



Enhancing the Ability of Community- and Faith-Based Organizations to Deliver Virtual Career Exploration Services, Including Healthcare Careers

Grantee: Goodwill Industries International

Project Name: Good Prospects

City, State: Rockville, MD

Areas Served: Communities in 8 states; please see attached document

Populations Served: Unemployed/dislocated workers, veterans, welfare recipients, at-risk youth, ex-offenders, older workers, persons with disabilities and non-English speaking (ESL) populations.

Amount: \$3,000,000

Key Partners: Goodwill Industries Middle Tennessee, Inc.; Goodwill of Central Arizona; Goodwill of Northern New England; Goodwill Industries of the Valleys; Goodwill Industries of Monterey, Santa Cruz, and San Luis Obispo Counties; Goodwill of North Louisiana; Land of Lincoln Goodwill Industries. Each affiliate has a formal MOU with their local public workforce system and at least one other pertinent entity, such as: Scottsdale Healthcare, VIA Literacy, Coastal Enterprise, Springfield Chamber of Commerce, LA State University Health Science, and Bossier Parish Community College, etc.

Project Description: Local Goodwills serve diverse populations including those traditionally underserved or challenged to advance careers: young, mature, unemployed, underemployed, veteran, re-entry, minority, immigrant, dislocated, homeless, limited English proficient, and more. GII's strategy includes elements common to effective career exploration and navigation initiatives: services tailored to local labor markets; customized services for diverse populations; partnerships with pertinent, essential organizations; specialized training for service providers; service tracking; and progress review for continual improvement. A web-based system will track demographic and socioeconomic data, registration, services provided, skill-building, and status changes (training, employment, advancement). Participant services, integrated as a part of existing career services, include six distinct strategies: Outreach and Recruitment via each Goodwill subgrantee's array of workforce development programs, established partnerships, and direct outreach; Information-sharing to make customers aware resources available to them and teach them how to access online labor market information to learn more about high-growth career options available to them, particularly in healthcare; Assessment with virtual career assessment tools to help with career decision making; Plan to create an individual career plan that maps the steps to achieve goals; Training that links to employment; and Supports via partners and online resources.

Projected Outcomes: *Good Prospects* will build local capacity in two ways: (1) add 200 internet connected workstations to participating Goodwills' existing 672 customer workstations to eliminate or reduce travel time to service locations, wait times, computer use limits, and workstation sharing, and (2) increase staff and partner virtual career exploration competencies for 380 workforce development professionals (Goodwill and One-Stop, Community- and Faith-Based partner staff) and 34,300 job-seeking customers at a cost of \$87.46 per person. Of the Goodwill staff trained, 56 will be trained and certified as Career Development Facilitator Instructors (7) and Global Career Development Facilitators (49).

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