

Goodwill® Career Services

Strategic Plan 2024 | Mission Impact Report



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. Since fiscal year 2019, during our most recent Strategic Plan and the last six years we connected nearly 130,000 of our neighbors with jobs, and helped more than 77,500 families in North Georgia move out of poverty. Learn about our North Georgia neighbors who we helped get the tools they wanted for the jobs they needed.

Mission Impact by the Numbers

07/01/18 to 06/30/24



129,908 persons employed*



Success Rate of all
Program Participants
Enrolled who became
Employed

73%



Families Moved
out of Poverty**
over the last five years

77,501



Employment Retention Rate
One Year after
Job Placement

84.3%



% of Persons Employed in
Living Wage Careers**
Current Fiscal Year

78%



Average Starting Wage
Current Fiscal Year
(per hour)

\$17.92



% of co-enrolled students
at Goodwill post-
secondary and HS who
graduate & go to work

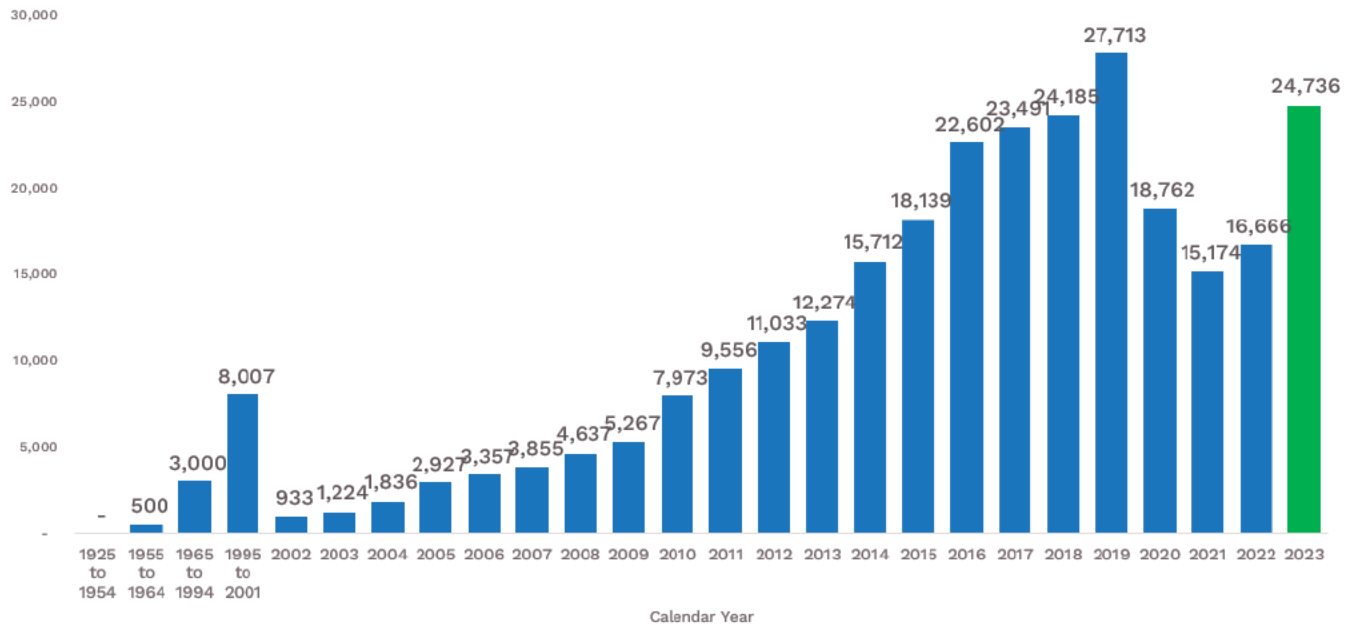
91.8%

*Persons employed count does not include jobs created and persons employed at Goodwill. **According to the M.I.T. Living Wage Calculator for Georgia

We put people to work.

Quantity: 283,559 Persons Employed

Since 1925



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 barriers to employment. Last calendar year 2023, we helped connect 24,736 of our neighbors with jobs. Since the year 2000, Goodwill's career center team have increased the number of jobseekers served by 1,972.6%, even through the pandemic recovery. With the support of our 5,000 current employment partners, Goodwill graduates are placed in top companies with opportunities for growth. We are grateful to our partners who make our mission possible.





Virtual Career Services And Digital Literacy

PROGRAM

CareerConnector
powered by Goodwill®
www.careerconnector.org



Virtual Job Fair
Attendees

4,298



Hiring Employers
& Resources

355



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



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 | visit 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.

Look for the Registered Apprenticeship Program symbol when browsing our training programs.

Understanding the Basics of Apprenticeship

Five Core Components of Registered Apprenticeship

1	 Related Instruction	<p>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.</p>
2	 Occupational Credential	<p>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.</p>
3	 Employer Engagement	<p>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.</p>
4	 On-The-Job Learning	<p>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.</p>
5	 Rewards for Skills Gains	<p>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.</p>

*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.

Technology Careers Program (TCP)

"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."

Lynic McGhee
Salesforce Administrator,
NCR Corporation



Offered in partnership with our peers in non-profit workforce development or technical college partners, TCP trains individuals for high-paying jobs in the technology sector. Certifications include database administration, web development, SCRUM, and cybersecurity.



Success Rate
Graduates Employed

81.6%



Program Start to
Industry Career (in days)

126



Average Starting Wage
for Graduates Current
Fiscal year (per hour)

\$19.49



Graduates Still Employed
after 3 months

88%



Placements into Full-Time
Careers

272



Total Wages Earned by
Graduates the Last Six years

\$66m

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

856



New Business
Starts

176



Program Start to
Business Start (in days)

84



New Jobs
Created

487



Average Starting Wage
for Graduates (per hour)

\$17.94

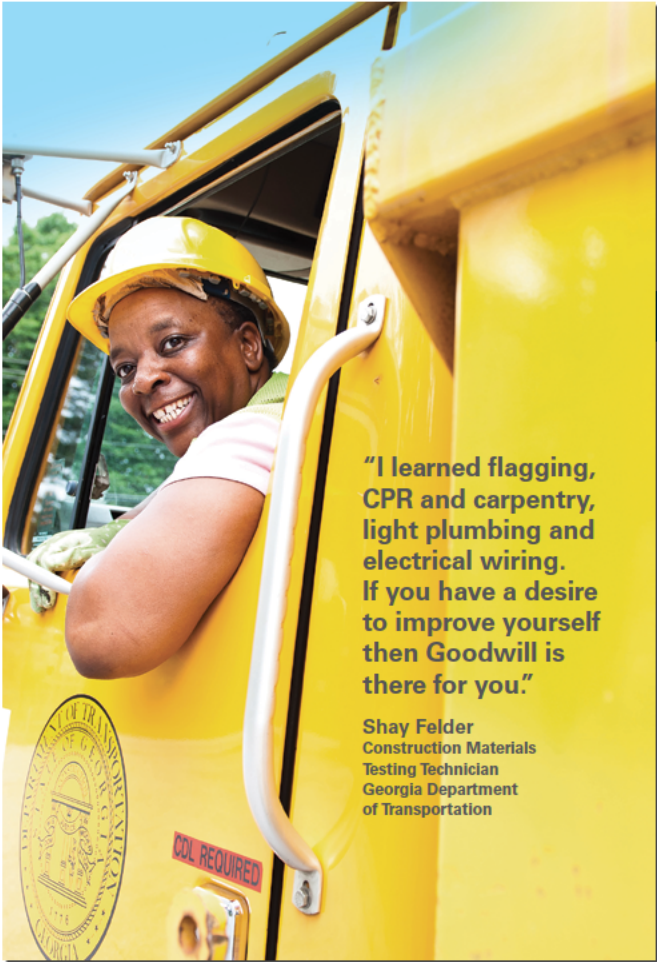


Total Wages Earned by
Graduates the Last Six years

\$33.2m

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*

71.1%



Graduates Still Employed
after 3 months

86.4%



Program Start to
Industry Career (in days)

92



Placements into Full-Time
Careers

273



FY23 Average Starting
Wage (per hour)

\$18.10



Total Wages Earned by
Graduates the Last Six years

\$53m

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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*

79.8%



Graduates Still Employed
after 3 months

85%



Program Start to
Industry Career (in days)

61



Placements into Full-Time
Careers

182



Average Starting Wage
for Graduates (per hour)

\$22.06



Total Wages Earned by
Graduates the Last Six years

\$42.6m

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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 Employed

71%



u s E y
after 3 months

67%



Program Start to
Industry Career (in days)

61



Placements into Full-Time
Careers

160



Average Starting Wage
for Graduates (per hour)

\$16.92



Total Wages Earned by
Graduates the Last Six years

\$22.6m

Healthcare Environmental Services

PROGRAM

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



“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



Success Rate
Enrolled to Placed*

76.7%



Graduates Still Employed
after One Year

88%



Program Start to
Industry Career (in days)

58



Placements into Full-Time,
Living Wage Careers

66



Average Starting Wage
for Graduates (per hour)

\$15.38



Total Wages Earned by
Graduates the Last Six years

\$11.1m

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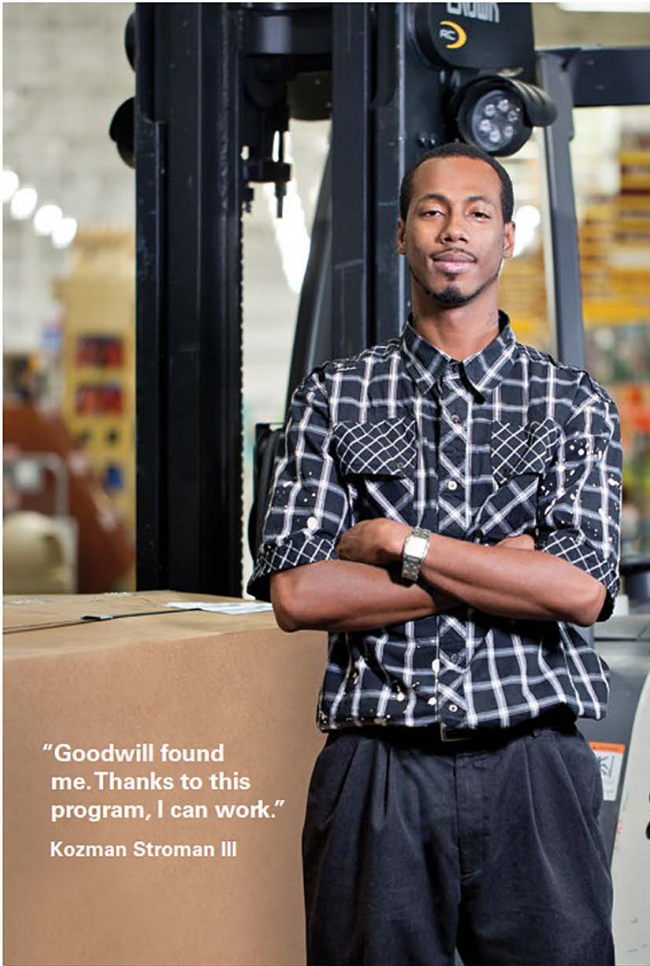
Logistics and Supply Chain Management

PROGRAM

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
Graduates Employed

84.1%



Program Start to
Industry Career (in days)

78



Average Starting Wage
for Graduates (per hour)

\$20.33



Graduates Still Employed
after 3 months

87%



Placements into Full-Time
Careers

234



Total Wages Earned by
Graduates the Last Six years

\$51.6m

Welding

PROGRAM

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.



"The more skills you learn, the better prepared you are. Just learn everything – whatever you learn you can use to better yourself for the future."

Jorge Lugo,
Intern, Kubota
Manufacturing of America



Success Rate
Enrolled to Placed*

72.5%



Graduates Still Employed
after 3 months

85.3%



Program Start to
Industry Career (in days)

64



Placements into Full-Time
Careers

390



Average Starting Wage
for Graduates (per hour)

\$19.24



Total Wages Earned by
Graduates the Last Six years

\$79.8m

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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
Graduates Employed

91.4%



Graduates Still Employed
after 3 months

84.6%



Program Start to
Industry Career (in days)

109



Placements into Full-Time
Careers

1,334



Average Starting Wage
for Graduates (per hour)

\$14.²⁰



Total Wages Earned by
Graduates the Last Six years

\$200m

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
Graduates Employed

67.4%



Graduates Still Employed
after 3 months

95.8%



Program Start to
Industry Career (in days)

95



Placements into Full-Time
Careers

116



Average Starting Wage
for Graduates (per hour)

\$18.11

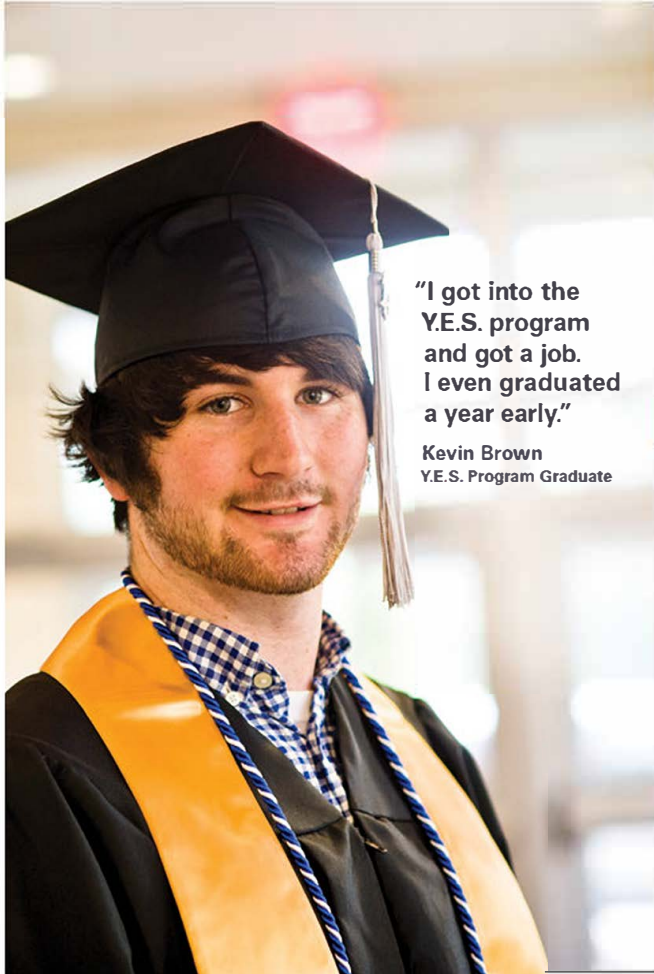


Total Wages Earned by
Graduates the Last Six years

\$25m

Youth Employment Services (Y.E.S.)

PROGRAM



"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

74%



Graduates Still Employed after One Year

80.4%



Program Start to Industry Career (in days)

106



Placements into Full-Time Careers

835



Average Starting Wage for Graduates (per hour)

\$14.42



Total Wages Earned by Graduates the Last Six years

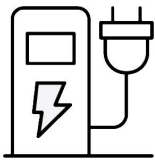
\$120.8m



Goodwill Clean Tech Accelerator™

PROGRAM

Through the Goodwill Clean Tech Accelerator™, we are providing job training and support services so people in our community can begin careers in clean energy — especially for Electric Vehicle Charging Station operations and maintenance.



Graduation
Rate

98%



Graduates Still Employed
after 3 months

94.8%



Program Start to
Industry Career (in days)

30



Placements into Full-Time
Careers

39



Average Starting Wage
for Graduates (per hour)

\$20.⁶⁶



Total Wages Earned by
Graduates This Year

\$419k

People with Disabilities

FOCUS POPULATION



Success Rate
Enrolled to Placed*

67%



Placements into
Full-Time Careers

620



Average Starting Wage
for Graduates (per hour)

\$17.⁸⁶

People who are Unhoused

FOCUS POPULATION



Success Rate
Enrolled to Placed*

67%



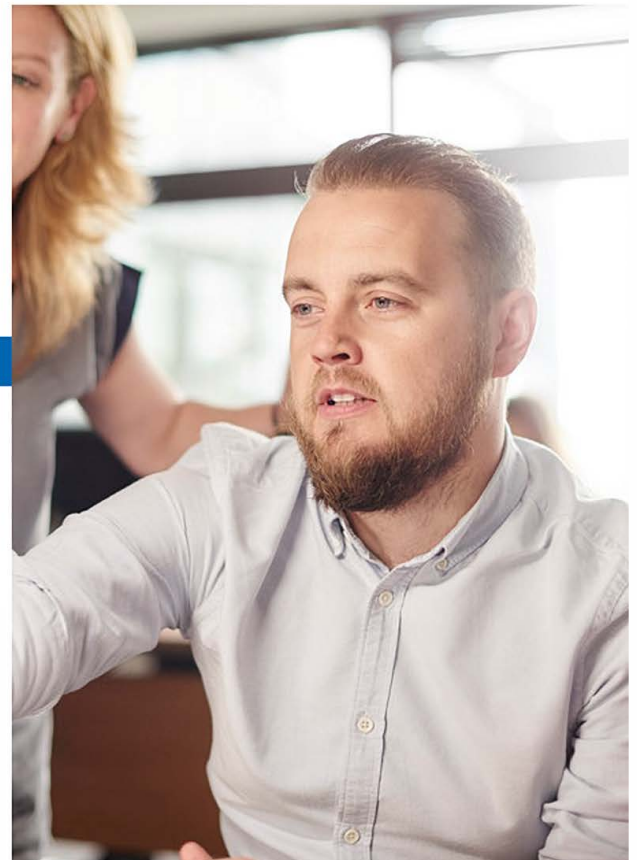
Placements into
Full-Time Careers

62



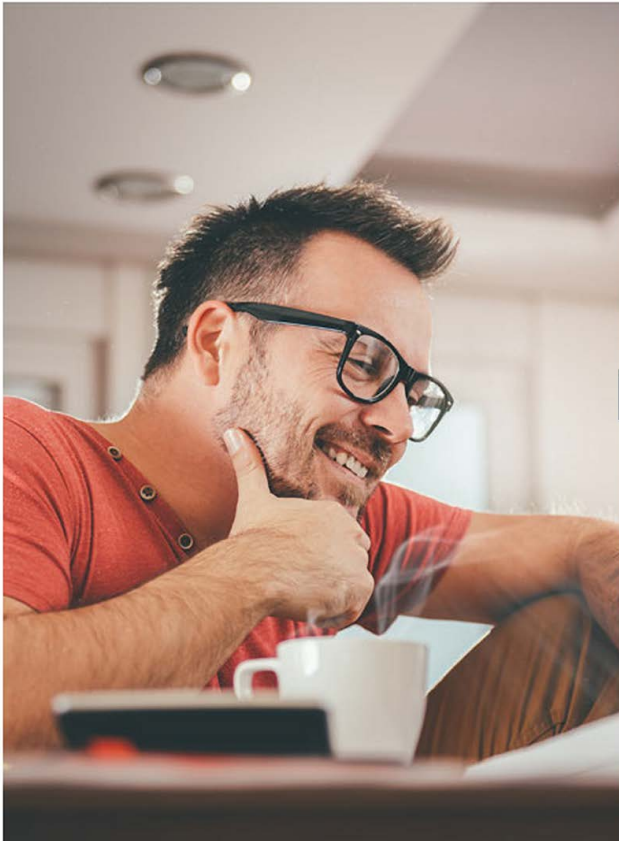
Average Starting Wage
for Graduates (per hour)

\$18.⁴¹



People Receiving Public Benefits (TANF/SNAP)

FOCUS POPULATION



Success Rate
Enrolled to Placed*

71.6%



Placements into
Full-Time Careers

1,198



Average Starting Wage
for Graduates (per hour)

\$19⁶⁶

People with Justice Involvement

FOCUS POPULATION



Success Rate
Enrolled to Placed*

71.4%



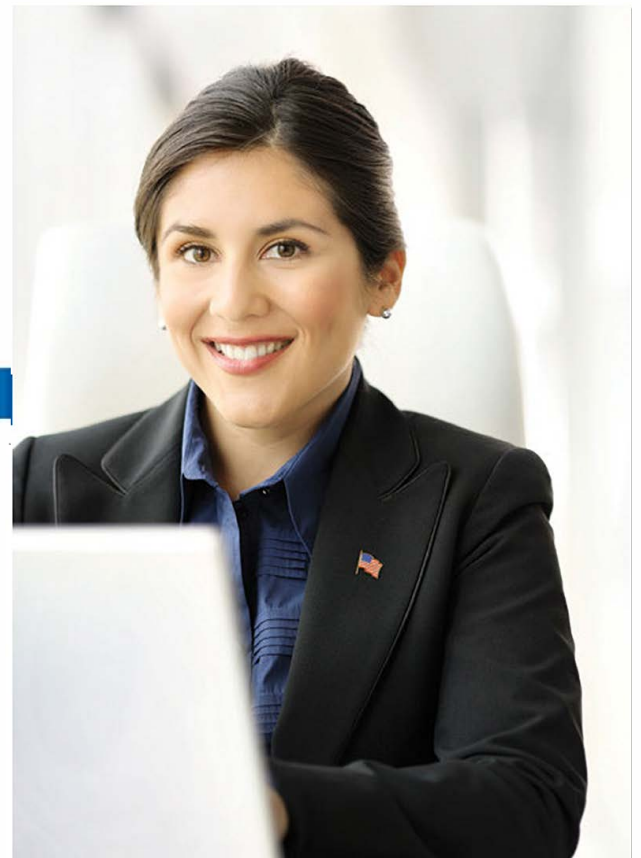
Placements into
Full-Time Careers

180



Average Starting Wage
for Graduates (per hour)

\$18.44



For more information, call 844-344-WORK (9675) | email CareerServices@ging.org | visit goodwillng.org

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Veterans

FOCUS POPULATION



Career Pathways
Completion

87.5%



Placements into
Full-Time Careers

6,378



Average Starting Wage
for Graduates (per hour)

\$15.75

Women in Non-Traditional Occupations

FOCUS POPULATION



Success Rate
Graduates Placed

77%



Placements into
Full-Time Careers

807



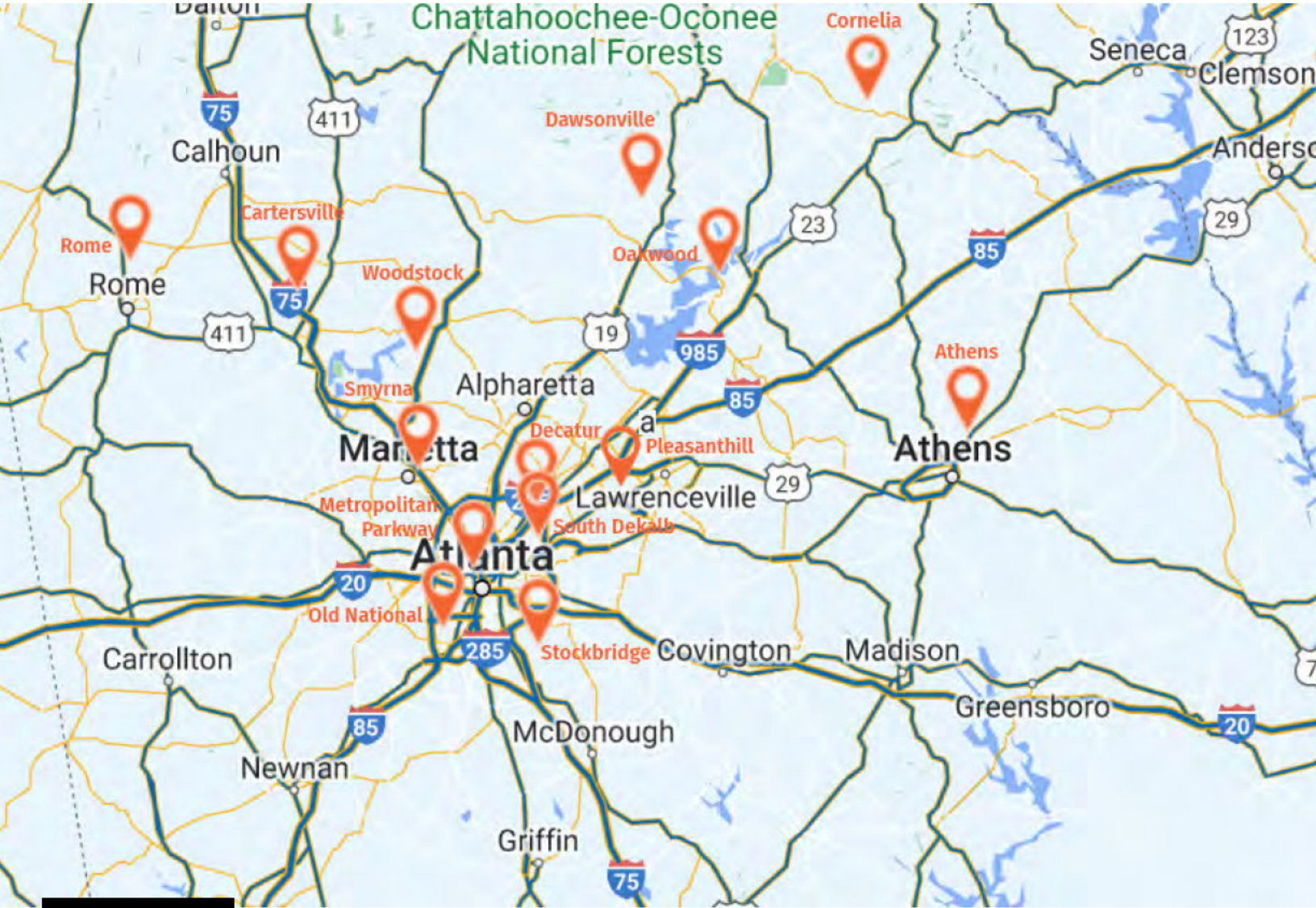
Average Starting Wage
for Graduates (per hour)

\$20.44



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Goodwill Career Center Locations

Anyone entering one of our fourteen Goodwill career centers can easily access resources and make connections that lead to employment opportunities in the community with access to:

- Telephones, scanners, copiers and computers;
- Job boards and job fairs;
- Workshops on writing résumés, developing interview skills, GED preparation, ESL, wealth building, benefits navigation, and computer proficiency.

Goodwill also supports those starting or growing their own businesses and offers access to community resources, classes and more.



CAREER CENTERS

Athens

4070 Lexington Road
Athens, Georgia 30605
706.395.1560

Cartersville

929 Joe Frank Harris Parkway
Cartersville, Georgia 30120
770.276.7036

Cornelia

308 Habersham Hills Circle
Cornelia, Georgia 30531
706.894.4905

Dawsonville (by appointment only)

66 S. 400 Center Lane
Dawsonville, Georgia 30534
706.344.3409

Decatur

2201 Lawrenceville Hwy, Suite 200
Decatur, Georgia 30033
404.554.9600

Metropolitan Parkway (City of Atlanta)

2160 Metropolitan Parkway, SW
Atlanta, Georgia 30315
770.795.4204

Old National (South Fulton)

6175 Old National Highway Suite 110
Atlanta, Georgia 30349
678.554.0410

Oakwood

3715 Mundy Mill Road
Oakwood, Georgia 30566
770.538.4209

Pleasant Hill (Duluth)

1502 Pleasant Hill Road
Duluth, Georgia 30096
770.564.2447

Rome

154 Hicks Drive
Rome, Georgia 30161
706.292.3304

Smyrna

3205 South Cobb Dr SE
Smyrna, Georgia 30080
678.766.8173

South DeKalb

1295 Columbia Drive
Decatur, Georgia 30032
404.728.8605

Stockbridge

3871 Highway 138 SE
Stockbridge, Georgia 30281
678.514.0670

Woodstock

9425 Highway 92, Suite 142
Woodstock, Georgia 30188
770.874.0901

Can't visit us in person? No problem.
Access our career services online
at careerconnector.org

CareerConnector
powered by Goodwill® 
www.careerconnector.org





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Dell McKinney, VP Donated Goods Retail & Chief Operating Officer
Elaine Armstrong, VP Marketing
Emily Carter, VP Development
Jenny Taylor, VP Career Services & Chief Mission Officer
Keith T. Parker, President & CEO
Mariàngela (Bonnie) Corales, VP Legal & Compliance
Ron Wade, VP Human Resources
Scott Parry, VP Facility Services
Tim O'Connell, VP Finance and I.T. & Chief Financial Officer

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Vice President and Chief Mission Officer
 Jenny Taylor

Mission Strategist
 Myndi Kuhlmann Pryor

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 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
 Jessica Williams

Director of Workforce Services
 Rashida Daniel

Director of Quality Development
 Corrie West

Director of Grant Development & Coordination
 Joanna Carabello

Assistant Director of Technical Assistance
 Ariella Mendez

Goodwill Job Training Programs



Customer Service
Retail



Youth Employment
Services (Y.E.S.)



Logistics
Supply Chain
Management



Healthcare
Environmental
Services



Clean Tech
Accelerator™



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

We Put 129,908 People To Work From 2019-2024!

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Dr. John McNeal,
Senior Pastor, Atlanta Bible Baptist Church



#1

**Goodwill
in the nation
for jobseekers
5 Years
in a Row!**

**Join Goodwill today
in changing the lives
of jobseekers
in your community.**

Contact Emily Carter, Vice President
of Development at ecarter@ging.org
or visit www.goodwillng.org/give

Goodwill 
of North Georgia

2201 Lawrenceville Highway, Suite 300
Decatur, Georgia 30033

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