

2021-2024



# STRATEGIC PLAN

**Evansville Goodwill Industries, Inc.**

[evvgoodwill.org](http://evvgoodwill.org) ■ 812.474.2222

## MISSION

The mission of Evansville Goodwill Industries, Inc., a not-for-profit 501(c)(3) organization, is to provide quality vocational and developmental opportunities to people who are disabled and/or disadvantaged in order to enhance their ability to achieve full participation in society.

## VISION

### Lead

Be a leader in community collaboration and career development.

### Grow

Ensure that all employees and program participants achieve their full potential.

### Innovate

Seek new ways to accomplish Goodwill's mission and build programs to serve the community.

## PRINCIPLES OF DESIGN EVERY EGI STRATEGY MUST:

**Be directly supportive** of furthering EGI's mission and remain in alignment with organizational values.

**Assist and benefit** EGI's long-term financial stability and provide an ROI.

**Be feasible in scope** and appropriately resourced in terms of staffing, time, and organizational capacity.

**Enhance EGI's reputation**, both internally and externally, supporting positive community partnerships and impressions.

**Promote and foster buy-in**, collaboration, and connectedness across the organization.

# STRATEGIC PLAN

1

## Solidify the financial performance of DGR as the driver of expansion and sustainability of EGI.

- » Optimize existing store operations.
- » Reestablish e-commerce capabilities.
- » Develop system to guide growth and expansion of DGR.

2

## Redefine mission services.

- » Develop a programs services plan to define services, identify service gaps among populations and geographic scope, and maximize impact throughout the community.
- » Improve the employee experience among core employees and leadership as well as those employed as mission services clients.
- » Enhance capacity through an investment in mission services supporting organizational growth and expansion of services.

3

## Develop a commitment to advancing Diversity, Equity, and Inclusion.

- » Review and update policies and procedures to reflect diversity, equity, and inclusion organization wide.
- » Develop a diversity, equity, and inclusion training plan.
- » Create a Board development plan to support diversity, equity and inclusion efforts.
- » Strengthen internal and external communications.
- » Develop a strong regional marketing plan for increased brand awareness and promotion of social media quality and engagement.
- » Develop a clear and intentional system of internal communications that increases visibility of leadership throughout the organization and is inclusive of staff at all levels.
- » Document and improve career pathways and professional development opportunities for internal employees and mission services participants.

4

## Strengthen internal and external communications.

- » Develop a strong regional marketing plan for increased brand awareness and promotion of social media quality and engagement.
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5

## Improve technology.

- » Identify and implement integrated and compatible platform/hardware/software upgrades needed for future growth.
- » Choose and implement a new Point of Sale system with a production tracking component.
- » Choose and implement platform to commence online sales.