

Goodwill of the Great Plains and Avera Launch Partnership

Talking Points

1. What was the partnership Avera entered into with Goodwill?
 - The partnership is a pilot Avera workforce development program focusing on employee retention and recruitment. Goodwill of the Great Plains will use their expertise in soft skills development, job coaching and other employment services to address turnover in targeted entry-level Avera positions.
 - In addition, Goodwill will draw upon their network of job-seeker services to recruit top-quality candidates for Avera positions.
 - Avera's donation will be for a three-year period. Avera will donate \$53,141 per year.

2. What workforce issues do you hope it will address?
 - Workforce recruitment in health care can be challenging, especially in rural settings. Goodwill is already poised to provide employment services through programs such as their Connection Centers, which provide resume, online job search and application assistance. Goodwill also offers soft skills development to help candidates and employees develop vital soft skills.
 - (Pam, please address specific workforce issues, such as CNA deficit, rural access, etc.)

3. Why did you feel Goodwill was a good partner?
 - Goodwill has expertise in helping job seekers find employment and access important employment services.
 - The organization's desire to change lives and help underserved populations resonates with Avera's mission to make a positive impact in the lives and health of persons and communities.
 - Goodwill of the Great Plains has a similar footprint as Avera.
 - Goodwill has a rapport with certain demographics and can help with recruiting employees for Avera. For example, Goodwill is a strong proponent of helping the veteran population find jobs.

4. Why are "soft skills" important?
 - Soft skills are non-technical skills such as communication, adaptability and attitude that can be key to on-the-job success.
 - This training will help new employees achieve success in their careers. Consequently, this may lead to higher job satisfaction and retention rates.

5. What outcomes do you hope to see?
 - Recruitment: Goodwill will promote top-quality candidates toward Avera positions, resulting in 150 hires over the three-year period.
 - Retention: Reduce turnover by a minimum of 5 percent overall in established high-needs areas at Avera.