



Goodwill Industries of Southeastern Louisiana, Inc.

Strategic Plan 2025-2027

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



Growth & Financial Performance

Revenue Growth Initiatives

Enhancing retail donation channels and store performance maximizes organizational revenue potential.

Loyalty and Engagement Programs

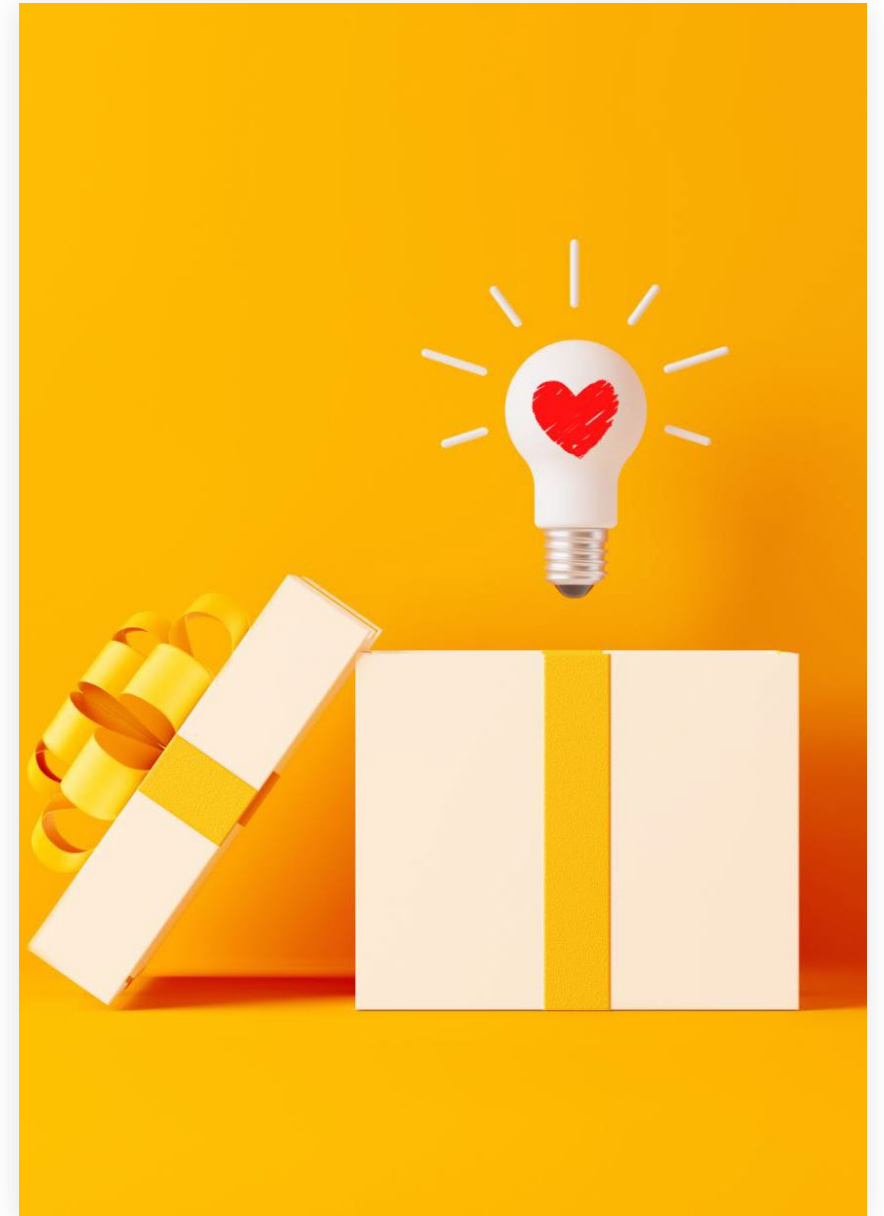
Donor and shopper loyalty programs build repeat engagement and strengthen community support.

Online Presence and Fundraising

Sustainable online retail and fundraising efforts diversify income sources and improve financial stability.

Education and Cost Management

Introducing Pell Grant-eligible college programs enhances educational opportunities and institutional value while refining cost management.





Organizational Design & Development

Enhancing Internal Structures

Redesigning wage structures to promote equity and improve market competitiveness within the organization.

Talent Acquisition and Onboarding

Improving talent acquisition and strengthening onboarding to attract and retain high-quality candidates effectively.

Career Development and Leadership

Expanding skill development initiatives and leadership training programs to support employee growth.

Culture and Standardization

Fostering accountability and recognition through mission alignment, integrity standards, and SOP implementation.



Operations Infrastructure

System Upgrades and Standardization

Upgrading systems and standardizing processes enhance operational efficiency and maintain brand consistency across locations.

IT Enhancements and Analytics

Information technology improvements support retail operations with better integration and expanded analytics capabilities.

Performance Monitoring Tools

Development of real-time dashboards and quality verification apps enables performance monitoring and quality assurance.

Facilities and Asset Management

Standardized replacement, repair, and maintenance cycles optimize facilities and asset management across all locations.



Brand Development



Strategic Marketing and Outreach

Consistent storytelling and real-life narratives enhance public understanding and support of the organization's mission.



Partnerships and Collaborations

Strengthening partnerships and sponsorships to expand the organization's presence beyond New Orleans.



Public Policy Engagement

Board members are developed as public policy champions to raise awareness and advocate for organizational goals.