



2024 OUTCOME MANAGEMENT REPORT

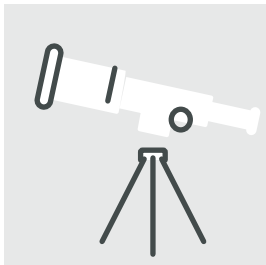
MISSION

Transforming lives through the power of education and work.



VISION

We envision a Central Texas where everyone has the opportunity to thrive.

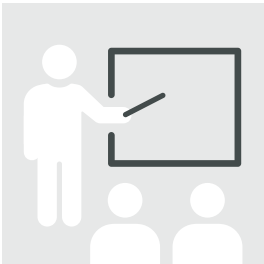


VALUE

BE CARING
about our team, those we serve, and our community.

VALUE

BE INNOVATIVE
to advance our mission and protect our environment.



VALUE

BE ACCOUNTABLE
to deliver on our promises.



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Executive Summary: Workforce Advancement 2024 Impact Report

In 2024, Goodwill Central Texas (GCT) advanced its mission to empower communities through innovation, accessibility, and holistic support. The Workforce Advancement (WFA) division achieved measurable progress across strategic initiatives, program delivery, and operational systems—driving stronger client outcomes across Central Texas

Key Impact Highlights

- 5,943 individuals served through workforce programs connecting participants to education, training, and employment.
- 4,508 job placements achieved, with 975 placements at or above a living wage, reinforcing GCT's commitment to equitable, sustainable employment.
- 224 individuals supported through the Bridge Fund, providing vital assistance for transportation, childcare, housing, and other essential needs.

These achievements reflect WFA's ongoing focus on access, accountability, and community-centered innovation.

Expanding Access: Launching BETTY

GCT launched BETTY (Bringing Education and Technology To You)—a state-of-the-art mobile mission unit extending workforce and digital services across the 15-county region.

BETTY delivers:

- On-site mini hiring events and career services
- Community-based training sessions and workshops
- Technology distribution to bridge the digital divide
- Outreach events strengthening community engagement

This milestone—made possible through partnerships with Indeed, Methodist Healthcare Ministries, and other internal divisions, such as our retail associates and staff—represents a transformative new model for meeting clients where they are—both literally and figuratively.

The Bridge Fund: Closing Critical Gaps

The Bridge Fund remained a key support mechanism in 2024, providing flexible, needs-based aid to help clients stay on track toward education and employment goals.



Primary areas of support included:

- Transportation, vehicle repair, and commuting costs
- Childcare and family care
- Housing and emergency needs

By addressing these immediate barriers, GCT helped ensure clients could continue their progress toward long-term stability.

Strategic Partnerships Driving Systemic Impact

WFA deepened collaborations that enhance client outcomes and expand community impact.

Key partnerships:

- The Other Ones Foundation (TOOF): Connecting individuals experiencing homelessness to education and employment pathways toward permanent stability.
- Easy Expunctions: Helping clients remove eligible criminal background charges, restoring access to meaningful employment and education.

These partnerships embody GCT's systems-level approach to advancing equity and opportunity.

Operational Excellence and Staff Development

In 2024, GCT strengthened internal infrastructure and staff capacity to sustain mission growth.

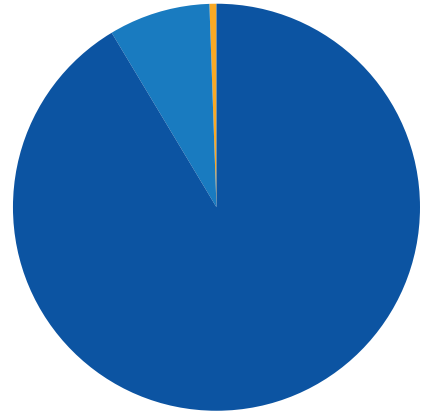
- CaseWorthy Data Modernization: A full system overhaul improved data integrity, streamlined collection processes, and enabled real-time tracking for better service alignment and reporting.
- WFA Day: The first-ever division-wide professional development day fostered learning, collaboration, and alignment around organizational strategy.
- Upward Career Coaching Reset: Reestablished norms and focus on the first 90 days of employment, enhancing retention and employee success.

Looking Ahead

2024 marked a pivotal year of innovation, collaboration, and measurable success. As GCT looks to 2025, the foundations built this year will fuel continued growth—scaling mission delivery, deepening partnerships, and transforming more lives across Central Texas.

OVERALL FINANCIALS

● Program Services	\$216,493,709
● Support for Programs	\$19,208,710
● Fundraising	\$679,439
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Total Expenses & Community Reinvestment	\$236,381,858

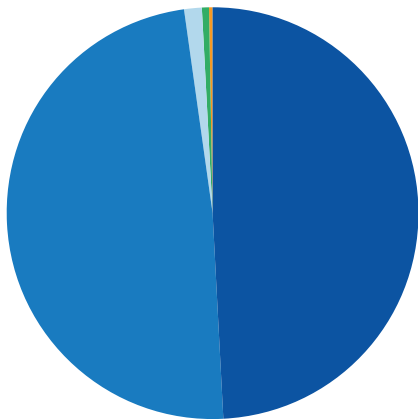


ASSETS	2022	2023	2024
Cash	12,265,787	14,806,151	17,718,856
Investments	9,650,987	10,782,162	11,870,346
Accounts and other receivables	9,298,888	10,140,669	7,692,209
Inventory	3,387,234	2,990,367	2,897,358
Property & equipment	71,446,360	69,492,308	68,597,431
Operating right of use assets	59,484,016	51,561,143	50,422,209
Interest rate swap asset	5,714,743	5,032,172	5,574,117
Other assets	1,725,351	1,822,640	2,703,270
TOTAL ASSETS	172,973,366	166,627,612	167,475,796
LIABILITIES	2022	2023	2024
Accounts payable	6,665,202	4,617,919	4,813,795
Accrued expenses and deferred revenue	6,820,005	7,833,734	7,912,322
Current portion of long-term debt	1,267,201	1,293,966	1,329,781
Financing lease liability	9,618,336	9,933,067	10,274,207
Notes payable, less current maturities	39,299,895	38,074,509	36,811,219
Financing lease liability, net of current portion	54,274,090	45,871,943	44,396,261
Other non-current liabilities	—	—	111,424
TOTAL LIABILITIES	117,944,729	107,625,138	105,649,009
NET ASSETS	2022	2023	2024
Without donor restrictions	53,121,324	56,377,304	54,963,998
With donor restrictions	1,907,313	2,465,325	6,862,789
TOTAL NET WORTH	55,028,637	58,842,629	61,826,787

WFA CLIENT DEMOGRAPHICS

Gender

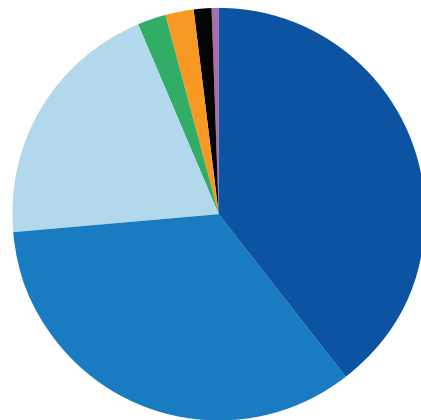
5,371 Total



Male	2,645
Female	2,617
Data Not Collected	69
Transgender	36
Other	4

Race

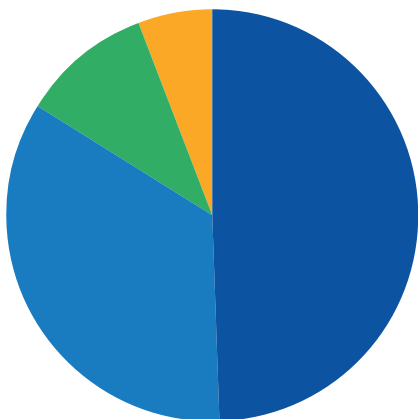
5,371 Total



White	2,127
Black, African American or African	1,837
Data Not Collected	1,070
Asian or Asian American	128
Two or More Races	108
American Indian or Alaska Native	83
Native Hawaiian or Pacific Islander	18

Ethnicity

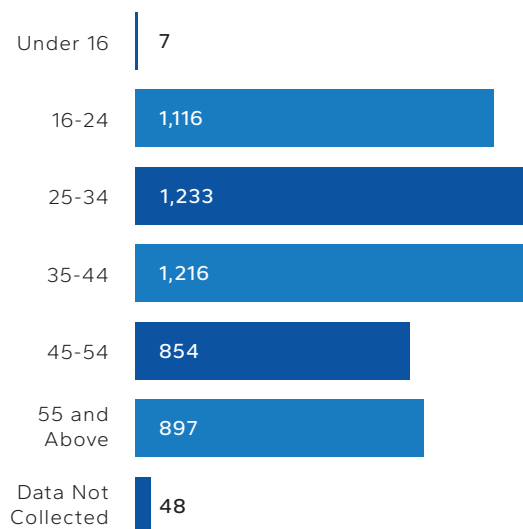
5,371 Total



Not Hispanic or Latino	2,662
Hispanic or Latino	1,846
Data Not Collected	559
Other	304

Age

5,371 Total



INDICATORS: WORKFORCE ADVANCEMENT PLACEMENT SERVICES

Workforce Advancement—All Programs

Category	Measure	Goal	Measured Achievement
Effectiveness	Number of individuals that are placed into employment above \$18.15/hr.	975	975
Efficiency	Length of time from enrollment into service delivery program to first service.	7 days	4 days
Service Access	Number of individuals that gain access to digital skills with BETTY (digital equity van)	300	770
Satisfaction	Percent of surveyed clients expressing satisfaction with services.	85%	80%
Satisfaction	Percent of surveyed stakeholders expressing satisfaction with services.	85%	95%

Workforce Advancement—All Programs Indicator Information

Measure	Population Applied To	Persons Responsible for Collecting Data
Number of individuals that are placed into employment above \$18.15/hr.	Persons served and placed by Goodwill Central Texas.	Information collected by Workforce Advancement and Business Solutions staff.
Length of time from enrollment into service delivery program to first service.	Persons served by Workforce Advancement Programming.	Information collected by Workforce Advancement Leadership Team.
Percent of surveyed clients expressing satisfaction with services.	Sample of intensively served clients.	Computer Lab Specialists conduct phone surveys, all staff include survey links in email signatures, and surveys sent by division leaders to all clients throughout the year.
Percent of surveyed stakeholders expressing satisfaction with services.	Sample of community stakeholders.	Workforce Advancement staff and Business Solutions Placement Specialists.



How Data Will Be Collected	Goal	Extenuating/Influencing Factors
Data entered into case management system and reviewed monthly.	975	GCT met the goal in supporting 975 community members in obtaining new job placements or promotions.
Data is collected and reviewed through CaseWorthy.	7 business days	An evaluation of Workforce Advancement program services revealed an average duration of 4 days from program enrollment to participants' initial service utilization. Diverse program intensities lead to varied service timetables, with pre-enrollment discussions already addressing client goals.
Online survey. Results to be shared on monthly Balanced Scorecard and updated in leadership meetings.	85%	80% of surveyed clients answered "Agree" to "Strongly Agree" to satisfaction with their experience with Goodwill services.
Online survey.	85%	95% of stakeholders that responded to the survey answered "Agree" to "Strongly Agree" to their satisfaction with Goodwill Services.

INDICATORS: WORKFORCE ADVANCEMENT PLACEMENT SERVICES

Trends

In 2024, the **Workforce Advancement team** focused on **innovation, equity, and infrastructure** to strengthen service delivery and expand access across Central Texas. Progress was made across all major recommendation areas from the previous year:

- **Artificial Intelligence Integration:** The team began developing foundational AI trainings tailored to both staff and client audiences. Internal pilots explored how generative AI tools could support career coaching in participant interview preparation and resume development, as well as administrative efficiency, laying the groundwork for broader implementation in 2025.
 - **BETTY Launch:** After extensive planning and stakeholder input, the mobile mission unit—BETTY, “Bringing Education and Technology To You”—launched midyear. It now serves as a mobile hub for digital skill-building, job search support, and device distribution, especially in rural and underserved areas.
 - **Strategic Partnerships:** The team formalized new partnerships with regional community organizations for services, education, and employment pathways.
- These collaborations expanded the reach of wraparound services and created new pipelines into high-demand sectors such as healthcare and technology career fields. Notable additions to the partnership network include organizations serving individuals experiencing homelessness, parenting shelters, and employment readiness programs. The team deepened relationships with technology-focused training providers to support clients pursuing advanced careers in technology such as Cybersecurity. Several new employers and organizations also joined in partnership to provide work experience opportunities and give participants real-world exposure to sustainable career fields.
- **Enhanced Data Entry:** During the evaluation of 2023 performance and efficiency, the division's promptness in data entry fell below the goal set by Workforce Advancement. Processes and deadlines were reviewed by program and team, recognizing that each program operates differently and that not all participants are ready to engage immediately. As a result, new infrastructure, including

protected time for data entry, was implemented. Timely data entry is essential for effective and responsive service delivery. For clients, it allows for quicker access to needed resources, streamlined referrals, and reduced delays in receiving support. For case managers, real-time data empowers informed decision-making, facilitates continuity of care, and minimizes service duplication or gaps. It also strengthens cross-departmental collaboration by keeping all teams aligned with current data.

- **Data System Migration:** The significant undertaking to migrate to the data management system of Goodwill Industries International's CaseWorthy was completed by the end of 2024. This upgrade is expected to further standardize data collection, improve reporting accuracy, and reduce duplicative effort across teams. Further enhancements and workflows will progress in 2025 to continue to streamline service delivery.

Together, these initiatives reflect a growing capacity to serve participants holistically, connecting them not only to employment, but to the tools and networks needed for long-term success. Workforce Advancement remains committed to innovation, integration, and impact as it looks toward 2025.

Recommended Actions

To improve placement rates and client success in 2025, Workforce Advancement will focus on:

- **Strengthen Sector-Specific Pipelines with Employer Input:** Leverage our 2024 partnerships by inviting employer partners to co-design training and placement pipelines. This ensures that support aligns directly with real-time workforce needs.
- **Use Real-Time Data to Guide Intervention:** Now that infrastructure for data entry has improved, develop dashboards to flag performance lags and use this to pivot programs, proactive outreach, re-engagement, or referral to advanced placement services.
- **Expand Work-Based Learning & Transitional Jobs:** For participants not yet ready for full-time employment, create structured work-based learning experiences through transitional jobs, internships, or apprenticeships in sectors where employers are open to train-to-hire models.
- **Implement Tiered Job Placement Support Models:** Not all participants require the same level of support. Create tiered placement pathways—e.g., light-touch versus intensive support.

COMMUNITY REHABILITATION PROGRAMS (CRP): JOB PLACEMENT SERVICES

Workforce Advancement—Job Placement Services

Category	Measure	Goal	Measured Achievement
Effectiveness	Average wage is high.	\$12.50	\$15.63
Efficiency	Average time between completion of job readiness training and job placement.	90 days	67
Service Access	Percent of clients receiving job readiness training.	70%	87.5%
Satisfaction	Percent of surveyed clients expressing satisfaction with services.	85%	50%
Satisfaction	Percent of surveyed stakeholders expressing satisfaction with services.	85%	0 stakeholders responded to surveys

Workforce Advancement—Job Placement Services

Measure	Population Applied To	How Data Will Be Collected
Average wage is high.	All clients placed through the job placement services program in 2024.	By reviewing and obtaining information from CaseWorthy case management system.
Average time between job readiness completion and job placement.	Clients enrolled in program in 2024 and subsequently placed in 2024.	By reviewing and obtaining information from CaseWorthy case management system.
Percent of clients receiving job readiness trainings.	Clients enrolled into program in 2024, cross referenced with training service report (de duped to get unique client number).	By reviewing and obtaining information from CaseWorthy case management system.
Percent of surveyed clients expressing satisfaction with services.	Sample of intensively served clients.	Online survey.
Percent of surveyed stakeholders expressing satisfaction with services.	Sample of community stakeholders.	Online survey.



Goal	Extenuating/Influencing Factors
\$12.50	All Clients who obtained employment in 2024 were placed in retail environments. 2 clients placed obtained higher-level positions, not entry level, and another client obtained an overnight position which led to a higher average pay. The goal of \$12.50 was identified based on historical trends from previous years for clients placed in Job Placement.
90 days	Case Managers were able to efficiently build relationships with clients to have a better understanding of the clients' employment needs and skill sets which resulted in accurately tailoring job searches for clients.
70%	Most clients were responsive and actively participated in Job Readiness Training (JRT). A client's level of participation in JRT depends not only on their own engagement but also on the Case Manager's ability to critically assess and address barriers through problem-solving with the client. Our goal remains to better prepare clients for successful employment.
85%	Quarterly surveys were distributed to clients in an effort to enhance client feedback. Over the course of the year, four responses were received. Of these, two expressed overall satisfaction with CRP services, while the other two did not provide an answer to the specific satisfaction question. Potential barriers to survey completion and access may have included limited client access to technology, challenges with digital literacy, or other unidentified obstacles.
85%	The lack of survey responses was likely due to stakeholder turnover, which disrupted communication and follow-up efforts. With frequent changes in key roles, the survey may not have been prioritized or effectively promoted. Creating a structured process for survey distribution and outreach can help maintain engagement despite staff transitions.

COMMUNITY REHABILITATION PROGRAMS: JOB PLACEMENT SERVICES

Trends

In 2024, several trends highlighted both challenges and opportunities for growth within the program. Despite internal turnover, including TWC staff, and restructuring efforts, the program successfully maintained its focus on **client support** and **service delivery**. While some clients experienced delays between referrals and initial contact, efforts to streamline workflows allowed for more efficient movement through services. The competitive job market presented challenges, but it also provided opportunities, with clients seeking **retail positions** often being hired quickly due to high demand in that sector. Additionally, the **rise in higher wages** was a positive trend, contributing to better employment outcomes for clients. Case Managers worked diligently to engage clients and address barriers, and the program prioritized exiting clients who were no longer interested in or actively pursuing job assistance, ensuring that resources were focused on those ready to achieve their employment goals. Overall, the program demonstrated adaptability and efficiency while preparing for continued success in the future.



Recommended Actions

To enhance program effectiveness and address key priorities, several recommendations have been identified to position the program for continued success and greater impact.

- **Enhance Service Delivery Staff:** Staff retraining and the hiring of highly qualified personnel are essential to strengthening service delivery and achieving better client outcomes.
- **Process Improvements:** Continued efforts to streamline processes and establish clear timelines for both staff and partners will improve efficiency and consistency across operations.
- **Consistent TWC Partnership:** Recurring quarterly meetings with Texas Workforce Commission (TWC) Vocational Rehabilitation Specialists and Rehab Assistants will foster collaboration and ensure alignment on client needs. Monthly newsletters will continue to be sent to TWC staff to maintain communication, share updates, and highlight program achievements.
- **Data Management:** The new client database will be leveraged to improve the quality of client records and streamline data management to give real-time program engagement and performance progress.
- **Grow Client Input:** To increase survey responses, implementing targeted outreach strategies—such as personalized survey invitations, follow-up reminders, and incentives—will encourage greater participation and ensure valuable client feedback is captured.
- **Develop Employer Partnerships:** Continuing to strengthen employer partnerships will create more opportunities for clients to secure meaningful employment with accessible pipelines and enhanced awareness regarding job pathways.

COMMUNITY REHABILITATION PROGRAMS (CRP): SUPPORTED EMPLOYMENT

Workforce Advancement—Supported Employment

Category	Measure	Goal	Measured Achievement
Effectiveness	Average wage is high.	\$10	\$13.50
Efficiency	Average time between beginning Career Assessment and job searching (plan).	180 days	164 days
Service Access	Percent of clients receiving job readiness training.	50%	55%
Satisfaction	Percent of surveyed clients expressing satisfaction with services.	85%	0%
Satisfaction	Percent of surveyed stakeholders expressing satisfaction with services.	85%	0%

Workforce Advancement—Supported Employment

Measure	Population Applied To	How Data Will Be Collected
Average wage is high.	All clients placed through the Supported Employment program in 2024.	By reviewing and obtaining information from CaseWorthy case management system.
Average time between assessment and job searching.	Clients enrolled in program in 2024 and subsequently completing an assessment and beginning job searching 2024.	By reviewing and obtaining information from CaseWorthy case management system.
Percent of clients receiving job readiness trainings.	Clients enrolled into program in 2024 cross referenced with training service report (de duped to get unique client number).	By reviewing and obtaining information from CaseWorthy case management system.
Percent of surveyed clients express satisfaction with services.	Sample of Intensively Served Clients.	Online Survey.
Percent of surveyed stakeholders express satisfaction with services.	Sample of Community Stakeholders.	Online Survey.



Goal	Extenuating/Influencing Factors
\$10	<p>Data for this category based on one Client obtaining a job in 2024.</p> <p>In 2024, the Career Case Manager successfully secured a higher wage for their client by building a strong relationship with a local employer known for supporting individuals with disabilities. Through proactive advocacy and collaboration, the Case Manager not only facilitated meaningful employment but also ensured competitive compensation. This employer remains a dedicated champion of inclusiveness and continues to collaborate with Goodwill programs to create sustainable, high-quality job opportunities. The goal of \$10 was identified based on historical trends from previous years for clients placed in Supported Employment.</p>
180 days	<p>This data reflects the journey of seven clients who completed an assessment in 2024 before being referred to Supported Employment and developing a placement plan to begin job searching. Several key factors contributed to the efficiency of this process.</p> <p>A high level of Career Case Manager engagement—before, during, and after the Career Planning Assessment—played a crucial role in maintaining client momentum and reducing attrition between milestones. Consistent support and guidance helped clients stay engaged and transition seamlessly through each stage. Additionally, the comprehensive insights gathered from the assessment enabled a faster and more accurate evaluation of each client's employability and job readiness, allowing for more targeted and efficient job placement efforts. These combined efforts resulted in a streamlined process that maximized both client success and overall program effectiveness.</p>
50%	<p>In 2024, 55% of clients enrolled in Supported Employment successfully completed Job Readiness Training. For those who did not participate, the primary factors included challenges with client engagement and internal staff turnover, which contributed to delays in service delivery. Additionally, a few clients, after enrolling in Supported Employment, chose to shift their focus toward a Work Experience program rather than pursuing permanent employment thus not receiving Job Readiness Training under Supported Employment.</p>
85%	<p>Quarterly surveys were distributed to clients in an effort to enhance client feedback. Over the course of the year no Supported Employment clients completed the survey. Potential barriers to survey completion and access may have included limited client access to technology, challenges with digital literacy, or other unidentified obstacles relevant to how the survey was distributed.</p>
85%	<p>The lack of survey responses was likely due to stakeholder turnover, which disrupted communication and follow-up efforts. With frequent changes in key roles, the survey may not have been prioritized or effectively promoted. Creating a structured process for survey distribution and outreach can help maintain engagement despite staff transitions.</p>

COMMUNITY REHABILITATION PROGRAMS: SUPPORTED EMPLOYMENT

Trends

The **Supported Employment program** has encountered several **ongoing challenges** that have impacted placement rates. Key among these are **staff turnover, incomplete documentation**, and the **increasing necessity for job carving** to better accommodate individuals with disabilities. The prerequisite **Career Planning Assessment** has contributed to extended job search timelines. However, dedicated engagement from **Career Case Managers** has played a crucial role in sustaining client motivation and momentum throughout the process. While not all individuals who complete the Career Planning Assessment proceed to enroll in Supported Employment, the assessment has proven to be a valuable vocational diagnostic tool, helping clients and staff identify alternative vocational rehabilitation pathways meaningful for the client. Due to its demonstrated utility, the Career Planning Assessment is increasingly shifting to a standalone program, rather than merely a precursor to Supported Employment.

Client participation in job readiness training has remained strong, though some individuals have shifted toward an **internship-based work experience** instead of pursuing immediate permanent employment. This shift indicates a preference among some clients for gaining transitional experience before entering the long-term workforce. **Transportation** and **workplace accommodation** continue to be obstacles, but staff are actively working to address these needs.

Stakeholder engagement has been inconsistent, with low survey response rates highlighting the need for enhanced communication strategies to foster greater involvement. To enhance service delivery, increasing the number of credentialed staff, implementing a stakeholder newsletter, and evaluating program efficiency are key action areas moving forward.

Recommended Actions

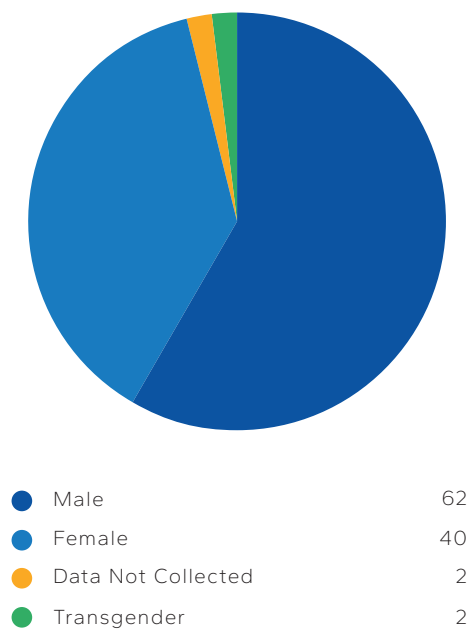
To improve placement rates and client success in 2025, the Supported Employment program will focus on:

- **Staff Development:** The program aims to increase the retention of credentialed team members by implementing structured mentorship initiatives and expanding professional development opportunities.
- **Process Efficiency:** To reduce delays in client enrollment, the program will focus on optimizing the Career Planning Assessment (CPA) and improving documentation practices. A more streamlined CPA process will support faster transitions into Supported Employment, enhancing client engagement in job readiness training and accelerating progress toward meaningful employment outcomes.
- **Stronger Employer Partnerships:** Expanding employer outreach and job carving strategies will create more tailored opportunities, thus assisting in increasing overall placement numbers and maintaining a higher minimum wage in comparison to previous years. For 2025 the goal for average wage will be evaluated to better represent the average wage in the Austin area.
- **Enhance Methods:** To increase stakeholder engagement, the team will continue to disperse a quarterly stakeholder newsletter featuring general information about program statuses and success so that clients' program updates can keep partners engaged. A combination of enhanced survey methods and regular distribution will aim to increase response rates. The team also plans to host regular stakeholder meetings, thereby fostering collaboration and addressing concerns in real time.

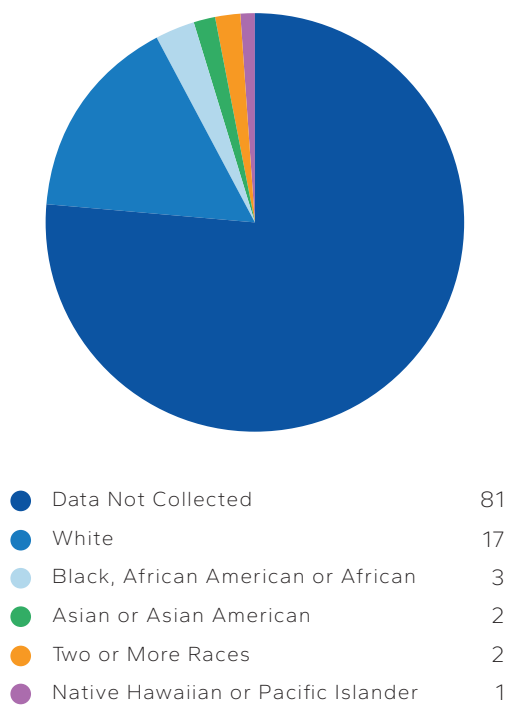


CRP DEMOGRAPHICS

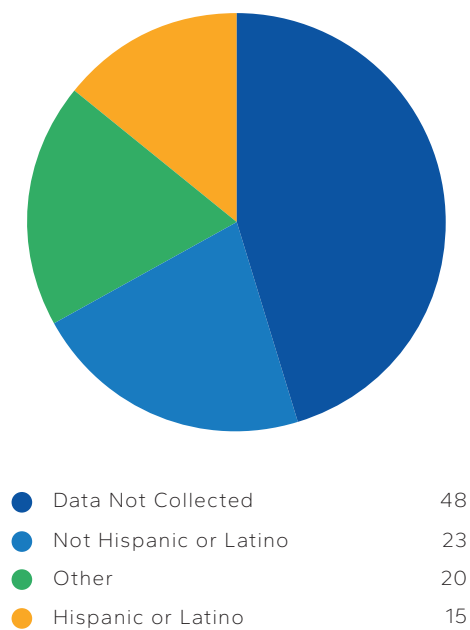
Gender 106 Total



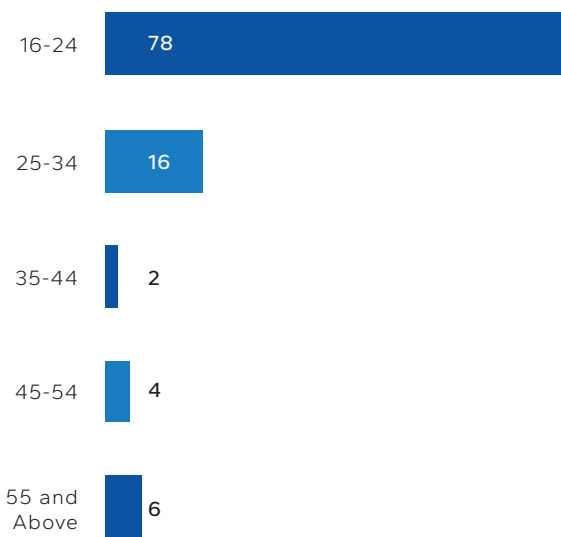
Race 106 Total



Ethnicity 106 Total



Age 106 Total





Upward

In alignment with last year's recommendation to "transform service delivery to engage all Team Members who are eligible for Upward programming," Upward partnered with the Workforce Advancement team to standardize departmental processes and enhance service integration. A new utilization metric was implemented to track meaningful services delivered on a monthly basis, providing real-time insight into participant engagement.

Over the course of the year, the Upward team maintained consistent contact with more than 50% of all eligible participants. Key strategies included promoting early connection to resources within the first 90 days and providing ongoing support for goal attainment. These efforts led to a measurable increase in access to direct client assistance and a year-over-year rise in support service spending. As a result, the program achieved marked improvements in employment retention rates and participant outcomes.

Darnell's Journey Toward Stability and Career Advancement

Darnell was referred to Goodwill through the TDCJ Pilot Program, where he demonstrated remarkable resilience and determination in the face of significant challenges. With the guidance and encouragement of his Upward Coach, Darnell successfully enrolled in the Goodwill Career and Technical Academy. There, he earned his Commercial Driver's License (CDL), taking a critical step toward long-term career stability and a brighter future.



Guadalupe's Path to Housing and Personal Growth

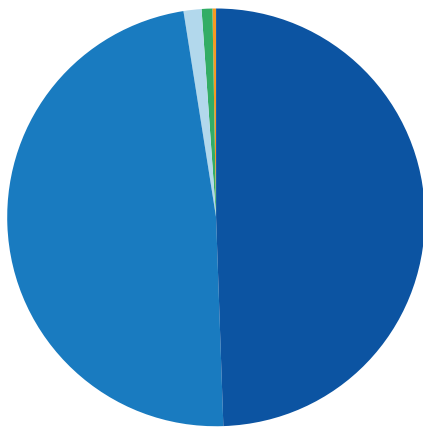


Through effective interdepartmental collaboration, an Upward program staff member was able to connect Guadalupe with additional Workforce Advancement resources, securing \$1,000 in rental deposit assistance. This support enabled her to move into her own apartment—a major milestone. With safe and stable housing in place, Guadalupe gained the mental and emotional space needed to focus on personal development and plan her next steps forward.

UPWARD DEMOGRAPHICS

Gender

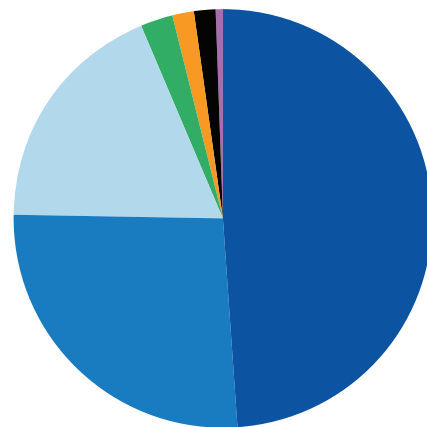
1,765 Total



Male	876
Female	847
Data Not Collected	23
Transgender	16
Other	3

Race

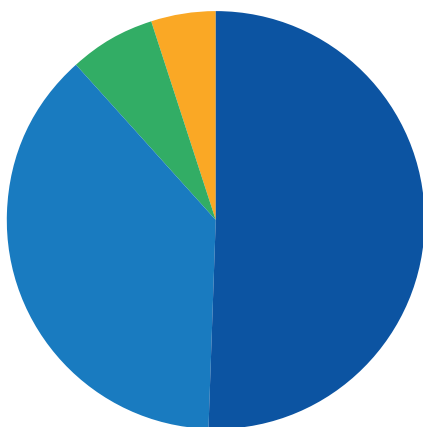
1,765 Total



White	865
Black, African American or African	463
Data Not Collected	326
American Indian or Alaska Native	45
Two or More Races	29
Asian or Asian American	29
Native Hawaiian or Pacific Islander	7

Ethnicity

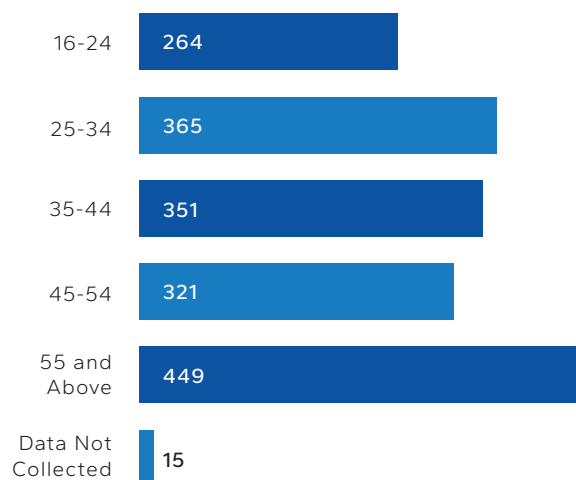
1,765 Total



Not Hispanic or Latino	895
Hispanic or Latino	665
Data Not Collected	121
Other	84

Age

1,765 Total



Mobile Mission Unit Spotlight: BETTY

Launched in 2024, **BETTY (Bringing Education and Technology To You)** increases Goodwill's ability to provide support across our 15-county service region by meeting people where they are—at libraries, community centers, neighborhood events, and partner sites. As the **Goodwill Central Texas mobile mission unit**, BETTY delivers community-based training, on-the-spot job search support, and technology access, so clients can build skills and confidence to navigate work and life online. In 2024, BETTY provided **digital-skills access to 770 individuals**, exceeding the annual goal of 300 and demonstrating strong demand for on-ramp learning close to home. Thanks to funding from partners and our programs like **Goodwill Tech**, the BETTY team also distributed **176 devices** (such as laptops and hotspots) to individuals who needed them.

This year's deployment emphasized fast, practical support: foundational digital skills for job search and applications, basic productivity tools, and safe internet use. The van's role complements classroom and lab offerings by removing transportation



and schedule barriers while reinforcing pathways into coaching, certifications, and placement services across Workforce Advancement.

Future development plans

Expand high-need routes and partner co-hosts. Prioritize rural/underserved areas and repeat visits with community partners to build continuity of learning and hiring touchpoints.





Appendix I - Satisfaction Surveys

Stakeholder Surveys

In 2024, we remained committed to gathering valuable input from our stakeholders to strengthen engagement and improve processes within Workforce Advancement. Our annual stakeholder survey was distributed to partners, employers, funders, and other key collaborators. It served as a crucial tool for assessing the effectiveness of Goodwill Central Texas' community initiatives. To maximize accessibility, the survey was readily available upon request and embedded in the email signatures of mission staff. The survey was also proactively shared through multiple feedback requests throughout the year to encourage broad participation.

Compared to 2023, we saw a rise in participation, broadening the range of voices contributing feedback. However, overall satisfaction scores experienced a modest improvement. This shift may reflect the expanded reach of our survey, as we engaged with respondents who may not have previously provided input.

95% Stakeholder Satisfaction rate in 2024

- **Building Promise USA:** "Y'all are great, and I'm so happy we get to work together!!"
- **Austin Free-Net:** "Working with <staff> and her team has been a game changer for Austin Free-Net. <Staff> brings an air of professionalism and kindness to her role and in doing so allows others to follow suit. She is very aware of how she represents Goodwill Central Texas and acts according to the best interests of GCT's mission and goals. It has been a joy and pleasure to work with her and her team on collaborations in the community, and we are very thankful for her partnership and hard work at GCT that undoubtedly impacts our community for the better."
- **Friends Shine Online:** "I appreciate working with Goodwill."

Recommendations:

Looking ahead, we recognize the opportunity to refine our outreach strategies, particularly in program areas where participation was lower. By taking a more targeted approach to engagement, we aim to capture more representative insights and drive meaningful improvements that align with stakeholder expectations.

Client Satisfaction

To gauge client satisfaction, we utilized both Client Satisfaction Surveys and on-site "Happy or Not" feedback stations. Surveys were distributed to program participants throughout the year, with focused collection efforts targeting individuals served within the previous three months. To make participation as seamless as possible, survey links were also included in mission staff email signatures, providing easy access for clients to share their experiences. The "Happy or Not" tool offered instant feedback, allowing us to monitor client sentiment in real time and quickly address emerging concerns.

In 2024, we strengthened our approach by implementing more structured and frequent feedback collection across all Workforce Advancement programs. These efforts aimed to enhance the consistency and accuracy of the data gathered, ultimately driving more meaningful improvements across the department. In Q4, a temporary disruption occurred as we transitioned to a new case management platform, leading to a decrease in feedback collected during the final months of the year.

Furthermore, we introduced a more systematic review of survey results, incorporating regular evaluations and follow-up actions. This approach ensures that insights from our clients directly inform both program-level and department-wide enhancements, reinforcing our commitment to continuous improvement and a more responsive service experience.

80% Client Satisfaction rate in 2024

- My case managers are wonderful. They do such a good job and give me peace of mind. They are super helpful, resourceful, and knowledgeable. I am so grateful to have their help.
- My intake specialist was extremely friendly, professional and very helpful. I felt that my needs were being met and had a great experience!
- Went from homeless to a good paying job thanks to y'all.
- I will not soon forget the positive experience I've had working with Goodwill.
- For those that are eager to get back into the workforce, I wish the process was faster.


- Helpful while slow and a little confusing.
- Thank you. Thank you for giving me this opportunity to change my life. To be more successful in life. This is a huge change for me. Thank you all.
- Been involved with Goodwill for under a month and I already feel farther in my goals than before.
- My case manager is amazing. She's been 100% behind me.

Recommendations:

Gathering feedback from clients served within the past three months has strengthened engagement and accelerated progress toward long-term goals. By swiftly identifying needs and making timely program adjustments, we can enhance client outcomes more effectively.

Feedback trends often tend to be polarizing, with responses skewing either highly positive or critical. While negative feedback can be challenging, it plays a crucial role in highlighting areas that require immediate attention, allowing us to address concerns and improve services more effectively.

Moving forward, we are implementing QR codes to make surveys more accessible daily, allowing clients to provide real-time input and enabling more responsive programmatic improvements. To streamline feedback collection, we will consolidate efforts solely through the Client Satisfaction Survey, discontinuing "Happy or Not". Our approach will combine prominently displayed survey posters with frequent reminders to encourage participation and reinforce the importance of maintaining open and accessible feedback channels.



Appendix II - Critical Incidents

In 2024, there were 12 separate critical incidents reported. A breakdown of the types of incidents is as follows:

- Aggression: 6
- Client Disclosure Requiring Mandated Reporting: 3
- Suspected Use of Illegal Substance: 1
- Unauthorized Possession of Weapon: 1
- Incident Involving Injury: 1

Recommendations:

Work closely with Security and Safety teams to review policies and coordination if de-escalation is needed and used. Additionally, review safety policies and client documents to ensure clear expectations that substance use and possession of weapons on site are strictly prohibited.

Continue annual de-escalation training, focus on check-ins for teams that routinely see patterns of behavior.

Continue Mandated Reporter training for staff to feel comfortable recognizing signs that reporting may need to occur.



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