

2022 Strategic Plan Summary

2022 Ohio Valley Goodwill Industries Strategic Plan Summary

The information below reflects an overview of the 2022 Strategic Plan for all business lines including Programs and Services, Retail, Auto Auction, Industrial Services, Administrative as well as Marketing.

- **Pre-Vocational and Adult Day Services:** To increase participation in community activities through the Center for Advocacy, Recreation and Education (CARE program); resume integrated service opportunities at community retail locations; and to increase referrals to Career Planning to assist individuals on the path to employment.
- **Work Evaluation:** Increase the number of individuals referred for vocational testing and the overall number of referrals from funding sources as well as timeliness of outcome reports with recommendations.
- **Employment and Community Supports:** To increase exposure of served individuals to possible job opportunities and to increase overall referrals for all services (Transition Youth, Career Exploration/Planning, Job Development and Coaching supports). Provide appropriate supports for young adults 30 and under with no previous work experience to increase successful placements.
- **Grants:** To increase the number of grants received as well as appropriate grant matching opportunities. To increase HVRP enrollments and job placements.
- **Retail:** The organizations primary focus throughout 2022 will be the health and safety of our employees and customers. We will continue efforts to reset store interiors to become more aesthetically pleasing and more shoppable. We will create a retail expansion plan for the territory that will be presented in 2023. Efforts to expand will be limited by our continued staffing challenges.

- **Recycling:** We will expand our network of recycling vendors and partnerships that support the organizations effort to secure the highest return for unsaleable donated goods while diverting waste from our local landfills. Comparing to the previous two years, we will relaunch community donation events and open one additional Attended Donation Collection sites in Hebron, Kentucky.
- **E-Commerce:** Online retail sales platforms continue to grow and expand meeting the needs of shoppers globally. We will develop an Ecommerce expansion plan that will provide up to three times the number of opportunities for purchase for our online customers.
- **Auto Auction:** Used vehicles values have increased significantly throughout pandemic times thus reducing the number of car donations to OVGI. We will expand our digital and traditional advertising appeals while managing the size and frequency of Auto Auction events.
- **Industrial Services:** We will provide work opportunities for individuals served by OVGI through its Pre-Vocational and Veterans Services programs. We will work to improve efficiencies that ultimately create a self-sustaining real-work program.
- **Administrative Services:** Our organization has sustained one of the most difficult and challenging times of our existence resulting from ongoing pandemic times. Our focus as an organization has been the safety of our employees, customers and those we proudly serve. Each of our administrative service divisions will work toward improved service, more efficient processes and in supporting a work environment people want to be a part of.
- **Marketing:** To work collaboratively with all OVGI business lines to achieve relevant marketing and outcome goals. To create data tracking systems to establish trends in response to implemented marketing campaigns. Increased use of digital media strategies and video to maximize engagement with targeted audiences for each business line.

- Implementation of Branding Refresh initiative throughout corporate communications, website and public-facing platforms
- To prominently position the Goodwill brand in community spotlights that showcase mission and ways of supporting that mission including shopping and donating as well as enhancing the overall positive public perception of Ohio Valley Goodwill Industries.