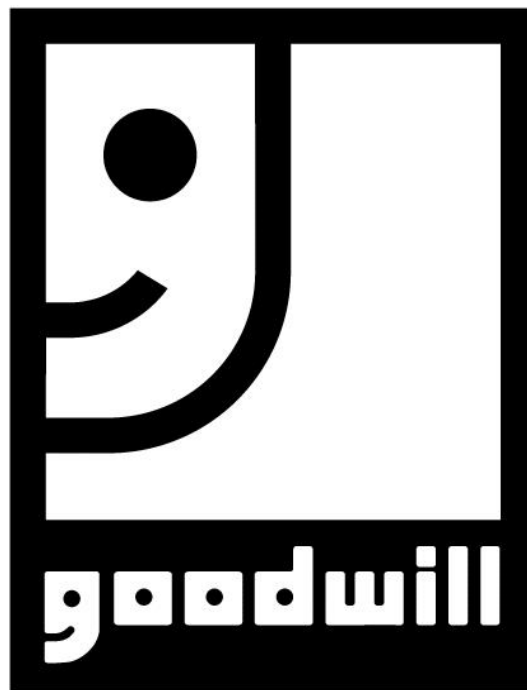


2015

Program Evaluation

Outcome Management



®

Goodwill Industries Serving Southeast Nebraska, Inc.
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Introduction

In 2015 Goodwill Industries Serving Southeast Nebraska, Inc. provided vocational services to a minimum of 2,403 individuals and overall, Goodwill provided 24,077 total units of service.

General Overview

Total Units of Service

| Program | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|---------------|-------------------|-------------------|-------------------|---------------|---------------|---------------|
| American Job Center (AJC) | -- | -- | -- | -- | **4,038 | 15,341 | 12,596 |
| Community Service Recipients (CSR) | **235 | 414 | 485 | 229 | 225 | 160 | 217 |
| Community Support (CS) | -- | -- | -- | **174 | 1,847 | 1,783 | 1,740 |
| GoodHire *** | -- | -- | -- | -- | -- | **72 | 108 |
| Goodwill Academy | 13,876 | 13,691 (5,534) | 10,700 (8,756) | 10,159 (5,191) | 6,876☺ | 9,191 | 8,578 |
| *Retail Organizational Employment (ROE) | 9 | 9 | 11 | 11 | 12 | #37 | 85 |
| YWCA Job Outfitters | -- | -- | -- | **16 | 734 | 847 | 753 |
| Total | 18,314 | 19,992 | 16,710 | 18,240 | 19,063 | 27,431 | 24,077 |

Individuals Served

| Program | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|-------------|-------------|--------------|--------------|--------------|--------------|--------------|
| American Job Center (AJC) | -- | -- | -- | -- | -- | -- | -- |
| Community Service Recipients (CSR) | **235 | 414 | 485 | 225 | 225 | 158 | 192 |
| Community Support (CS) | -- | -- | -- | **174 | 1,847 | 1,783 | 1,740 |
| GoodHire*** | -- | -- | -- | -- | -- | **15 | 29 |
| Goodwill Academy | 76 | 78 | 108 | 77 | 106 | 139 | 121 |
| *Retail Organizational Employment (ROE) | 9 | 9 | 11 | 9 | 12 | 10 | 17 |
| YWCA Job Outfitters | -- | -- | -- | **16 | 281 | 325 | 304 |
| Total | 737 | 865 | 2,014 | 4,694 | 5,209 | 2,456 | 2,403 |

*CARF Accredited **This is the first year in which these statistics were included in the evaluation ☺Corrected hours, see Goodwill Academy section for details. # This is the first year in which number of contacts were recorded.

***The GoodHire program underwent a name change at the end of the year. The program will now operate under the name HireNebraska.

Participants' Characteristics

| Gender | AJC | CSR | CS | GoodHire | Academy | ROE | YWCA Job Outfitters | Total Individuals Served |
|--------------|------------|------------|--------------|-----------|------------|-----------|---------------------|--------------------------|
| Male | *-- | 95 | 621 | 7 | 55 | 8 | 101 | 887 |
| Female | *-- | 64 | 901 | 20 | 66 | 9 | 203 | 1,263 |
| Unknown | *-- | 33 | 218 | 2 | -- | -- | -- | 253 |
| Total | *-- | 192 | 1,740 | 29 | 123 | 17 | 304 | 2,403 |

| Ethnicity | AJC | CSR | CS | GoodHire | Academy | ROE | YWCA Job Outfitters | Total Individuals Served |
|-----------------|------------|-------------|--------------|-----------|------------|-----------|---------------------|--------------------------|
| White | *-- | *-- | 265 | 3 | 90 | 16 | 171 | 545 |
| Black | *-- | *-- | 251 | 7 | 23 | -- | 76 | 357 |
| American Indian | *-- | *-- | 11 | -- | 1 | -- | 13 | 25 |
| Asian | *-- | *-- | 432 | -- | 0 | 1 | -- | 433 |
| Hispanic | *-- | *-- | 335 | -- | 2 | -- | 30 | 367 |
| Other | *-- | *-- | 221 | 4 | 5 | -- | 11 | 241 |
| Unknown | *-- | *192 | 225 | 15 | 0 | -- | 3 | 435 |
| Total | *-- | *192 | 1,740 | 29 | 121 | 17 | 304 | 2,403 |

| Age | AJC | CSR | CS | GoodHire | Academy | ROE | YWCA Job Outfitters | Total Individuals Served |
|---------------|------------|-------------|--------------|-----------|------------|-----------|---------------------|--------------------------|
| 0 – 11 Years | *-- | *-- | 136 | -- | -- | -- | -- | 136 |
| 12 – 15 Years | *-- | *-- | 480 | -- | 2 | -- | 1 | 483 |
| 16 – 24 Years | *-- | *-- | 138 | 3 | 39 | 4 | 35 | 219 |
| 25 – 34 Years | *-- | *-- | 279 | 10 | 26 | 5 | 103 | 423 |
| 35 – 44 Years | *-- | *-- | 206 | 7 | 13 | 1 | 68 | 295 |
| 45 – 54 Years | *-- | *-- | 143 | 4 | 27 | 5 | 60 | 239 |
| 55 + Years | *-- | *-- | 123 | 1 | 14 | 2 | 37 | 177 |
| Unknown | *-- | *192 | 235 | 4 | -- | -- | -- | 431 |
| Total | *-- | *192 | 1,740 | 29 | 121 | 17 | 304 | 2,403 |

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

*The GoodHire program underwent a name change at the need of the year. The program will now operate under the name Hire Nebraska.

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. In 2015, Goodwill provided opportunities for 192 individuals, who served a total of 4,416.93 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 | 82 | 2196.74 |
| ResCare | 6 | 304.37 |
| Local Schools | 32 | 486.77 |
| Other | 10 | 1261.05 |
| General | ** | ** |
| Large Group | 62 | 168 |
| Totals | 192 | 4,416.93 |

Average Volunteer Rate for 2015

Based on the 2014 statistics by the Corporation for National & Community Service, *VolunteeringinAmerica.gov*.

According to this report, Nebraska was ranked 7th among all 50 states in their volunteer rate from 2014.

The average Nebraska hourly volunteer rate: \$20.62, an increase of 2.4% from 2013.
 $\$20.62 (4,416.93) = \$91,077.10$

2015 Program Goals:

- 1) Have at least five groups participate in a service project.
*Outcome: **Goal met.** There were 3 large group service projects completed this year by 5 organizations. The third project was a combined effort of 3 different fraternities.*
- 2) Increase active participants by 15%.
*Outcome: **Goal met.** Volunteer participant increased 27% from 2014.*
- 3) Increase total hours served by 10%.
*Outcome: **Goal met.** Total hours increased by 53% from 2014.*

Additional Notes to Report:

The release of state level data from the government lags almost one year. Therefore, 2014 is the latest year for which state-by-state monetary numbers are available.

ResCare has continued to focus more on employment rather than volunteering which accounts for the lack of agency referrals. We have a Father/Son duo that recorded 952.39 combined hours between April and the end of the year which has helped boost our numbers.

Community Support

Because of the amazing community support from donors and customers, Goodwill is able to provide services to thousands of people who face barriers to employment. Services provided by peer organizations prepare people, served by Goodwill, to better succeed in our employment programs. In addition, Goodwill is able to provide funding to colleague organizations for their own programs that align with Goodwill's mission of *willing workers employed and community resources maximized*.

Community Justice Center:

The Community Justice Center is a public safety organization holding offenders accountable, while addressing their health/wellness needs. The Community Justice Center is a customized Offender Motivational/Victims Impact Class (OMVI) for adults and juvenile offenders under community and institutional supervision. By using a Peer to Peer approach with powerful crime victim curriculum, the Community Justice Center is able to achieve their goal of improving public safety by reducing recidivism rates.

Beginning in April of 2012, Goodwill contracted with the 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 2015, Community Justice Center provided 20 classes which took place on a rotational basis at the, Lincoln Correctional Center, Nebraska State Penitentiary, and Nebraska Correctional Center for Women, located in York, Nebraska. This program served a total of 218 individuals from January to October of 2015. This was up from 2014 when 198 individuals were served.

Heartland Big Brothers Big Sisters:

Heartland Big Brothers Big Sisters' mentoring program helps prepare youth to be successful in school and in life. The agency puts caring adult mentors in the lives of youth who face adversity to help them to improve their self-esteem, learn valuable life skills, do better in school and improve relationships.

A foundation of the organization's program is to provide youth with valuable life skills through one-to-one mentoring and program activities. The agency focuses on helping youth to build life skills that are necessary to graduate from high school and become employed members of the community. Research shows that youth paired with a Big Brother or Big Sister mentor are better equipped to graduate from high school and fulfill their full potential.

Last year, the agency provided 334 mentor matches. Of those youth served, 62% were female and 38% were males. The organization provided mentoring services to youth ages 7 through 20, of those 84% were under the age of 15 and 16% were older. HBBBS works with a diverse group of youth from low income families. Of those youth matched last year, 50% identified themselves as nonwhite or Latino.

In addition to the organization's core mentoring program the agency provided career exploration and job readiness opportunities.

Lincoln Literacy:

Lincoln Literacy helps those with limited English proficiency or literacy, acquire the skills needed to search for and maintain employment. Since March 2012, Goodwill has provided crucial funding and assisted in boosting Lincoln Literacy's services to record heights. For the first time, it offered classes seven days a week, with 34 weekly learning sites, most featuring multiple classes. Instructional offerings included: Workforce Readiness English, adult literacy classes, family literacy for refugees and immigrants, citizenship classes, and more.

Over the course of the year, Lincoln Literacy served 327 children and 861 adults, for a total of 1,188 learners served. This was up from 2014 when 1,150 individuals were served.

The 2015 end-of-year BEST assessments results came up just short of the benchmark in percentage of students who gained at least one level. We aimed to see 66 percent meet that threshold; in the end 64 percent did. That result varies from year to year, depending on the prior educational experience of the students, plus their emotional and material well-being now. Last year, we had a high number of new Iraqi refugees, who are a traumatized group with a high rate of illiteracy among the women – especially the Kurdish minority. Even so, 83 percent of English language learners showed measurable gains in 2015, and their average gain was 0.92 BEST levels, not far off the benchmark of 1.0.

Results of our tutor survey indicate that 58 percent of our students gained employment skills, such as job searches, completing applications and interviewing. In the last six months of 2015, 10 percent gained employment in a new job, 25 percent worked full-time, and another 12.5 percent worked part-time. We currently know of adult learners who have landed jobs at TMCO, Li-Cor and Younkers.

Additional Notes to Report:

Each agency tracks their statistics and reports people served to Goodwill.

HireNebraska (Formerly GoodHire)

In August 2014, Goodwill Industries Serving Eastern Nebraska and Southwest Iowa received a grant from the Department of Labor to implement the HireNebraska program. To ensure state-wide coverage, our location was named as a sub-grantee. HireNebraska is a subsidized employment pilot program that provides services for job development and placement of individuals currently participating in the state's TANF program. Participants in this program are unemployed and underemployed TANF recipients that have the necessary skills to be trained on-site by HireNebraska employers. For providing this training, HireNebraska employers receive wage reimbursement and follow-up services to maximize retention during the training period. This programs ultimate goal is for individuals to obtain and maintain self-sustaining employment.

Our territory was responsible for enrolling 20 participants in 2015. We received 29 referrals to the program and were able to enroll 10 of them. Of those 10, two are still active in the program searching for employment, seven gained employment outside of the grant and one was referred to Vocational Rehabilitation for additional services. Of the 19 referrals not enrolled, four became EF exclusions and 15 proved to not be job ready for various reasons. We did have four participants who enrolled at the end 2014 who successfully completed their OJT's this year, three of them secured employment at the completion of their contract.

2015 Program Goals:

- 1) Enroll 20 participants from January 2015 to June 2015.
*Outcome: **Goal not met.** Three participants were enrolled in the program during this time frame.*
- 2) Each participant placed within competitive employment will earn at least \$10 per hour.
*Outcome: **Goal met.** The average wage of participants placed was \$13.89 per hour.*
- 3) 60% of those who enter OJT placement will secure employment at the completion of the contract.
*Outcome: **Goal met.** 75% of participants secured employment at the completion of their contract.*

Additional Notes to Report:

This is a four-year grant funded program. The goals stated may be subject to change in the upcoming year by the lead grant recipient and the Department of Labor.

The grant year was changed in June 2015. The grant year now runs August – July.

*The GoodHire program underwent a name change at the end of the year. The program will now operate under the name HireNebraska.

Goodwill Academy

The Goodwill Academy is a four-week training program for all new employees, which runs bi-weekly on two different set schedules, 12:00 – 5:00 p.m. or 5:30 – 8:30 p.m. The Academy was formed in January of 2007 to establish the expectations of: 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, safety, and customer service. Perfect attendance during Academy is required. Should a participant need to miss any time, they may have the opportunity to start with the next group or reapply after a period of time depending on the situation which accounts for the difference in the numbers reported above and the numbers below. Participants may be let go or elect to leave Academy.

As of December 27, 2015 we have conducted 167 training Academies. Academy classes in 2015 ranged from 1 to 10 people per class with an average of five people per class, an average of three graduating.

Breakdown of Academy Graduation Rate

Measured in Individuals Served

| Objective | 2015 | 2014 | 2013 |
|--|------|------|------|
| Number of Individuals who entered Academy | 121 | 144 | 106 |
| Number of Individuals who completed the entire Academy | 72 | 91 | 53 |
| Number of Individuals who are still employed 12/31/2015 | 49 | 59 | 39 |
| Number of Individuals who completed the entire Academy employed >90 days | 45 | 62 | 43 |
| Number of >90 day individuals who are still employed 12/31/2015 | 35 | 45 | 17 |

2015 Program Goals:

- 1) Maintain an average Academy graduation rate of 55% or more for 2015.
*Outcome: **Goal met.** Academy achieved a 58.18% graduation rate in 2015.*
- 2) Maintain an average of 10 days or less for individuals not completing Academy, with a goal of less than 2014's nine days.
*Outcome: **Goal met.** The average for 2015 was eight days.*
- 3) Maintain a turnover rate below 60% 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 not met.** Turnover for the agency without including academy terminations was 67.44%.*
- 4) Develop a process to provide Academy review to all locations and employees ongoing throughout the year.
*Outcome: **Goal not met.** Responsibilities for the Trainer role changed to include managing the retail location where most of the training occurred. This year was also spent training the new trainer. These factors contributed to limited resources to meet this goal.*

Additional Notes to Report: As mentioned above, the responsibilities of the trainer were adjusted to include managing the retail store where training occurs. There was also a new trainer, though they were a seasoned Goodwill manager. Based on our experience, we also determined that anyone who was not able to complete Academy would not be eligible for rehire for a period of six months.

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.

2015 Program Goals:

- 1) One participant will achieve competitive employment.
*Outcome: **Goal met.** One participant gained additional part time employment in a competitive employment setting. He will graduate from the ROE program in spring 2016.*
- 2) Increase the percentage of participants who self-advocate from 40% to 50% to their Employment Specialist.
*Outcome: **Goal met.** 70% of participants have self-advocated to their Employment Specialist during site visits and through email and phone conversations.*

Additional Notes to Report:

There was significant movement within the ROE program this year, with many new participants entering and exiting the program. For several of the new participants this was their first attempt at employment.

Data shows a trend with participants in the age group of 16-24 years, having a difficult time completing academy and retaining employment. We will continue to monitor this and evaluate what additional supports can be offered to individuals in this age group.

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 men and women in the community not only, career clothing but, hope and encouragement. It is a free service to people in need and empowers participants to better their lives. The need for Job Outfitters has become increasingly important during tough economic times. After they complete a workforce preparedness activity, participants are given vouchers which are redeemable at any Goodwill Retail location to shop for interview and work apparel

During 2015, a total of \$7,530.00 worth of vouchers were issued to 304 individuals. If a participant's status changed due to a promotion, job change, clothing needed for an interview etc., users were able to come back and obtain another set of vouchers. Repeat users accounted for 20% of the units of service.

2015 Program Goals:

- 1) Maintain or increase usage of service by 10%
Outcome: Goal not met.

Additional Notes to Report:

Improvements within data collection allowed us to capture a more accurate number of individuals served.

Needs Determination

Goodwill has been active in community conversations and advocacy for increased public transit and the revitalization of the downtown/south downtown areas in Lincoln. We will continue to monitor the plans for service needs regarding both topics.

Our advocacy and support of public transit needs has assisted in the redevelopment plan of the bus system that will include later evening service on most routes, which improves access to jobs and education.

The two revitalization areas planned for downtown Lincoln will impact a large number of the people we serve. We will continue to participate in community conversations regarding these areas and help strategize what programs and services are needed. The revitalization of the downtown area presents us with an opportunity to rebirth Job Connection and provides services with a more individualized approach to meet the job seeking needs of the community.

Goal Summary

| Program | Accomplished | Not Accomplished |
|--|---------------------|-------------------------|
| Community Service Recipients | | |
| <i>Have at least 5 groups participate in a service project.</i> | 1 | |
| <i>Increase active participants by 15%.</i> | 1 | |
| <i>Increase total hours served by 10%.</i> | 1 | |
| GoodHire | | |
| <i>Enroll 20 participants from January 2015 to June 2015. This number to be assessed by the main grant recipient in June of 2015 to determine numbers for the remainder of the year.</i> | | 1 |
| <i>Each participant placed within competitive employment will earn at least \$10 per hour.</i> | 1 | |
| <i>60% of those who enter in OJT placement will secure employment at a completion of a contract.</i> | 1 | |
| Goodwill Academy | | |
| <i>Maintain an average Academy graduation rate of 55% or more for 2015.</i> | 1 | |
| <i>Maintain an average of 10 days or less for individuals not completing Academy, with a goal of less than 2014's 9 days for 2015.</i> | 1 | |
| <i>Maintain a turnover rate below 60% 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.)</i> | | 1 |
| <i>Develop a process to provide Academy review to all locations and employees ongoing throughout the year.</i> | | 1 |
| Retail Organizational Employment | | |
| <i>1 participant will achieve competitive employment.</i> | 1 | |
| <i>Increase percentage of participants who self-advocate from 40% to 50% to their Employment Specialist.</i> | 1 | |
| YWCA Job Outfitters | | |
| <i>Maintain or increase usage of service by 10%</i> | | 1 |

2016 Goals

Community Service Recipients

- 1) Hold at least 5 large group projects.
- 2) Maintain percentage of active participants.
- 3) Increase or maintain total service hours.

HireNebraska (GoodHire)

- 1) Enroll 20 participants in the program.
- 2) 25% of participants who enroll in the program will enter an OJT placement.
- 3) 60% of those who enter an OJT placement will secure employment at the completion of the contract.
- 4) Each participant placed within competitive employment will earn at least \$ 10 per hour.

Goodwill Academy

- 1) Maintain an average Academy graduation rate of 55% or more for 2016.
- 2) Maintain an average of 10 days or less for individuals not completing Academy, with a goal of less than 2015's 8 days.
- 3) Maintain a turnover rate below 60% for the Agency without Academy.
- 4) Develop a process to provide Academy review to all locations and employees ongoing throughout the year.

Retail Organizational Employment

- 1) 40% of participants will create a plan to obtain competitive employment within a year.
- 2) Maintain percentage of participants who self-advocate to their Employment Specialist.
- 3) Create and implement a participant survey that measures client satisfaction and program effectiveness.

YWCA Job Outfitters

- 1) First time users will account for 20% of the population served.
- 2) Maintain or increase usage of service by 5%.