



2020 Annual Report

Let's Celebrate!



Chairman of the Board Lucio Castro (left) greets a customer

Lucio Castro, Lucio Castro, 2019 - 2020 Board Chairman has served the local Goodwill Board of Directors for 8 years, participating in the strategic leadership for the success and growth of the organization. This past year was particularly challenging during the onset of the COVID-19 pandemic. The focus of the organization quickly shifted to ensuring safety of guests, donations, and over 200 employees stretching across 130 miles of Northwest Texas. Forced to close down operations for a short period of time upon the onset of the pandemic, the focus was to keep employees and guests alike safe. Lucio is especially proud that no Goodwill employees lost their jobs during the pandemic and says that receiving a SBA PPP loan and being granted forgiveness of the government loan was key to maintaining the financial strength of the agency.

Thinking outside the GW box was inevitable to push through and an ongoing partnership was formed with local business. GermBlast, continues to service all of our facilities, keeping our staff, and guests safe, and our operations open. Goodwill and



GermBlast invested in television commercials to highlight their partnership and demonstrate the cleanliness and best practices in place in our stores.

Our Training, Placement and Life Skills program (T-PALS) was also on our radar as we could not deny access to this program that allows so many, a fresh or renewed start at advanced employment. This is what really touches Lucio as these programs are offered at no cost. Due to the pandemic, Goodwill adapted to create additional programs with easy virtual access. We implemented over 10 new courses. T-PALS is funded in part by the retail sales of donated goods as well as the Helen Jones Foundation, Lubbock Area United Way, The CH Foundation and the United Way of Amarillo and Canyon. Goodwill saw a boost in sales as home-bound donators dropped off goods at an unprecedented rate.

Lucio is honored to be a part of this diverse board, comprised of subject matter experts from across our communities. The engagement of our volunteers is fantastic and we are all pleased to assist and guide President & CEO, Robin Raney through whatever challenges come our way. The growth and expansion of our local Goodwill is what drives us – serving the communities and empowering individuals to be self-sufficient, is ultimately our mission. Lucio has great respect for Robin Raney and has no doubt that Goodwill will continue to thrive under her leadership. Lucio is an accountant for United Supermarkets, married for 11 years to Misty, with son, Noah (7) and daughter, Emma (5). We are so appreciative of Lucio's service to our organization.



Jay Perez Celebrating 25 years at Goodwill



Michelle Barrientez Celebrates 15 years at Goodwill



Lionel Smith Celebrates 30 years at Goodwill



Scott attends 100 Black Men of West Texas.

Mr. Scotty Scott

Scotty Scott came to Goodwill and shared his story about obtaining his first job at the age of 41, after a history of working the streets to "make fast money." After his second release from prison he said he was determined to make a better life for himself and make his family proud.

Scotty connected with Reggie Dial, Executive Director at East Lubbock Resident Owned Business Initiative, who mentored Scotty which led to him landing a job driving for Citibus. Scotty wanted to advance with the company but lacked computer and other job skills, so Citibus referred him to Goodwill's Training, Placement and Life Skills program (T-PALS). Scotty changed his life through the "Power of Work" with the T-PALS training program.

He attended T-PALS training after work hours to improve his job skills and self-identify his unique barriers to employment. He also practiced interview skills and created a resume. Through the T-PALS program, Scotty earned a certificate of continuing education credits from Goodwill's partner, South Plains College.

Not only did Scotty receive the desired promotion with Citibus, he further advanced his career and is now working for the U.S. Postal Service. Scotty has continued building self-confidence and complete the goals he sets. He says he does not regret going the extra mile needed to fulfill his dreams.

LuzVelia Salazar

LuzVelia Salazar was working as a home care provider when she enrolled in Goodwill Lubbock's T-PALS. Ms. Salazar wanted to improve her computer skills and advance to a better paying job.



Salazar practices recorded employment interviewing skills with T-PALS.

Working with T-PALS Manager, Jennifer Roberts, to discuss her barriers to employment, LuzVelia set goals and created a plan of action. She began by taking the basic Microsoft Word class and scheduling class time around two jobs. She also utilized the T-PALS walk-in computer bank to build typing skills and use Goodwill's free online training program.

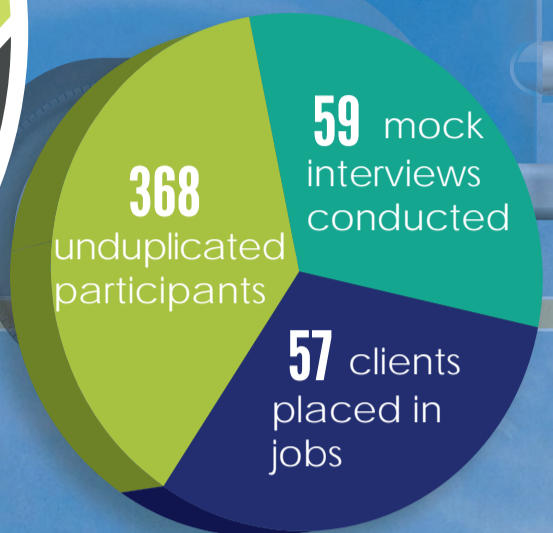
Employment Specialist, Matt Rodriguez, worked with LuzVelia throughout the process. She learned to build a resume, apply for jobs online, develop customer service skills and dress appropriately for the workplace.

LuzVelia completed all three levels of Computer Skills training. After graduating from the advanced course, Matt continued working with LuzVelia to practice employment interview skills through recorded sessions.

LuzVelia is now a Teacher's Assistant/Secretary with a public school and has applied for her license as an Insurance Agent.

"She came into Goodwill T-PALS without computer skills and left with all of the tools she needed to succeed and change her life," said Matt Rodriguez. "That's why we do what we do at Goodwill, give people a hand up, not a handout. The rest is up to the person and she did it and is a success."

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2020 Board of Directors

Board Officers

- Lucio Castro - Board Chairman
- Lori Truitt - Chairman Elect
- Kevin Dyer - Treasurer
- Drew Smith - Past Chairman
- Jo Henderson - Vice President
- Elizabeth Hudspeth - Secretary

Advisory Board

- Rafael Aguilera
- Lynn Elms
- Bobbie Howard
- Dr. Felicia Powell
- Matthew Wade

Board Directors

- Debra Perry
- Joe Rollins
- Alfred Segovia
- Mark Stiff
- Diannah Tatum
- Gwen Titus
- Will Baker
- Constance Barbian
- Adrienne Cozart
- Steve Cross
- Jimmy Dirks
- Steve Gonzales

2020 T-PALS Impact

- Total Served: 368 Unduplicated Participants through the (T-PALS) Training, Placement & Life Skills program
- 83% of participants met the grade and attendance requirements to receive the South Plains College Certificate for CEU's.
- 577 attended specialty training classes.
- 98% of participants reported satisfaction with computer training, facility and technology resources.
- 3 enrolled in higher education.

2020: The Year of Innovation and Adaptation

2020 is a great example of the strength and resilience within Goodwill Industries of Northwest Texas. There has never been a greater opportunity or demand in serving the community by providing job opportunities for people with barriers to employment. As the world began to face state mandated restrictions due to the COVID-19 pandemic, Goodwill was not willing to compromise its service base and chose to embrace the many challenges of adapting to the need for virtual training content and services. While transitioning all existing T-PALS curriculum to virtual application content, Goodwill wanted to create a greater impact in service options. The board of directors and staff developed a greater variety of job development and career enhancement services that would complement outreach in providing 66% more virtual on-line opportunities. Virtual communication became the standard form of communication during the pandemic. Innovative initiatives resulted in weekly Zoom training opportunities that were made available to all participants and to those within the community who were in need. Embracing the virtual elements of software, like Zoom, has become a requirement for communication due to the evolving pandemic restrictions. Goodwill quickly realized that the ongoing conversion process was a success, the transition of the continued education and career enhancement services to virtual format was working. It was time to provide virtual access to all aspects of job development, to include one-on-one tutoring and case management services. Without hesitation, Goodwill T-PALS became 100% virtually accessibility. Goodwill ensured that participants seeking services, who had limited access to resources, knew how to gain access those elements to eliminate barriers in receiving services, including:

- Providing participants information to access free Wi-Fi.
- Providing information for access to computers and printers through local libraries
- and the SPC campus (in partnership with Goodwill).
- Development and distribution of training materials in packet format, such as Zoom training materials and the continued education curriculum resources that partnered with on-line content.

Employment Development & Career Enhancement

The following CAREER ENHANCEMENT/EMPLOYMENT DEVELOPMENT classes were developed/edited in 2020 and were implemented via virtual access:

Employment Development Seminars

- Job Search Tips for the Recent Grad during COVID-19
- Job Retention Skills
- Virtual and Phone Job Interviews
- Soft Skills - A Competitive Edge
- Resume and Cover Letter Development
- Preparing for a Job Interview

Career Enhancement Seminars

- Opening Doors for the Mature Worker.
- Enhancing Teamwork
- Multi-generational Worker
- Customer Service/Interacting with a Dissatisfied Customer
- Project Management
- Learn to ZOOM
- Excel "Tools You Can Use"
- Tools for the PowerPoint User
- Outlook "Tips You Need to Know"
- Introduction to Word



T-PALS & South Plains College

Goodwill T-PALS partners with South Plains College to provide certificates of completion for basic, intermediate, and advanced computer skills classes for continuing education credits. Students who successfully complete the computer training courses will receive 54 hours of classroom training over the 6-week course and 48 hours of classroom training over the 8-week course. These classes are provided according to individual needs and range from entry-level keyboarding to advanced Microsoft Office Suite.

Lubbock T-PALS purchased a large print "Magic" keyboard to support the visually impaired and is evaluating its use by participants to determine demand. The number of T-PALS participants was drastically affected by the multiple changes in capacity allowances at the center due to the pandemic: no services March 29 - May 1, 50% capacity May 1 - November 18, November 19 - Present. Currently, the walk-in computer skills training center and phone bank is available only to existing T-PALS participants.

In March 2020, the board and key staff immediately developed and implemented initiatives to increase outreach to participants via virtual and online services, including 9 new Employment Development Classes,* including: Job Search Tips for the Recent Grad during COVID-19, Job Retention Skills, Opening Doors for the Mature Worker, Enhancing Teamwork, Soft Skills, Working in a Multi-generational Workforce, Customer Service/ Interacting with a Dissatisfied Customer, Virtual and Phone Job Interviews, and Project Management.

