<table>
<thead>
<tr>
<th>STRATEGIC PLAN</th>
<th>GOAL</th>
<th>INITIATIVES INCLUDE</th>
</tr>
</thead>
</table>
|                | Design and execute a strategy to ensure Goodwill’s ability to serve our stakeholders and the communities we serve and ensure the viability of the organization. | ▪ Provide services (employment, training, financial stability) to assist people within and outside Goodwill to achieve career pathways and life skills that promote self-reliance and economic mobility.  
▪ Use best practices and a philosophy of continuous improvement to empower staff to achieve organizational growth and excellence.  
▪ Increase community outreach efforts; diversify sources of funding.  
▪ Expand strategic relationships with government, business, and community leaders to better serve the community. |

| CULTURAL DIVERSITY & INCLUSION | Improve quality of life for all individuals/organizations that interact with Goodwill. Enhance awareness and compassion; enhance ability to interact with others with integrity, respect, commitment, diversity, and empowerment. | ▪ Educate and train staff members on core values of our growing and culturally diverse community.  
▪ Reflect and promote our commitment to diversity in marketing, advertising, promotional items, photos, and signage.  
▪ Seek to engage successfully with diverse populations in our employment positions, programs and training. |

| TECHNOLOGY | Expand and leverage Information Technology (IT) capabilities to achieve organizational objectives. | ▪ Integrate technology into all aspects of the organization to support efficient use of human capital.  
▪ Determine and implement IT capabilities necessary to meet other strategic planning goals.  
▪ Provide training throughout the organization to expand and leverage technology investment. |

| ACCESSIBILITY | Promote accessibility and the removal of barriers for the persons served and other stakeholders. | ▪ Continually watch for barriers of all types: architectural, community integration, environmental, communication, attitudinal, transportation, financial, employment, technology.  
▪ Address accessibility issues as they arise; actively monitor progress toward overcoming accessibility issues. |

| RISK MANAGEMENT | Engage in activities designed to control threats to people, property, income, goodwill, and ability to accomplish goals. | ▪ Review areas of potential vulnerability periodically to assess risk level and ensure relevance of mitigation plan.  
▪ Address new concerns as they arise.  
▪ Ensure appropriate staff members are made aware of any internal or external changes that might affect their areas of responsibility. |