**2021 Strategic Plan Summary**

**2021 Ohio Valley Goodwill Industries Strategic Plan Summary**

The information below reflects an overview of the 2021 Strategic Plan for all business lines including Programs and Services, Retail, Auto Auction, Industrial Services, Administrative as well as Marketing.

* **Programs and Services:** To increase the number of individuals active in job development who achieve employment and in the CARE program who participate in their desired community activities at the frequency they choose. To increase referrals to Career Planning to assist individuals on the path to employment.
* **Work Evaluation:** Increase the number of assessments requested by referral partners and to investigate alternative funding streams for the Assistive Technology program.
* **Employment and Community Supports:** To increase the number of individuals served in all program options. To develop large scale relationships with employers that meet the vocational goals and geographic needs of those served.
* **Grants:** Seek out and pursue grant contract and foundation funding that supports the population in keeping with Goodwill’s mission: ie. Veterans, the homeless and low-income groups. Expand outreach opportunities to targeted individuals in the larger community.
* **Retail:** To acquire an additional retail store in 2021 and to continue to implement interior re-design in all stores. Enhance the importance of customer service training with all retail team members as an integral part of providing outstanding customer service across all settings.
* **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 2021 to increase our recycling outcomes to exceed the 50,000,000 lbs recycled in 2020.
* **E-Commerce:** Expansion of the ShopGoodwill program in terms of inventory and staff to reflect the continued growth of online shopping opportunities.
* **Auto Auction:** To increase car donations by working collaboratively with the OVGI Marketing department to develop effective donation appeal campaigns.
* **Industrial Services:** To provide work opportunities for individuals served by OVGI through its Pre-Vocational and Veterans Services programs with an improved focus on productivity and efficiency.
* **Administrative Services:** Continue improvements and refinements in efficiency, productivity, internal control, and inter-departmental coordination in a pro-active and effective manner utilizing the current team building management system.
* **Accounting:** Continued analysis and implementation of Accounting methodologies and procedures required to meet job needs in compliance with documented Equal Opportunity Employer policy.
* **IT Systems:** To maintain and improve all computer equipment in an effort to produce information which is timely, pertinent and efficient to all departments as well as keeping OVGI competitive in today’s business environment.
* **Human Resources:** To recruit sufficient number of quality applicants required to meet job needs in compliance with documented Equal Opportunity Employer policy. To comply with established policy of non-discrimination and ensure active efforts are made towards employing minorities and women at OVGI utilizing Affirmative Action policy in a proactive manner.
* **Health Care Services:** To provide employees and program participants with regularly required and emergency medical care. To keep employees and individuals served healthy with regular and appropriate preventative care and health awareness programs.
* **Marketing:** To help design and implement all marketing campaigns in support of OVGI business lines including Retail, Auto Auction, As Is, Industrial Services and Programs to attain sales, donations and marketing goals.
* To design and launch a corporate website re-design to improve navigation, accessibility and content formatting to enhance the customer experience and user outcome analytics.
* To increase referrals to OVGI Programs and Services through digital marketing strategies to targeted audiences.
* To prominently position the Goodwill brand in community spotlights that showcase mission and ways of supporting that mission including shopping and donating and enhancing the overall positive public perception of Ohio Valley Goodwill Industries.