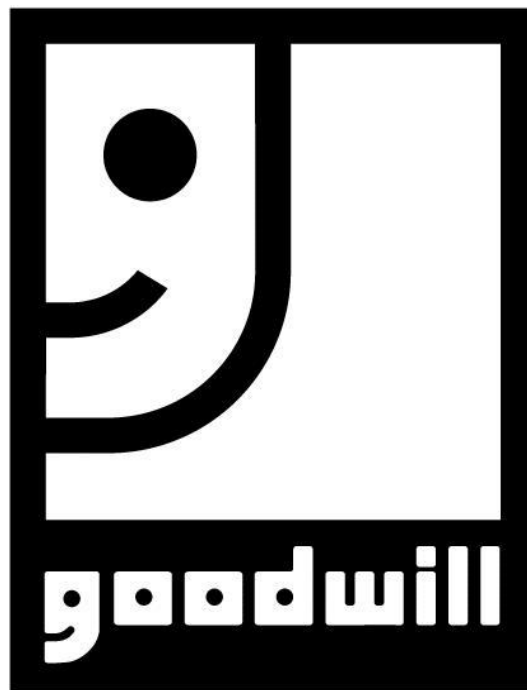


2012
Program Evaluation
Outcome Management



®

Goodwill Industries Serving Southeast Nebraska, Inc.
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Introduction

In 2012 Goodwill Industries Serving Southeast Nebraska, Inc. provided vocational services to a minimum of 4,694 individuals and overall, Goodwill provided 18,240 total units of service.

General Overview

Total Units of Service

Program	2007	2008	2009	2010	2011	2012
Community Service Recipients (CSR)	--	--	**235	414	485	229
Community Support (CS)	--	--	--	--	--	**174
****Goodwill Academy	4,943	10,283	13,876	13,691	10,700	10,159
Interpretation Services	--	--	--	**8	5	1
Job Connection Computer Lab	2,085	1,747	3,777	4,775	5,246	6,880
Job Connection Computer Lab Third Party Use	--	--	--	739	19	548
*Lancaster County Day Reporting Center (LCDRC)	52	85	202	201	215	222
New Americans Employment Program	65	137	215	155	29	!
*Retail Organizational Employment (ROE)	15	12	9	9	11	11
YWCA Job Outfitters	--	--	--	--	--	**16
**** Total	7,160	12,264	18,314	19,992	16,710	18,240

Individuals Served

Program	2007	2008	2009	2010	2011	2012
Community Service Recipients (CSR)	--	--	235	414	485	225
Community Support (CS)	--	--	--	--	--	**174
****Goodwill Academy	128	89	76	78	108	77
Interpretation Services	--	--	--	**8	5	1
***Job Connection Computer Lab	***	***	***	***	***1,162	3,478
Job Connection Computer Lab Third Party Use	--	--	--	--	19	548
*Lancaster County Day Reporting Center (LCDRC)	52	85	202	201	195	166
New Americans Employment Program	65	137	215	155	29	!
*Retail Organizational Employment (ROE)	15	12	9	9	11	9
YWCA Job Outfitters	--	--	--	--	--	**16
**** Total	260	323	737	865	2,014	4,694

!Program no longer in service.

*CARF Accredited

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

***As of April 1st, 2011, we implemented a tracking system which was able to capture certain statistics based upon the individual user.

****These numbers are amended from previous years as we pulled reporting on hours worked in Academy for units of service.

Participants' Characteristics

Gender	CSR	CS	Academy	Interpretation Services	Job Connection	Job Connection Third Party Use	LCDRC	ROE	YWCA Job Outfitters	Total Individuals Served
Male	98	78	25	--	--	--	130	6	1	338
Female	104	96	52	--	--	--	36	3	15	306
Unknown	23	--	--	*1	*3,478	*548	--	--	--	4,050
Total	225	174	77	1	3,478	548	166	9	16	4,694

Ethnicity	CSR	CS	Academy	Interpretation Services	Job Connection	Job Connection Third Party Use	LCDRC	ROE	YWCA Job Outfitters	Total Individuals Served
White	--	1	59	--	1,839	--	111	7	13	2,030
Black	--	13	9	--	860	--	33	1	3	919
American Indian	--	--	5	--	124	--	5	--	--	134
Asian	--	14	1	--	131	--	2	--	--	148
Hispanic	--	2	2	--	253	--	13	1	--	271
Other	--	14	1	--	197	--	1	--	--	213
Unknown	225	130	--	*1	74	*548	1	--	--	979
Total	225	174	77	1	3,478	548	166	9	16	4,694

Age	CSR	CS	Academy	Interpretation Services	Job Connection	Job Connection Third Party Use	LCDRC	ROE	YWCA Job Outfitters	Total Individuals Served
0 – 15 Years	--	--	--	--	82	--	--	--	--	82
16 – 24 Years	--	6	16	--	226	--	56	2	--	306
25 – 34 Years	--	19	19	--	621	--	57	2	5	723
35 – 44 Years	--	10	17	--	739	--	29	1	4	800
45 – 54 Years	--	2	14	--	1,004	--	21	1	6	1,048
55 + Years	--	1	11	--	750	--	3	3	1	769
Unknown	225	136	--	*1	56	*548	--	--	--	966
Total	225	174	77	1	3,478	548	166	9	16	4,694

*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.

Community Service Recipients (Volunteer Program)

This program receives community service referrals from various sources. Participants are provided with opportunities to assist in our retail locations or as part of a special project. Goodwill provided opportunities for 225 individuals in 2012. These individuals served 6,606.63 hours of community service. Below are the main referral sources for this program:

Breakdown of Referral Sources & Hours Served

Measured in Individuals Served

Referral or Group	Number of Individuals	Total Hours Served
Dept. Of Community Corrections	75	1,893.90
ResCare/Arbor	59	3,094.43
Local Schools	52	784.54
General	7	756.76
Large Group	32	129
Totals	225	6,658.63

Average Volunteer Rate for 2012

Based on the 2011 statistics by the Corporation for National & Community Service.

VolunteeringinAmerica.gov.

According to this report, Nebraska was rated 6th among all 50 states in their volunteer rate from 2010 – 2011, producing an average of 36.7 volunteer hours per capita.

The average Nebraska hourly volunteer rate: \$16.86

\$16.86 (6658.63) = \$112,264.50

2012 Program Goals:

- 1) 20% of the individuals served will express satisfaction with the services provided.
*Outcome: **Goal met.** The satisfaction survey was optional and based on the number which was returned the goal was met.*
- 2) Maintain or increase program participation by 20%.
*Outcome: **Goal not met.** Program participation decreased by 53%, largely due to the significant decrease in ResCare referrals.*

Community Support

Because of amazing donors and customers, Goodwill is able to provide services to thousands of people who face barriers to employment. Goodwill recognizes that services provided by peer agencies prepare people served by Goodwill to better succeed in Goodwill's employment programs.

It is with this understanding, and the great community support which Goodwill receives, that allows Goodwill to provide funding to colleague agencies to help fund their own programs that align with Goodwill's mission of *willing workers employed and community resources maximized*.

Community Justice Center:

Community Justice Center offers programming that helps ex-offenders with the victim and community impact portion of their rehabilitation. Beginning in April of 2012 Goodwill contracted with Community Justice Center to add a Goodwill employment readiness component to the services provided inside the prison. We have determined that the victim impact programming is antecedent to moving forward with other employment readiness and job search activity.

During 2012 Community Justice Center provided 13 classes which took place on a rotational basis at Lincoln Correctional Facility, the Nebraska State Penitentiary, and Nebraska Correctional Center for Women located in York, Nebraska. The program served a total of 130 individuals from April to December of 2012.

Lincoln Literacy:

Beginning in March of 2012 Lincoln Literacy received funding from Goodwill in an effort to help those with limited English proficiency acquire the skills needed to search for and maintain employment. Lincoln Literacy's current *Workforce Readiness English* program teaches students vocabulary, equips them with job-seeking skills, and prepares students for participation in the Nebraska workforce.

The goal of this cooperation is to create a smooth transition between the programs and workforce for students. Selected *Workforce Readiness* students undergo a brief training session and are personally guided through the registration process at the *One Stop Career Center*, where Goodwill provides a variety of employment services. The program served 44 individuals from March to December of 2012.

Additional Notes to Report:

Each Agency tracks their statistics and reports people served to Goodwill. In 2013 two more agencies will be added to this group. Class sizes for Community Justice programming became limited later in the year due to the facilities being on lock-down only allowing a small number of participants in each class.

Goodwill Academy

The Goodwill Academy is a four week training program for all new employees. The academy was formed in January of 2007 to establish expectations, train all employees on the same policies, procedures, and Goodwill basics, and help determine compatibility for the retail job before new hires become part of the team schedule. Employees receive intensive training on the production process, cash handling, and customer service. Perfect attendance during Academy is required. Should a participant need to miss any time they may start Academy at the beginning of the next orientation cycle depending on their specific situation. Participants may be let go or elect to leave Academy.

As of December 31, 2012 we have conducted 94 training Academies, including a group of current employees hired prior to 2007. We are on track to reach Academy 100 in May 2013. Academy classes in 2012 ranged from 2 people to 11 people per class.

Breakdown of Academy Graduation Rate

Measured in Individuals Served

Objective	Number
Number of Individuals who entered Academy	77
Number of Individuals who completed the entire Academy	48
Number of Individuals who are still employed 12/31/2012	37
Number of Individuals who completed the entire Academy employed >90 days	34
Number of >90 day individuals who are still employed 12/31/2012	29

2012 Program Goals

- 1) 60% of all individuals served will express satisfaction with the services provided.
*Outcome: **Goal met.** We experienced a 62% graduation rate. We are continuing to develop a more effective tool to measure this beyond our graduation rate and improved turnover rates.*
- 2) Average Academy graduation rate of 50% or more for 2012.
*Outcome: **Goal met.** This goal was exceeded with a graduation rate of 62% compared to 55% in 2011. While we would like to make the best hires possible every time, one of our goals with Academy is to be as efficient as possible in determining fit for the job.*
- 3) 100% of the retail workforce will have completed the current Academy curriculum by the end of 2012.
*Outcome: **Goal met.** Our last group of 7 currently employed individuals attended Academy 94 in December. Other employees were incorporated into classes throughout the year. Each retail employee now has an official Academy number! There were grumbles of "I already know this stuff" at first, but everyone learned something new and it was good to have the refresher training to get everyone on the same page. Academy 94 was one of the most fun groups for Joanne Pickrel, CEO to review the mission and history with in class.*
- 4) Maintain a turnover rate below 70% for the Agency without Academy. (This measures the effect of academy because 1) people who are not a good fit for the job and end employment during academy are not affecting the overall agency numbers and 2) employees who do effect the numbers attend the Academy training which has had an impact on retention.)
*Outcome: **Goal met.** Turnover has dropped to 45% from 56% in 2011 and from 128% since academy began in 2007. Retention has increased to 64% from 51% in 2012 and 41% from 2007.*

- 5) Work on a tool to measure outcomes related to improvement in retail operations due to the academy. For example, meeting budget goals, employee morale, safety, money handling, attendance, etc. tied to regular review possibly such as annual evaluation.
Outcome: Goal not met.

Additional Notes to Report:

The average time period someone worked if they did not graduate Academy was 7 days compared to 6.34 for 2011. While many of these were in the 2-3 day range, about half made it past the first week before personal situations affected their attendance. Goodwill's determination of a good fit is typically made within the first week.

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 2012 Goodwill provided 6,880 units of service to 3,478 members of the community. In 2011 Goodwill provided 5,246 units of service to 1,634 individuals. The increase in usage may be attributed to the more accurate tracking and overall usage being on the rise.

Types of services offered at the One Stop include, but are not limited to, tutorial training, classes based on needs of the public, resume assistance, Internet use for job searching, online applications, email and unemployment registration. The lab is also utilized as a classroom space for ESL students by Southeast Community College after normal business hours. Groups may also reserve the lab for special use. A complete breakdown of the services offered in correlation to the units of service provided are listed below.

Breakdown of Services Provided

Measured in Units of Service

Objective	Total
Assessments	52
Change Counting	45
Class (non-Goodwill Instructed)	40
E-mail	192
ESL Class (SCC)	414
Job Search & Application	3,332
NE Works/Unemployment	1,712
Other	243
Pay Stubs/Time Sheets	47
Resume	331
Tutorials	55
Vocational Rehab	37
Weekly Unemployment Claims	380
Total Units of Service	6,880

2012 Program Goals

- 1) Goodwill conducted classes will account for 20% of the units of service.
*Outcome: **Goal not met.** While there was an increase in third party usage for classes, Goodwill did not conduct these classes. Goodwill hopes to work with partners to provide classes that best serve the population for the upcoming year.*
- 2) Increase units of service by 10%.
*Outcome: **Goal met.** Units of served were increased by 30.67%.*

Additional Notes to Report:

Some of the users who were filing weekly claims may have grouped themselves into the NEWorks/Unemployment and Job Search and Application groups as there is no way to choose more than one group and we have seen a large increase within this area as unemployment has moved to a mandatory online filing system. We will be updating the options for use in hopes to better capture true usage.

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 2012 the Lancaster County Day Reporting Center served 166 individuals. 87 were served through Employment Skills class while 79 individuals took Life Skills classes.

2012 Program Goals:

- 1) 80% of the individuals served will express satisfaction with the services provided.
*Outcome: **Goal met.** Out of the 215 surveys collected all individuals expressed satisfaction with the services provided. 140 or 65% of participants rated services with a "1", the highest accomplishment on a scale of 1-5 with the services they received.*
- 2) 50% of program participants who have not reoffended will gain employment through the program.
*Outcome: **Goal not met.** 48% of individuals were placed in employment within 30 days.*

Additional Notes to Report:

This year's referral number was the highest it has ever been at 222. However, there are a few participants who did not complete programming due to reoffending or gaining employment before being required to report to Employment Skills class. It should also be noted that the completion rate for participants assigned to Employment Skills increased by 9% whereas Life Skills completion increased by 10%.

YWCA Job Outfitters

In December 2012, the YWCA Lincoln and Goodwill teamed up on the YWCA's Job Outfitters program to better serve its participants and the Lincoln community. Job Outfitters offers women and men in the community career clothing, hope, and encouragement. It is a free service to people in need and offers encouragement and empowers participants to better their lives. The need for Job Outfitters has become increasingly important during tough economic times. Participants are given vouchers good at any Goodwill Retail location to shop for interview and work apparel.

During the month of December a "soft opening" of this service was launched; meaning no major advertising was conducted regarding the service and hours were limited. Although this service was only open for a total of 23 hours during the month of December, 16 individuals were served and \$320.00 worth of vouchers were issued. 10 of the users stated their reason for using the service as clothing needed for an interview, while 6 needed clothing for their current job. All users have completed a workforce preparedness activity in order to receive a voucher.

Additional Notes to Report:

Advertising for this service will begin in January of 2013. A budgeted amount has been given to this program and once the cap has been met there may not be in kind funds until the next fiscal year.

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. The Agency is dedicated to designating approximately 10% of the retail workforce through the ROE program. 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.

2012 Program Goals:

- 1) 20% of participants will create a plan to achieve competitive employment.
*Outcome: **Goal met.** 44% of participants served created competitive employment plans and 22% gained competitive employment.*

- 2) 50% of participants will self advocate to ensure scheduling assignments which allow practice on new skill listed in IPP no less than weekly during each review period. Self advocacy to include contacting the Employment Specialist if assignments are not forthcoming after requesting them at the worksite.
*Outcome: **Goal met.** 66% of participants self advocated. Half utilized the newly created tool in order to help them with the self avocation process.*

Needs Determination

As our programming regarding New Americans has been absorbed into service through the One Stop we have discussed redirecting interpretation services into programming that is offered at the One Stop as our numbers show usage has increased dramatically.

Whereas the mission of Goodwill Industries Serving Southeast Nebraska, Inc. is *willing workers employed and community resources maximized* and board policy A.1 – 4.A states that “Proceeds beyond prescribed reserves, asset preservation and agency sustenance are reinvested into community programs or services”; we determined that instead of creating new programs we would provide support to agencies within the community that prepare people for employment programming provided by Goodwill. We hope to continue to be able to help support local agencies in this manner and have already contracted with two more agencies for 2013 in order to decrease duplication of services and continue maximizing community resources.

As this has been our first full year of an updated tracking system within our Job Connection computer lab, we hope to gain more insight into areas of services as we believe this area provides us with a great snapshot of community needs. We will continue to update the way in which we capture data in order to achieve a better understanding of usage including the additional tracking of new users.

Goal Summary

Program	Accomplished	Not Accomplished
Community Service Recipients		
<i>20% of the individuals served will express satisfaction with the services provided.</i>	1	
<i>Maintain or increase program participation by 20%.</i>		1
Goodwill Academy		
<i>60% of the individuals served will express satisfaction with the services provided.</i>	1	
<i>Average Academy graduation rate of 50% or more for 2012.</i>	1	
<i>100% of the retail workforce will have completed the current Academy curriculum by the end of 2012.</i>	1	
<i>Maintain a turnover rate below 70% for the Agency without Academy.</i>	1	
<i>Work on a tool to measure outcomes related to improvement in retail operations due to the academy.</i>		1
Job Connection Computer Lab		
<i>Goodwill conducted classes will account for 20% of the units of service.</i>		1
<i>Increase units of service by 10%.</i>	1	
Lancaster County Day Reporting Center		
<i>80% of the individuals served will express satisfaction with the services provided.</i>	1	
<i>50% of program participants who have not reoffended will gain employment through the program.</i>		1
Retail Organizational Employment		
<i>20% of participants will create a plan to achieve employment.</i>	1	
<i>50% of participants will self advocate to ensure scheduling assignments which allow practice on new skill listed in IPP no less than weekly during each review period.</i>	1	

2013 Goals

Community Service Recipients

- 1) Increase active participants by 10%.
- 2) 50% of the individuals served will express satisfaction with the services provided.

Goodwill Academy

- 1) Maintain an average Academy graduation rate of 50% or more for 2013.
- 2) Maintain an average of 10 days or less for individuals not completing Academy.
- 3) Maintain a turnover rate below 70% for the Agency without Academy. *(This measures the effect of academy because 1) people who are not a good fit for the job and end employment during academy are not affecting the overall agency numbers and 2) employees who do effect the numbers attend the Academy training which has had an impact on retention.)*
- 4) Develop a process to provide Academy review to all locations and employees ongoing throughout the year.

Job Connection Computer Lab

- 1) Classes will account for 15% of the units of service.
- 2) Maintain units of service.
- 3) Increase new users by 10%.

Lancaster County Day Reporting Center

- 1) 80% of the individuals served will express satisfaction with the services provided.
- 2) Maintain or increase percentage who gained employment in 2012 no including participants who reoffended.
- 3) 60% of Employment Skills participants who have not reoffended will complete the course.
- 4) 75% of Life Skills participants who have not reoffended will complete their assigned classes.

YWCA Job Outfitters

- 1) First time users will account for 20% of the population served.
- 2) 250 individuals will utilize this service.

Retail Organizational Employment

- 1) 20% of participants will create a plan to achieve competitive employment.
- 2) 50% of participants will self advocate to their Employment Specialist.
- 3) Create and implement a survey that will provide feedback regarding the program.