



2019-2021 Strategic Plan

PUBLIC

Mission



To provide skills training, job development and social services to New Mexicans.

Vision



New Mexicans will have the opportunity to improve their lives by utilizing Goodwill services and partnerships.

Organizational Values

Accountability

Take responsibility for your actions. Acknowledge that the choices you make impact others.

Respect

Treat others as you would like to be treated. Value diversity in others with your actions and words.

Excellence

Strive to reach your full potential. Commit to continual improvement and act responsibly to create and maintain a safe working environment.

Integrity

Choose truth and honesty.

Empowerment

Support others to take action and reach their full potential. Have confidence to express concerns and ideas.

Strategic Objectives

Strengthen Mission Services

Strengthen and Increase Financial
Stability

Strengthen Community Awareness
and Engagement

Strengthen Human Capital and
Infrastructure



Operational Objectives

Strengthen Mission Services

Success Measures:

- Increase number of persons served.
- Increase number of job placements.
- Develop and expand community partnerships to drive mission services.
- Identify community needs and implement programs and services to address the needs within the scope of our mission.

Strengthen and Increase Financial Stability

Success Measures:

- Increase agency revenue.
- Increase donations to support the revenue growth.
- Maintain agency expense to revenue.
- Maintain favorable levels of cash reserves.

Strengthen Community Awareness and Engagement

Success Measures:

- Demonstrate commitment and investment in our community with ongoing sustainability and environmental efforts.
- Increase education of and interaction with partners.
- Optimize and enhance the Goodwill experience for stakeholders.

Strengthen Human Capital and Infrastructure

Success Measures:

- Develop internal talent pool, education, training and advancement opportunities.
- Increase service sites.
- Invest in long term facility branding, betterments and maintenance.