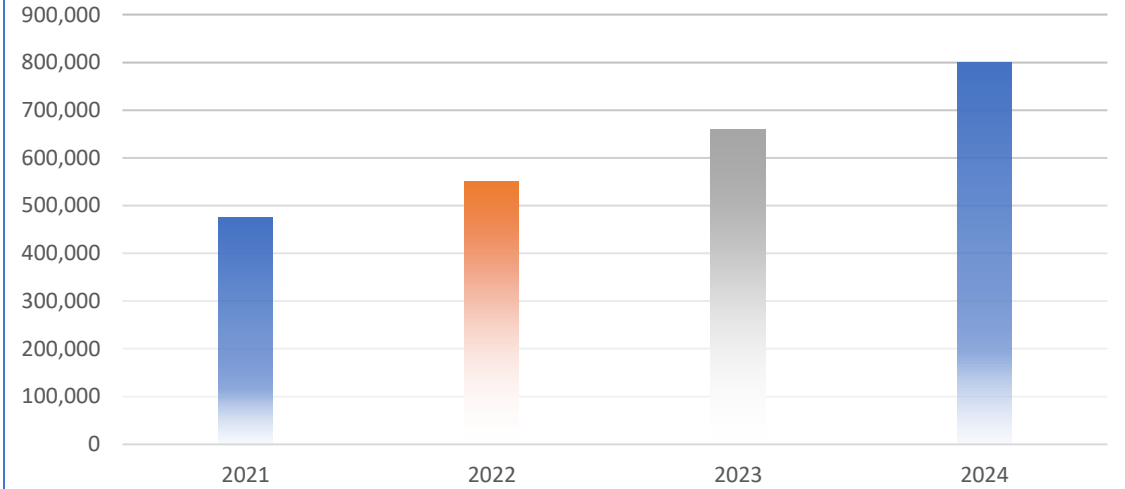
Maintain financial performance that compares well with national benchmarks and provides the confidence required to implement improvement and expansion plans.

# 2022 – 2024 STRATEGIC PERFORMANCE GOALS

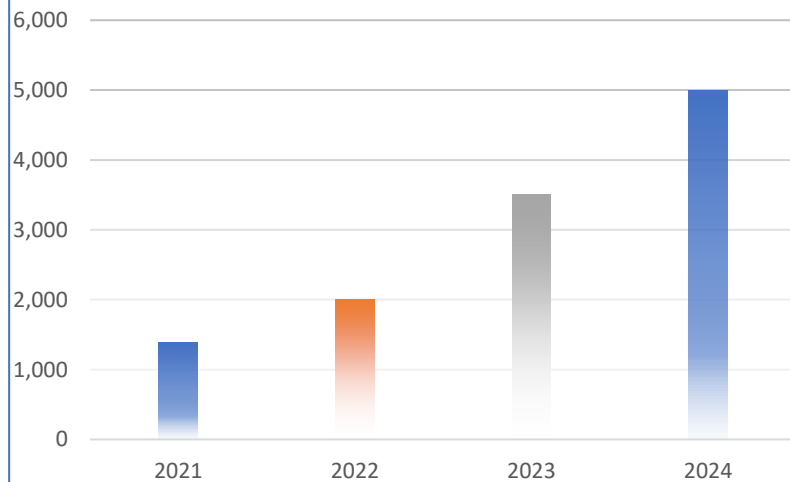
## RETAIL REVENUE



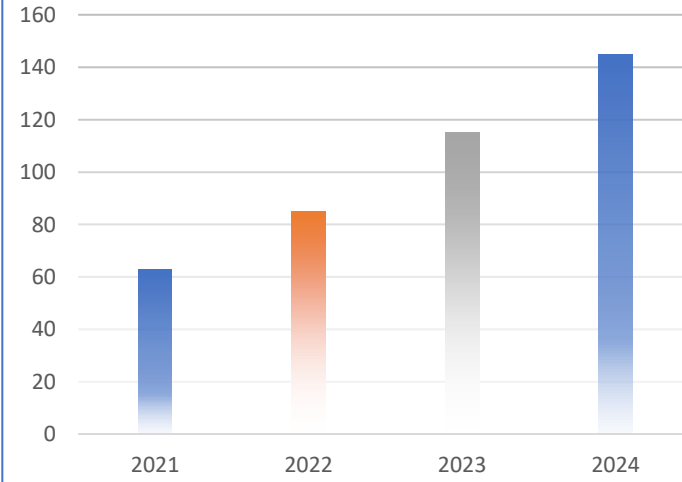
## DONATIONS



## WFD – DIRECT SERVICES



## GTC - STUDENTS



## EMPLOYEES

