



STRATEGIC PLAN SUMMARY | 2023-2027
Goodwill Industries of Northwest North Carolina, Inc.

Overview of Goodwill's 2023-27 Strategic Plan
with Barbara Maida-Stolle



Crosby Scholars
For college. For life.

Crosby Idea Generation

Commitments

- We are committed to provide equitable access and opportunity for upward mobility for our program participants, and team members through the GOOD we DO.



COMMUNITY LEADERSHIP



EQUITY AND INCLUSION



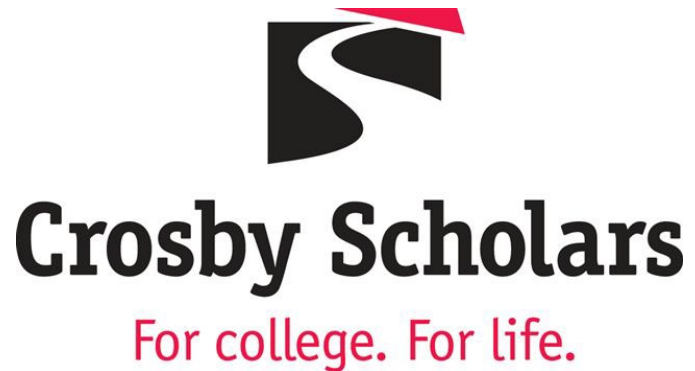
SUSTAINABILITY



PERFORMANCE EXCELLENCE



Community Leadership



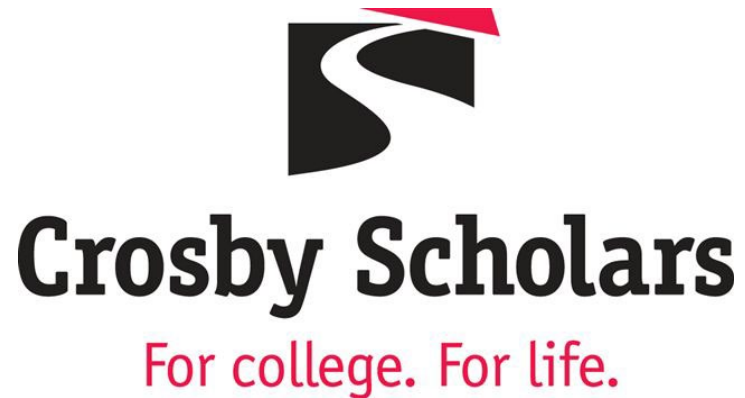
COMMITMENT 1: COMMUNITY LEADERSHIP

Board Ideas

- Be the subject matter experts on College Access
- Advocate for systems change
- Partnering closer with the YMCAs
 - Healthy Kids Day at the YMCA
- Building Community Trust & Awareness in the Brand
- Collaborate with community partners
- Serve as leader in Iredell Co. for MyFutureNC
- Survey students on college and career and share their voice in their community



Equity and Inclusion



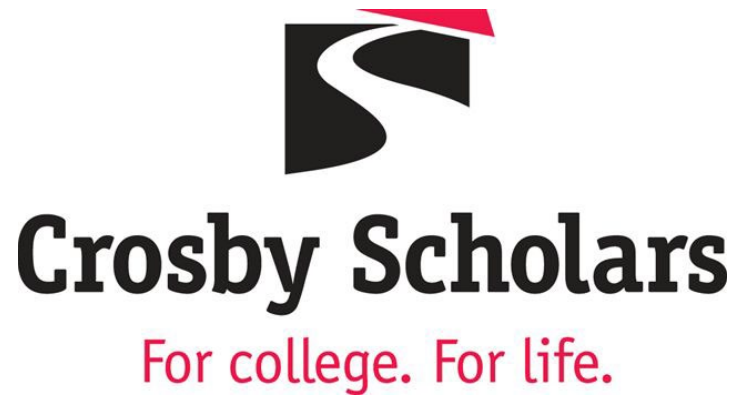
COMMITMENT 2: EQUITY AND INCLUSION

Board Ideas

- Intentional programming for students of color
- Working with Boys & Girls Club
- Partner with organizations in the community that already have students with high need
 - Men of Valor
 - Teen Fuzion
 - Speak Life & Live
 - Girls Teen Group at SHS
 - Children's Homes of Iredell Co.
 - Foster Care System
- Ensure diverse board to represent community
- Staff representative of students who are served
- Juvenile court counselor relationship
- Find champion in the community who have similar life experiences to share the story
- Work on cultural norms. Understand and then identify ways to help assist
- Champion multiple pathways of education—certifications, 2-year, 4-year, short-term, apprenticeships, etc.
- LGBTQ+ students feel welcome in Crosby Scholars



Sustainability



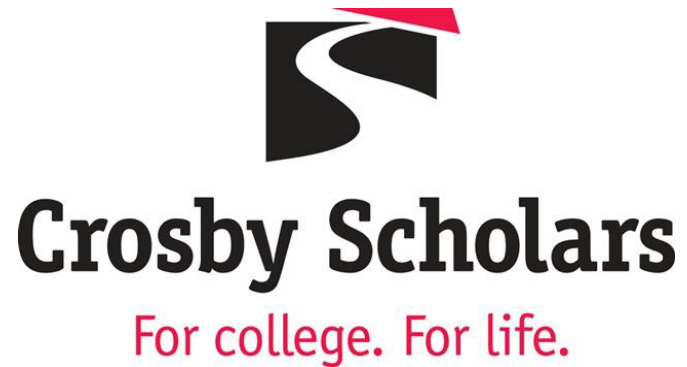
COMMITMENT 3: SUSTAINABILITY

Board Ideas

- Funding is a priority
- Parents of alumni
- Alumni giveback and participation
- Program consistency through the years
- Connect this commitment to community service opportunities on the planet size
- Building committees and programs with additional participation of parents and students



Performance
Excellence



COMMITMENT 4: PERFORMANCE EXCELLENCE

Board Ideas

- Technology—to improve efficiency and effectiveness
- Trends and best practices
- Training for staff, volunteers, and board
 - Certifications, credentials
- Relationship building
- Try-It Tuesdays—Relationship/Career Exploration opportunities for students and companies
- Data to drive decisions-Student Clearinghouse as one
 - Metrics-What do we measure and how does it have an impact?
- Partnership with EDC because we are working on same goals
- Partner with industry
- Innovation—always looking for new and better ways!