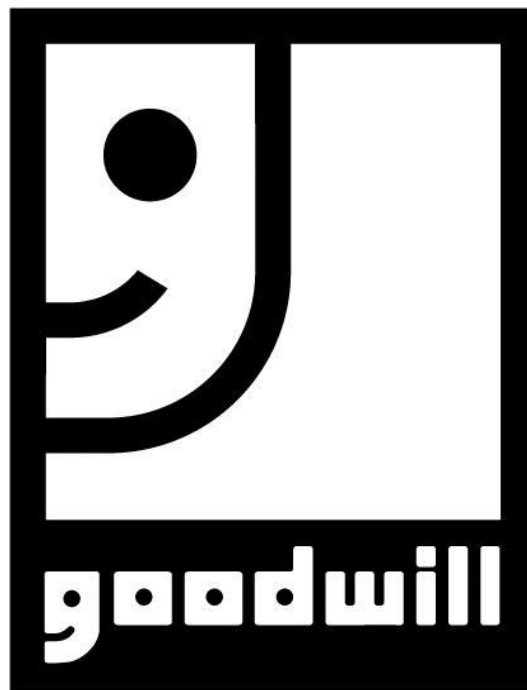


2010
Program Evaluation
Outcome Management



®

Goodwill Industries Serving Southeast Nebraska, Inc.
2100 Judson St. - Lincoln, NE 68521 Phone (402) 438-2022 Fax (402) 438-2167
www.lincolngoodwill.org

Introduction

In 2010 Goodwill Industries Serving Southeast Nebraska, Inc. provided vocational services to a minimum of 865 individuals and overall, Goodwill provided 6,379 total units of service.

General Overview

Total Units of Service

Program	2006	2007	2008	2009	2010
*Retail Organizational Employment	26	15	12	9	9
Job Connection / One Stop Computer Lab	2,616	2,085	1,747	3,777	4,775
One Stop Computer Lab Third Party Use	--	--	--	--	739
New Americans Employment Program	84	65	137	215	155
Interpretation Services	--	--	--	--	**8
*Lancaster County Day Reporting Center	7	52	85	202	201
Volunteer Program	--	--	--	235	414
*EDS: Goodwill Academy	--	--	--	--	**78
Total	2,733	2,217	1,981	4,438	6,379

Individuals Served

Program	2006	2007	2008	2009	2010
*Retail Organizational Employment	26	15	12	9	9
Job Connection / One Stop Computer Lab	***	***	***	***	***
One Stop Computer Lab Third Party Use	--	--	--	--	--
New Americans Employment Program	84	65	137	215	155
Interpretation Services	--	--	--	--	**8
*Lancaster County Day Reporting Center	7	52	85	202	201
Volunteer Program	--	--	--	235	414
*EDS: Goodwill Academy	--	--	--	--	78
Total	117	132	234	661	865

* CARF Accredited

**This is the first year in which these statistics were included in the evaluation.

*** Because of the anonymity of Goodwill's tracking system for the One Stop program, we are unable to discern between total units of service and the number of actual individuals served in 2010. It is one of our 2011 goals to research methods of tracking that would allow us to capture both sets of unique numbers efficiently and without sacrificing privacy.

Participants' Characteristics

Measured in Units of Service

Gender	DRC	ROE	NAER	Volunteers	Interpretation Services	***One Stop Third Party Use (Units of Service)	EDS	***Job Connection (Units of Service)	Total Units of Service	Total Individuals Served
Male	132	7	77	24	--	--	32	3,104	3,376	272
Female	69	2	70	189	--	--	41	1,671	2,042	371
Unknown	--	--	8	**201	*8	*739	5	--	961	222
Total	201	9	155	414	8	739	78	4,775	6,379	865

Ethnicity	DRC	ROE	NAER	Volunteers	Interpretation Services	One Stop Third Party Use	EDS	Job Connection (Measured in Units of Service)	Total Units of Service	Total Individuals Served
White	112	8	13	--	--	--	61	2,468	2,662	194
Black	40	1	14	--	--	--	7	1,782	1,844	62
American Indian	2	--	--	--	--	--	2	78	82	4
Asian	3	--	14	--	--	--	--	64	81	17
Hispanic	10	--	52	--	--	--	1	254	317	63
Other	5	--	53	--	--	--	--	101	159	58
Unknown	29	--	9	*414	*8	*739	7	28	1,234	467
Total	201	9	155	414	8	739	78	4,775	6,379	865

Age	DRC	ROE	NAER	Volunteers	Interpretation Services	One Stop Third Party Use	EDS	Job Connection (Measured in Units of Service)	Total Units of Service	Total Individuals Served
0 – 15 Years	--	--	1	3	--	--	--	--	4	4
16 – 24 Years	48	--	12	155	--	--	20	--	235	235
25 – 34 Years	67	3	38	117	--	--	20	--	245	245
35 – 44 Years	31	2	43	37	--	--	16	--	129	129
45 – 54 Years	22	2	29	22	--	--	13	--	88	88
55 + Years	5	2	16	9	--	--	5	--	37	37
Unknown	28	--	16	71	*8	*739	4	*4,775	5,641	127
Total	201	9	155	414	8	739	78	4,775	6,371	865

*This type of demographic data is not collected for this program.

**This demographic information is not collected for this program; results shown are from the ResCare function of the volunteer program, which was recorded.

***These stats are counted as “units of service” since the total number of individuals cannot be verified.

Retail Organizational Employment

(ROE) a CARF accredited program, formerly titled Work Services

The Retail Organizational Employment (ROE) program is a small program that provides remunerative fully integrated employment opportunities to individuals with mental, physical, emotional, and/or developmental disabilities who express a desire to work in a retail setting. Persons may participate short term or ongoing depending upon their individual preferences, needs, interests, and abilities and the ability of Goodwill to provide ongoing work opportunities. The program aims to ensure that approximately 10% of its retail workforce consists of ROE participants and in 2010, Goodwill met that goal. In recent years, most participants have chosen long term engagement in the program which reflects effectiveness in job satisfaction. Some individuals have graduated the program and remain employed with Goodwill. They are considered competitively employed having mastered their jobs and achieved employment stability.

2010 Program Goals:

- 1) Maintain 10% ROE Participation Level

*Outcome: **Goal met.** We are currently at full capacity with 9 individuals in our ROE program. These 9 individuals account for 10% of the Goodwill workforce.*

- 2) 80% will improve a production skill they had input in selecting by at least 1%

*Outcome: **Goal met.** Based on performance evaluations, 80% of individuals did increase their selected skills by at least 1%. However, all participants did not reach this goal. We are working to ensure that, through practice, all individuals experience this gain next year.*

Additional notes to report:

The ROE Program has been at capacity and wait-listed for an extended time. This program is small but desirable and openings will continue to be filled as quickly as possible when they do occur. The “80% to Improve 1%” Goal was implemented as a result of the inefficiency of the Cross Training goal which was not met in 2009.

Job Connection Computer Lab

The Goodwill Job Connection computer lab offers staffed employment related services to the community at no cost to the participant and is housed inside of Workforce Development's One Stop Career Center. In 2010 Goodwill provided 4,775 units of service to members of the community and by allowing facilitators to make use of the lab after hours, provided an additional 739 units of service.

Types of services offered at the One Stop include, but are not limited to, tutorial training, resume assistance, and Internet use for job searching, online applications, and email and unemployment registration. Assistance is also provided for New American individuals. A complete breakdown of the services offered in correlation to the units of service provided is listed below.

Breakdown of Services Provided

Measured in Units of Service

Objective	Total
Tutorial GCF Learn Free	34
Tutorial Typing	40
Tutorial Vista	0
Resume	493
Job Search	1978
Application	954
Email	360
NAER	40
Unemployment	420
Resource Room	287
Other/Non Specific	169
Total Units of Service	4,775
Third Party Computer Lab Use	
Vocational Rehabilitation Assessments	143
Nebraska Unemployment Assessment	129
TRIAD Training	5
Southeast Community College ESL	342
HHS/Manpower Testing	120
Total Units of Service	739

2010 Program Goals:

- 1) Maintain or increase previous years' computer lab usage levels.
Outcome: Goal Met. In 2010 we provided 4,775 units of service, an average of 398 per month. This is up from 3,777 in 2009.

Additional Notes to Report:

Third parties such as Southeast Community College, Vocational Rehabilitation, and State Unemployment conduct testing or classes in the Job Connection Computer lab by reservation. Due to high volume of clients, some reservations have been limited; after hours use is permitted by approved agencies.

New Americans Employment Resources

New Americans Employment Resource (NAER) program offers assistance to immigrants and refugees who are interested in obtaining work, but who experience barriers to finding appropriate employment due to cultural and/or language barriers. Goodwill serves individuals who are in the United States legally. Valid documentation and identification is required prior to service provision. Goodwill assists individuals through the job search process, including application processes, interviews, new hire orientation, and follow up after placement. This program was initially funded in part by grants, moving to being sustained by the agency.

In 2010 Goodwill served 155 individuals and arranged interpretation services for 8 individuals. 37 individuals were self-referred to the program, 7 were referred due to circumstances involving WIC/Workfare, and 111 individuals were referred by outside agencies.

2010 Program Goals:

- 1) Serve 80-100 individuals
*Outcome: **Goal met** as 155 individuals were served.*
- 2) 50% of individuals with adequate English skills will obtain employment
*Outcome: **Goal not met** as 18 individuals were placed in employment*

Breakdown of Referral Sources & Services Offered

Measured in Individuals Served

Method	
Walk In/Self Referred	37
WIC/Workfare	7
Other/Non-Professional	111
Total	155

Additional Notes to report:

The number of individuals served in 2010 is less than the number served in 2009. This can be attributed to an evaluation period by Goodwill that was conducted midyear. We continued to serve New Americans at the One Stop computer lab during this evaluation of the program.

During this evaluation period, Goodwill applied for and was awarded a TAG grant. Providing services under TAG involves close collaboration with Community Action and Lincoln Literacy Council, though each agency is funded separately.

Lancaster County Day Reporting Center

Goodwill offers Employment and Life Skills programs to the Lancaster County Day Reporting Center. The center is a pilot program for the State of Nebraska and has expanded from serving only Specialized Substance Abuse (SSAS) Probation participants, to offering programming to the entire Lancaster County probation and parole population. In 2010 the Lancaster County Day Reporting Center served 201 individuals.

2010 Program Goals:

- 1) Maintain or exceed the number of 2010 Employment and Life Skills participants
*Outcome: **Goal Not Met.** 201 individuals were served, compared to 202 in 2009*

- 2) Make adjustments to the curriculum or course structure based on contractor input
*Outcome: **Goal Met.** Contractor input has led us to consider and implement a more concise class structure which includes 30 days of course material, followed by 30 days of independent job search, and finally 20 hours of volunteer work.*

Additional Notes to Report:

The Day Reporting Center is a pilot programming center and the possibility of cutting funds or programming exists. Goodwill will continue to monitor this concern and provide services as contracted. The annual contract renewal period is in July.

Volunteer Program

Goodwill's Volunteer Program receives community service referrals from various sources. Volunteers work at our retail locations or are part of a special project or donation drive at other locations. Goodwill provided opportunities for 414 volunteers in 2010 serving more than 13,966.26 hours, an increase from 11820.7 hours in 2009. Below are the main referral sources for the volunteer program:

Breakdown of Referral Sources & Hours Served

Measured in Individuals Served

Referral or Group	Number of Individuals	Total Hours Served
Dept. Of Community Corrections	94	1,128.02
ResCare/Arbor	213	11,992.71
Lincoln Public Schools	48	242.97
General	27	518.56
Large Group	32	84
Totals	414	13,966.26

Average Volunteer Rate for 2010

Based on the 2008/2009 statistics from the "2010 Volunteering in America Issue Brief" by the Corporation for National & Community Service. *VolunteeringinAmerica.gov*.

According to this report, Nebraska was rated 4th among all 50 states in their volunteer rate from 2007 – 2009, producing an average of 47.9 volunteer hours per capita.

The average Nebraska hourly volunteer rate: \$16.43
\$16.43 (13,966.26) = \$229,465.65

2010 Program Goals:

- 1) Maintain or exceed the number of 2009 Volunteer participants.
Outcome: Goal Met. 414 individuals were served, up from 235 in 2009.

Additional Notes to Report:

Volunteers are frequently needed and therefore we will continue to recruit participants through ResCare and other outside companies such as Volunteer Match.

Employee Development Services: Academy Training

The Goodwill Academy is a four week, CARF accredited, training program for all new employees. The academy was formed in January of 2007. Employees receive intensive training on the production process, cash handling, and customer service. In 2010, 79 Individuals entered Academy Training, 64 completed more than a week, and 50 completed the entire Academy. Of those 50 who completed the entire Academy, 32 are still employed as of December 31, 2010.

It is also important to note that if an individual is justifiably absent from a class during the scheduled four week program, they are asked to start again during the next orientation cycle.

Breakdown of Academy Graduation Rate

Measured in Individuals Served

Objective	Number
Number of Individuals who entered Academy	79
Number of Individuals who completed more than one week.	64
Number of Individuals who completed the entire Academy	50
Number of individuals who are still employed	32

2010 Program Goals:

- 1) 75% of Academy participants will graduate
Outcome: Goal Not Met. While close, our graduation rate was at 63%; 50 out of our 79 attendees graduated.
- 2) 80% of Academy participants will complete more than one week of training
Outcome: Goal Met. Our one week or higher completion rate was at 81% meaning that 64 out of our 79 attendees met this proposed goal. However, we have since determined that if it is not a good fit we would rather the participant leave within the first week rather than complete Academy in its entirety.

Needs Determination

In 2010 Goodwill achieved its objective in 7 out of 10 measures, granting the company a performance rating of 70%.

Nearly all of our programs have struggled in one particular area, the tracking and maintenance of statistical data. Our programs require detailed tracking and a large portion of our programs require case management. To ensure that we are efficiently and effectively tracking this data we plan to implement new measuring devices which are tailored to each program.

This evaluation has highlighted an apparent decrease in numbers with regards to the New American population. The number of individuals served in 2010 is less than the number served in both 2009. Based on the numbers served in the past two years our traditional goal of serving 40–50 individuals was increased to a goal of 80-100 individuals. However, the early resignation of our Employment Specialist prompted a program evaluation. During this period New Americans were still served at the One Stop although they were not tracked in the same manner. It was also at this time that Goodwill applied for and was awarded a TAG grant as part of a three pronged approach. The Employment Specialist position was then filled in order to comply with the aforementioned grant.

We will continue to serve those individuals who have a willingness to work as well as develop classes which will be open to the public and taught at the One Stop. Topics such as resume building, interviewing, and navigating the Internet and email set-up will be offered. We will also remain open to other populations where there may be a need for our services.

Goal Summary

Program	Accomplished	Not Accomplished
ROE		
<i>Maintain a 10% Participation Level</i>	1	0
<i>80% Will Improve a Production Skill by 1%</i>	1	0
Job Connection Computer Lab		
<i>Maintain or increase previous years' computer lab usage levels.</i>	1	0
New Americans		
<i>Serve 80 -100 Individuals</i>	1	0
<i>50% of individuals with adequate English skills will obtain employment</i>	0	1
Day Reporting Center		
<i>Maintain or exceed the number of 2010 Employment and Life Skills participants</i>	0	1
<i>Make adjustments to the curriculum or course structure based on contractor input</i>	1	0
Volunteer		
<i>Maintain or exceed the number of 2009 Volunteer participants.</i>	1	0
EDS: Goodwill Academy		
<i>75% of Academy participants will graduate.</i>	1	0
<i>80% of Academy participants will complete more than one week of training.</i>	0	1

Recommendations

Retail Organizational Employment

Both goals set for the ROE program were achieved. Consideration should be put forth into developing and implementing phone and electronic surveys to advocates and guardians to receive higher return on stakeholder surveys.

2011 Program Goals:

- 1) 80% of the individuals served will express satisfaction with the services provided.
- 2) 80% will improve a production skill they had input in selecting by at least 1%.

Job Connection Computer Lab

The 2010 goal for the One Stop Computer Lab has been achieved. More measurable goals are needed for this program related to efficiency and cost per unit of service. Utilization of a tracking method that will allow Employment Specialists to quantify not only the total number of units of service, but also the individuals served and light demographic information is recommended for 2011.

2011 Program Goals:

- 1) Be able to provide numerical data for individual units of service.
- 2) Maintain or increase 2010 computer lab usage levels by 25%.

New Americans

Both goals set for the New Americans program were not met. The number of individuals served was within the targeted range; however, the job acquisition rate was low. While there is a great need to serve this population, there are a number of outside agencies who are also providing similar services. Goodwill intends to review this redundancy and make a decision within the upcoming year as to whether or not to aim employment based services solely to this population.

2011 Program Goals:

- 1) Minimize the costs per participant by 10%.
- 2) Increase interpretation services for employment based classes by 2%.
- 3) 80% of people placed will receive a starting hourly wage of at least \$7.25.

Day Reporting Center

One of the two goals set for the Day Reporting Center was achieved. The number of individuals served in 2010 was slightly less than in the previous year. Since this is a contracted program we are obligated to make adjustments to the curriculum or course structure based on contractor input which we did successfully in 2010.

2011 Program Goals:

- 1) Maintain 40% class capacity at all times.
- 2) 70% of program participants who have not reoffended will gain employment through the program.
- 3) 80% of the individuals served will express satisfaction with the services provided.
- 4) 45% of program participants who have not reoffended will gain employment within 45 days of referral.

Volunteer Program

The single goal set for the Volunteer Program was met in 2010. The volunteer program served 414 individuals, a large increase from 2009 when 235 individuals were served. It is recommended that strategies are researched that will increase the amount of volunteers participating and increase their retention rate.

2011 Program Goals:

- 1) 60% of the individuals served will express satisfaction with the services provided.
- 2) Increase volunteer population by 10%.

EDS: Goodwill Academy

Of the two goals set for the Goodwill Academy program, one was achieved. The program did accomplish a 75% graduation rate for program participants; however, 80% of participants did not finish the first week of training.

The latter goal will not be continued into 2011 as there is no necessary reason to set high quota expectations during the trial period of new hires, instead it is recommended that we acknowledge the idea of retaining only the best new hires that choose to complete the entire Academy training.

2011 Program Goals:

- 1) 75% of Academy participants will graduate from the program.
- 2) 60% of individuals completing Academy will retain employment for 90 days or longer.