

## Goodwill Career Services

2022/2023 | Mission Impact Report

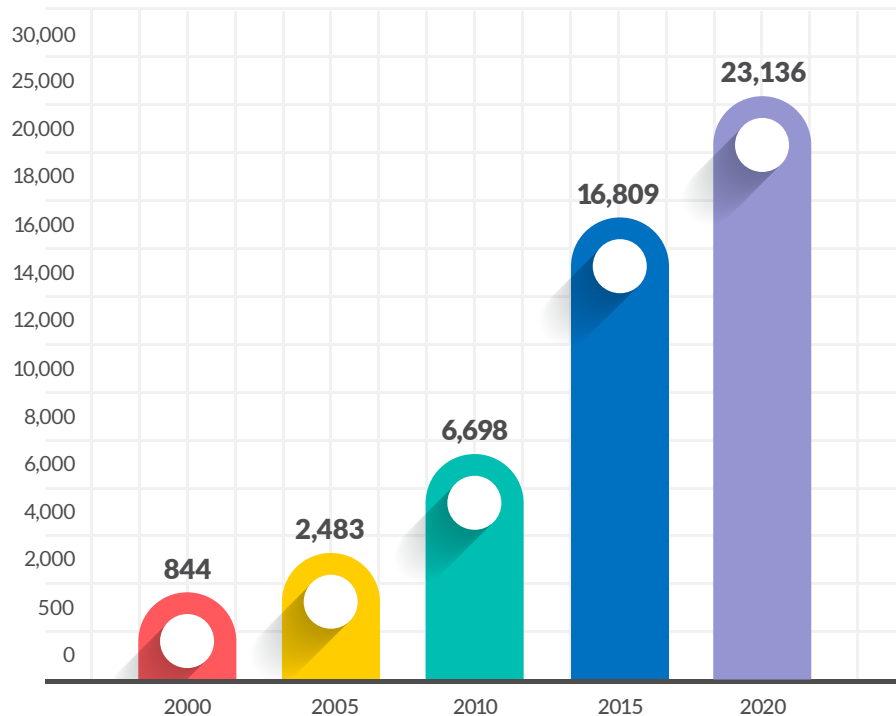


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### **A first job, a Better job, and a Career | Career Pathways ABCs**

At Goodwill of North Georgia, our mission is to put people to work. Last year, we connected 16,649 individuals with jobs. Learn about our North Georgia neighbors who we helped get the tools they wanted for the jobs they needed.

# We put people to work.



## Career Centers

At Goodwill of North Georgia, our mission is a simple one: We put people to work. We provide job training, placement, case management, work supports, paid internships, and opportunities to anyone who wants it. With the support of donors, shoppers, and community partners, we help people overcome the barriers to employment. Last year we helped connect 16,649 individuals with jobs. Since the year 2000, the number of people who have gone to work with assistance from our career services has increased exponentially.







# Virtual Career Services And Digital Literacy

P R O G R A M

**CareerConnector**  
powered by Goodwill®  
[www.careerconnector.org](http://www.careerconnector.org)



Virtual Job Fair  
Attendees

**4,298**



Hiring Employers  
& Resources

**355**



Scan QR code for more  
information about our  
digital literacy program.



Latin American  
Association



**Metro Atlanta  
Industry Partnerships**

A collaboration of Atlanta CareerRise and WorkSource Metro Atlanta



**Hartsfield-Jackson**  
Atlanta International Airport



**FATHERS  
INCORPORATED**

**We meet people where they are:**

**Level One**  
Awareness  
&  
Access



**Level Two**  
Basic  
Skills



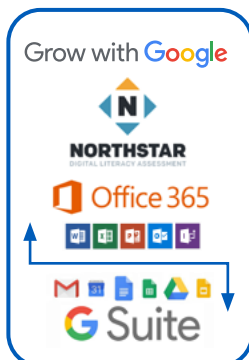
**Level Three**  
Beginner  
Productivity  
Software



**Level Four**  
Intermediate  
Entry-Level  
Digital Careers



**Level Five**  
Advanced  
Mid-Level  
Digital Careers



For more information, call 844-344-WORK (9675) | email [CareerServices@ging.org](mailto:CareerServices@ging.org) | visit [goodwillng.org](http://goodwillng.org)



## Registered Apprenticeship Program

# Goodwill Career Services

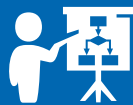
## Registered Apprenticeship Program Sponsor Pre-Apprenticeship Program Provider

In order to prepare a skilled and certified workforce, Goodwill of North Georgia has aligned our workforce development programming with apprenticeship. As the largest non-profit employer in Metro Atlanta, and the largest non-profit workforce development agency in the Southeast, we understand talent pipelines. We are now using our expertise to help employers easily onboard new staff as apprenticeships with all the paperwork and regulations taken care of by Goodwill as the RAP sponsor.

## Understanding the Basics of Apprenticeship

Five Core Components of Registered Apprenticeship

1



### Related Instruction

Before beginning work, apprenticeship candidates complete vocational training courses at Goodwill that exceed industry minimum standards. Employers help us develop the curriculum and ensure the right credentials are earned.

2



### Occupational Credential

Program participants will earn their credential either at completion of Goodwill's vocational training program or will have met the standards to take the exam after the required amount of time on the job.

3



### Employer Engagement

After interviewing pre-screened candidates and making the decision to hire, employers assign a mentor to the apprentice and help facilitate Goodwill's job retention check-ins for one year after hire.

4



### On-The-Job Learning

Apprentices build on their classroom instruction with hands-on training in the workplace, including new hire orientation and specifics about the job duties and tasks for your business, just like most of your regular employees.

5



### Rewards for Skills Gains

If successful after one year on the job, the apprentice is rewarded with a merit increase or similar annual raise in recognition of the skill gains they achieved, again just like most regular employees.



"I always thought a traditional bachelor's degree was the only way to achieve the type of success that I needed to have a better life. Through the Technology Careers Program, I learned that wasn't my only option."

Lyric McGhee  
Salesforce Administrator,  
NCR Corporation

Goodwill  
of North Georgia



TechBridge®  
Business smart. Community focused.

# Technology Careers Program (TCP)

## P R O G R A M

Offered in partnership with Techbridge and Nevada Help Desk, TCP programs train individuals for high-paying jobs in the technology sector. Coursework includes database administration, web development, SCRUM, and cybersecurity.



Success Rate  
Graduates Placed

**78.7%**



Graduates Still Employed  
after 6 months

**88.1%**



Program Start to  
Industry Career (in days)

**126**



Placements into Full-Time,  
Living Wage Careers

**48**



Average Starting Wage  
for Graduates (per hour)

**\$23.66**



Total Wages Earned by  
Graduates Last Year

**\$2,362,214**

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# GoodBIZ!

## PROGRAM

GoodBIZ! graduates become job creators, creating 431 jobs in the last 5 years.



Designed to help entrepreneurs launch or expand their micro business, this self-employment program helps participants refine their business and marketing plans.



"I went through the Goodwill program to learn to run my business more as a business and not a hobby."

Linda Sumner  
Twist and Bend, Owner



Business Feasibility Studies

527



New Business Starts

145



Program Start to Business Start (in days)

84



New Jobs Created

431



Average Starting Wage for Graduates (per hour)

\$14.61



Total Wages Earned by Graduates Last Year

\$2,157,605

# Highway Construction

## PROGRAM

"I learned flagging, CPR and carpentry, light plumbing and electrical wiring. If you have a desire to improve yourself then Goodwill is there for you."

Shay Felder  
Construction Materials  
Testing Technician  
Georgia Department  
of Transportation

Within this program participants receive hands-on training and job placement services for highway maintenance, construction, and transportation.

This program is made possible in part with support from the Georgia Department of Transportation, one of our community partners.



Success Rate  
Enrolled to Placed\*

**78.9%**



Graduates Still Employed  
after 6 months

**81.3%**



Program Start to  
Industry Career (in days)

**92**



Placements into Full-Time,  
Living Wage Careers

**30**



Average Starting Wage  
for Graduates (per hour)

**\$17.28**



Total Wages Earned by  
Graduates Last Year

**\$1,078,272**

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\*Many colleges' and community-based organizations' job training programs report % of Graduates to Placed. Goodwill of North Georgia holds itself to the more rigorous standard of % of the Total Number Enrolled/Served to Placed.



# Maintenance Technician

## PROGRAM



This program prepares participants for a career in residential or commercial facility maintenance and repair. Participants receive certification in multiple skills.

Graduates support 5,600 apartment units.



Success Rate  
Enrolled to Placed\*

**81%**



Graduates Still Employed  
after 6 months

**69.2%**



Program Start to  
Industry Career (in days)

**61**



Placements into Full-Time  
Living Wage Careers

**23**



Average Starting Wage  
for Graduates (per hour)

**\$19.13**



Total Wages Earned by  
Graduates Last Year

**\$915,179**

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# Floor Tech/ Custodial

P R O G R A M



FloorTech/Custodial prepares participants  
for careers in the fields of floor care, cleaning,  
and environmental services.



Success Rate  
Graduates Placed\*

**79%**



Graduates Still Employed  
after One Year

**85%**



Program Start to  
Industry Career (in days)

**61**



Placements into Full-Time,  
Living Wage Careers

**16**



Average Starting Wage  
for Graduates (per hour)

**\$13.41**



Total Wages Earned by  
Graduates Last Year

**\$446,285**

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"Working in the sterile room is the best part of my job because we get to wear lab coats and build packs for our clients. Goodwill helped me get the job I have today."

Kelly Ngu,  
Production Assistant,  
Global Resources International



# Healthcare Environmental Services

## P R O G R A M

This program prepares participants for a high-demand, growing field with opportunities for employment, offering strong, entry-level compensation packages.



Success Rate  
Enrolled to Placed\*

**70%**



Graduates Still Employed  
after One Year

**90%**



Program Start to  
Industry Career (in days)

**58**



Placements into Full-Time,  
Living Wage Careers

**10**



Average Starting Wage  
for Graduates (per hour)

**\$14.25**



Total Wages Earned by  
Graduates Last Year

**\$296,400**

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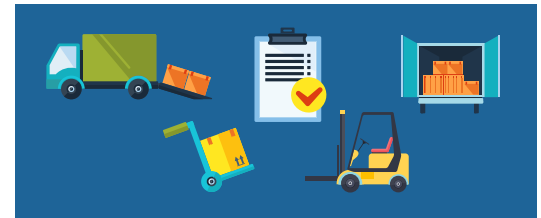
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# Logistics and Supply Chain Management

## P R O G R A M

The key skills attained by program participants for logistics positions are customer service principles; computer software proficiency (such as spreadsheets, email and GPS); and an understanding of basic shipping methods, warehousing and tracking systems.



Depending on the career pathway, workers may also attain forklift and CDL-A certifications

"Goodwill found me. Thanks to this program, I can work."

Kozman Stroman III



Success Rate  
Enrolled to Placed\*

**70%**



Graduates Still Employed  
after 6 months

**91.4%**



Program Start to  
Industry Career (in days)

**78**



Placements into Full-Time,  
Living Wage Careers

**35**



Average Starting Wage  
for Graduates (per hour)

**\$19.87**



Total Wages Earned by  
Graduates Last Year

**\$1,446,536**

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# Welding

## P R O G R A M

In collaboration with our Technical College partners, Goodwill's program graduates will earn industry credentials in Gas Metal Arc Welding (GMAW), Flux Cored Arc Welding (FCAW), Shielded Metal Arc Welding (SMAW), Metal Fabrication Procedures, CPR/First Aid and OSHA 30.



Job applicants who can weld are in high-demand and are attractive candidates to employers in a variety of industries.



Success Rate  
Enrolled to Placed\*

**92.9%**



Graduates Still Employed  
after 6 months

**92.2%**



Program Start to  
Industry Career (in days)

**64**



Placements into Full-Time,  
Living Wage Careers

**56**



Average Starting Wage  
for Graduates (per hour)

**\$16.64**



Total Wages Earned by  
Graduates Last Year

**\$1,938,227**

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"When I met with Goodwill,  
the most helpful thing  
for me was all the  
various job leads."

Jonathon Clark



# Retail Customer Service

## PROGRAM

Customer service is not a department, it's a philosophy. Learn the ins and outs of delivering exceptional customer service in our three-month program. The skills you will learn in this program are essential in every work environment and will prepare you to land your next job.



Success Rate  
Enrolled to Placed\*

**64%**



Graduates Still Employed  
after 6 months

**59%**



Program Start to  
Industry Career (in days)

**109**



Placements into Full-Time,  
Living Wage Careers

**116**



Average Starting Wage  
for Graduates (per hour)

**\$13.78**



Total Wages Earned by  
Graduates Last Year

**\$3,324,838**

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# Healthcare Career Pathways

P R O G R A M



Pre-  
Apprenticeship  
Program



Registered  
Apprenticeship  
Program

Through our Healthcare Career Pathways, job seekers have the option of enrolling in several training programs that lead to careers in healthcare, including Medical Administration, Medical Coding & Billing and Phlebotomy.



Success Rate  
Enrolled to Placed\*

**69%**



Graduates Still Employed  
after 6 months

**75%**



Program Start to  
Industry Career (in days)

**95**



Placements into Full-Time,  
Living Wage Careers

**27**



Average Starting Wage  
for Graduates (per hour)

**\$14.88**



Average Wages Earned by  
Graduates Last Year

**\$835,660**

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# Youth Employment Services (Y.E.S.)

## P R O G R A M

"I got into the  
Y.E.S. program  
and got a job.  
I even graduated  
a year early."

Kevin Brown  
Y.E.S. Program Graduate

*"A 2016 study from the Brookings Institution found that students with low incomes were more likely to drop out of high school if they lived in areas with large income inequality. Youth between the ages of 12 and 17 are at the highest risk of making harmful choices such as delinquency, dropping out of school or joining a gang."*

Goodwill of North Georgia is committed to helping youth gain the confidence and skills needed to advance into successful futures.

- Melissa S. Kearney, Phillip B. Levine. (2016).  
*Income Inequality, Social Mobility and the Decision to Drop Out of High School (2016).*



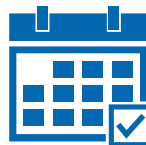
Graduation  
Rate

**64%**



Graduates Still Employed  
after One Year

**80.4%**



Program Start to  
Industry Career (in days)

**106**



Placements into  
Full-Time Careers

**81**



Average Starting Wage  
for Graduates (per hour)

**\$12.03**



Average Wages Earned by  
Graduates Last Year

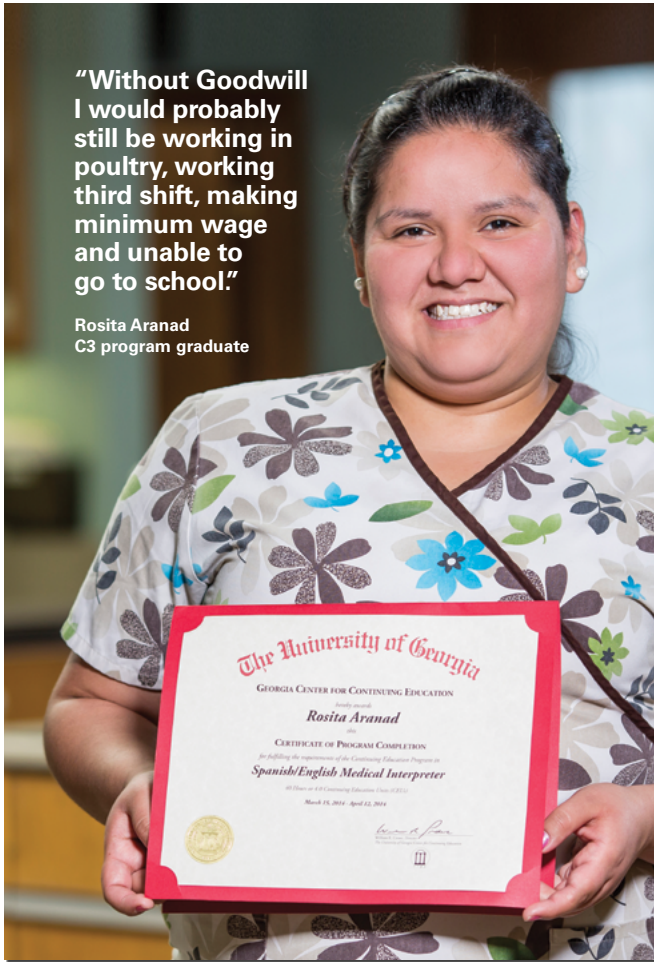
**\$2,026,814**

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Goodwill of North Georgia holds itself to the more rigorous standard of % of the Total Number Enrolled/Served to Placed.

"Without Goodwill I would probably still be working in poultry, working third shift, making minimum wage and unable to go to school."

Rosita Aranad  
C3 program graduate



# College Career Catalyst (C<sup>3</sup>)

## PROGRAM

Goodwill currently works with 8 technical colleges and 2 universities to co-enroll students.



The C3 initiative bridges the gap between secondary education and higher education with training opportunities and the ability to earn college credit or certifications prior to entering college.



Graduation Rate

**74%**



Graduates Still Employed after 6 months

**83.6%**



Program Start to Industry Career (in days)

**53**



Placements into Full-Time, Living Wage Careers

**47**



Average Starting Wage for Graduates (per hour)

**\$15.28**



Average Wages Earned by Graduates Last Year

**\$1,493,773**

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# People with Disabilities

FOCUS POPULATION



Success Rate  
Enrolled to Placed\*

**78.3%**



Placements into  
Full-Time Careers

**90**



Average Starting Wage  
for Graduates (per hour)

**\$13.59**



# People who are Unhoused

FOCUS POPULATION



Success Rate  
Enrolled to Placed\*

**62.5%**



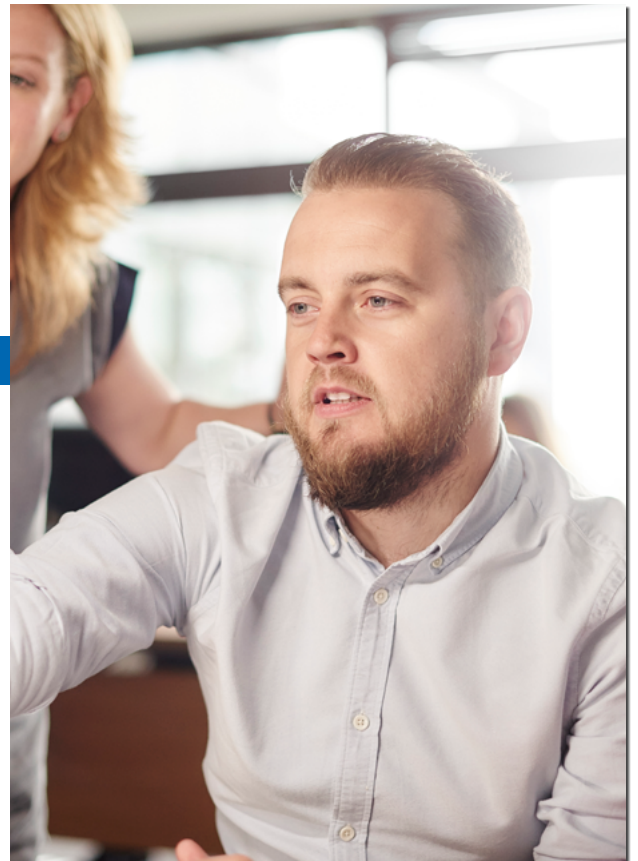
Placements into  
Full-Time Careers

**5**



Average Starting Wage  
for Graduates (per hour)

**\$15.85**



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# People Receiving Public Benefits (TANF/SNAP)

## FOCUS POPULATION



Success Rate  
Enrolled to Placed\*

**80.1%**



Placements into  
Full-Time Careers

**213**



Average Starting Wage  
for Graduates (per hour)

**\$16.42**

# Returning Citizens (former justice involvement)

## FOCUS POPULATION



Success Rate  
Enrolled to Placed\*

**73.3%**



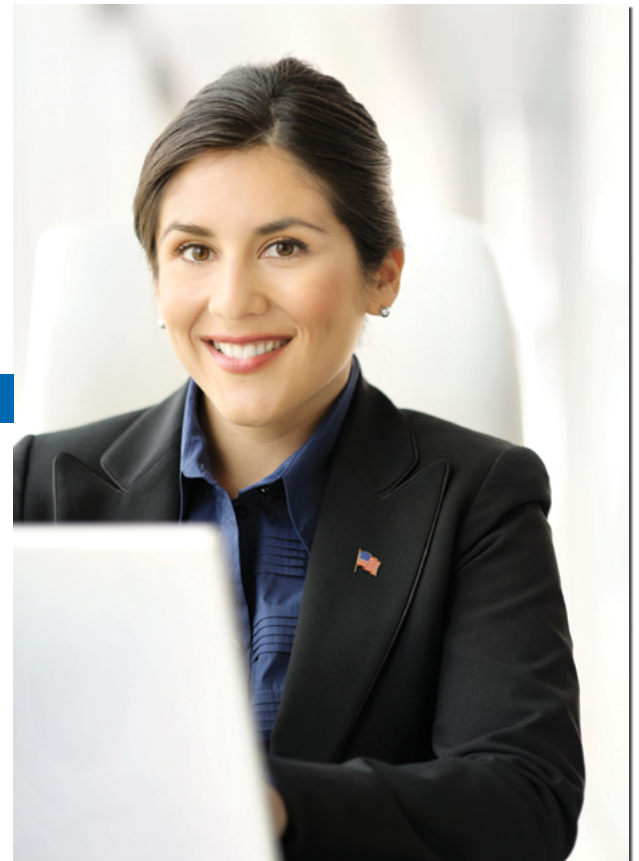
Placements into  
Full-Time Careers

**22**



Average Starting Wage  
for Graduates (per hour)

**\$15.32**



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# Veterans

FOCUS POPULATION



Career Pathways  
Completion

87.5%



Placements into  
Full-Time Careers

547



Average Starting Wage  
for Graduates (per hour)

\$15.75



# Women in Non-Traditional Occupations

FOCUS POPULATION



Success Rate  
Graduates Placed

69%



Placements into  
Full-Time Careers

94



Average Starting Wage  
for Graduates (per hour)

\$17.14



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# We Put **100,000** People To Work From 2013-2018!



**#1**  
**Goodwill**  
**in the**  
**nation for**  
**job seekers**

## Goodwill Training Programs



Customer Service  
Retail



Youth Employment  
Services (Y.E.S.)



Logistics



Healthcare  
Environmental  
Services



College Career  
Catalyst (C3)



Veteran Programs



Technology Careers  
Program



Women in  
Non-Traditional  
Occupations



Hospitality



GoodBIZ!



Maintenance



Construction



Floor Tech/Custodial



Forklift



Welding



Phlebotomy



Medical Billing  
& Coding



Medical  
Administration

## Career Services | Leadership Team

**Vice President and Chief Mission Officer**

Jenny Taylor

**Mission Strategist**

Myndi Kuhlmann Pryor

**Senior Directors**

Alicia Battle, Jonathan Wilson, Stacy Rozier

**Director of Mission Outreach**

Ralfiel Worthem

**Director of Employment Services**

Glorivee Cruz-Velazquez

**Director of Instructional Design & Career Pathways**

Kerry Tracey

**Director of Workforce Services**

Rashida Daniel

**Director of Quality Development**

Corrie West

**Director of Grant Development & Coordination**

Joanna Carabello

**Director of Mission Engagement**

Summer Dunham

**Assistant Director of Technical Assistance**

Ariella Mendez

**Goodwill**  
**of North Georgia**



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[www.careerconnector.org](http://www.careerconnector.org)