

	<i>GOAL</i>	<i>INITIATIVES INCLUDE</i>
STRATEGIC PLAN	Execute a strategy to ensure (1) Goodwill's ability to serve our stakeholders and the communities we serve, and (2) the viability of the organization.	<ul style="list-style-type: none"> ■ Execute a financial model to sustain growth, build resources, serve more people, and invest in our future. ■ Maximize the effectiveness and reach of the organization's programs and services. ■ Create a positive, supportive, and engaging environment where employees can reach their full potential. ■ Implement the highest standards of performance and continuous improvement across the organization.
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.	<ul style="list-style-type: none"> ■ 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.	<ul style="list-style-type: none"> ■ 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.	<ul style="list-style-type: none"> ■ 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.	<ul style="list-style-type: none"> ■ 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.