



For Immediate Release:

Goodwill of the Great Plains and Avera Health Launch Partnership

Avera Health and Goodwill of the Great Plains are pleased to announce that they have entered into a partnership in a pilot Avera workforce development program. The program will utilize a dual approach of 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 utilize 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.

John Hantla, President/CEO of Goodwill of the Great Plains said, "We are very excited to be given this opportunity to work with Avera. For over 90 years we have been operating workforce training through a variety of successful programs and to apply this expertise to assist Avera with retention and recruitment of entry level positions, is not only a great a opportunity, but it fits well into our mission of helping people build dignity through the power of work."

"Meeting workforce challenges of a 24/7, large health care system is always difficult. Goodwill is a tremendous partner and has experience in their career centers. We're excited that a partnership like this will help candidates gain job skills to be successful," said Pam Hilber, PhD, Director of Workforce Planning at Avera Health.

One of the partnership goals is for Goodwill to assist Avera in several workforce concerns. 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. In addition, Goodwill also offers soft skills development to help candidates and employees develop vital soft skills, which are non-technical skills such as communication, adaptability and attitude that can be key to on-the-job success.

In 2014, Goodwill of the Great Plains helped 1,534 jobseekers find competitive employment and 468 were served in the Sioux Falls Connection Center. In 2013, GWGP helped 1,051 jobseekers find employment; 334 of those were in Sioux Falls.

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