**2020 Strategic Plan Summary**

**2020 Ohio Valley Goodwill Industries Strategic Plan Summary**

The information below reflects an overview of the 2020 Strategic Plan for all business lines including Programs and Services, Retail, Auto Auction, Industrial Services, Administrative as well as Marketing.

Note: All 2020 Goals were adversely impacted by COVID-19 and the mandated closure of business lines and subsequent recovery efforts. The summary below reflects the projected plan for the year.

* **Programs and Services:** New program offerings will be explored and developed. Individuals served will be encouraged and supported in seeking competitive employment within a set time frame. OVGI will work in cooperation with referral partners on integrated day service opportunities.
* **Work Evaluation:** To explore and expand our referral partners and opportunity for service provision in the larger community.
* **Employment and Community Supports:** Promotion of service options to referral partners with a focus on expanding Youth Services and employment support opportunities.
* **Grants:** Explore the Progressive Engagement Model which allows individuals served to be involved in multiple service options simultaneously. To pursue more grant and funding opportunities to expand service options available based on assessed community need.
* **Retail:** To acquire an additional retail store in 2020 based on community demographics and to continue to prioritize quality customer service. To work with our Marketing team on Retail promotional strategies to attract new customers and increase sales.
* **Recycling:** Continue our partnerships with recycling vendors to increase our recycling of metals, electronics, computer equipment and books. To continue our partnerships with the larger community in our recycling efforts in 2020 including increasing the number of Community Donation Drives.
* **E-Commerce:** Gradual expansion of the ShopGoodwill program with a focus on higher priced inventory and projected growth at a conservative rate.
* **Auto Auction:** To increase car donations by expanding the scope of our marketing efforts to increase target specific outreach via the most effective communication platforms appropriate to donor demographic. An increased focus on our Northern Kentucky territory and reaching potential donors in this market.
* **Industrial Services:** To increase revenues and improve expense controls by increasing employer partnerships.
* **Administrative Services:** IT systems are up-to-date with affordable technology which are networked and shared by all departments.
* **Accounting:** Maintain a “strong cash position” and continue efforts to practice good financial management. Complete final payment of Industrial Revenue bond by November 2020.
* **Human Resources:** Install and utilize a quality applicant flow/employee tracking system to help management efficiently and effectively recruit and retain employees.
* **Health Care Services:** To continue good, competent and dependable medical services to all employees and individuals served. This includes a quality designated nursing services for remote service sites.
* **Marketing:** Support the programs, activities, outreach and special services that are offered by the divisions and departments of OVGI. Development of a comprehensive digital marketing plan and strategies which target and effectively promote OVGI business lines and service offerings.
* Increase awareness among business and industry of the individuals that have received career development services through OVGI. Help to position these individuals as job ready applicants and promote the placement and support services available through OVGI.
* Ensure that all business lines are provided with appropriate and effective marketing support to enable the achievement of annual outcome goals.