



Goodskills Career Builder

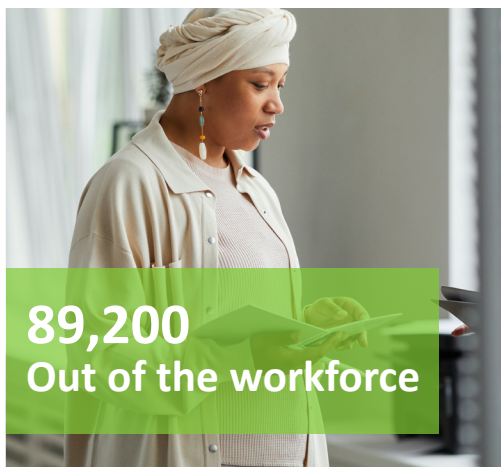
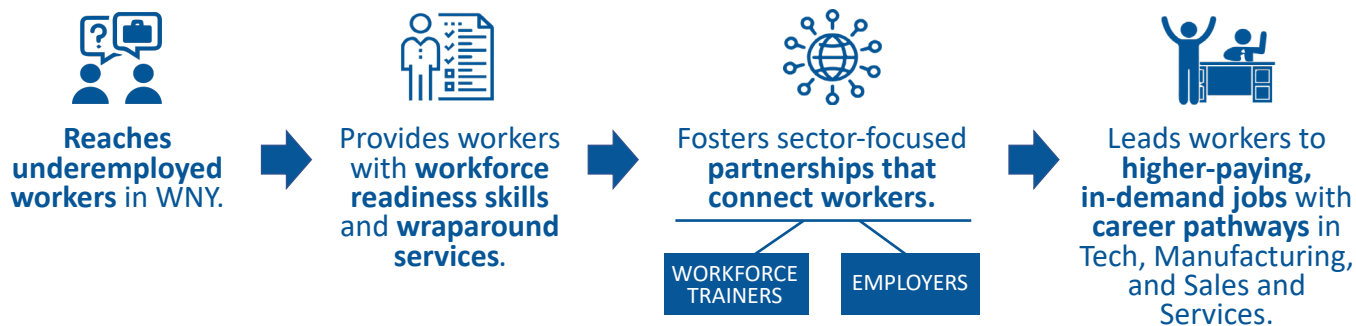


Empire State
Development

Imagine a region where it's easy for hiring employers to fill jobs, where residents of color experience equitable economic mobility, and where underemployed individuals connect with higher-paying careers.

The need for training has never been greater with significant hiring needs and workforce gaps, low unemployment, and many Western New Yorker's stuck in low-wage employment. There is a gap in Western New York's workforce ecosystem that leaves many employers struggling to fill higher-paying entry-level jobs. Goodskills Career Builder offers a holistic, collaborative, research-driven strategy to build racial equity through career pathways in target sectors.

How does Goodskills Career Builder work?



Source: US Census American Community Survey, 5-year estimates (2016-2020) and NYS Department of Labor, Local Area Employment Statistics, August 2022. Underemployed reflect adults age 18+ who are not in school and working with earnings under 200% of the federal poverty level. Out of the workforce include adults in their working prime (ages 25-54). Unemployed are those actively seeking a job.

Revised November 2022

Goodskills Career Builder...

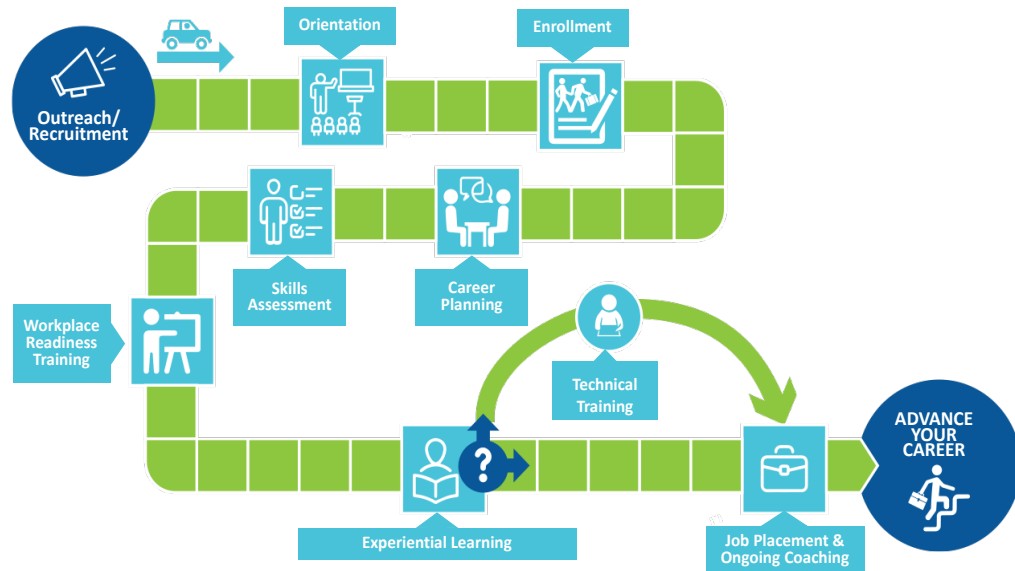
...Connects underserved, underemployed individuals with higher-paying careers and training through career planning, work readiness and technical skills training, computer access, job search assistance, and more.

...Helps individuals prepare for additional training for jobs in Tech, Manufacturing, and Sales and Services through partners such as Northland Workforce Training Center, Tech Academy, and TechBuffalo.

...Provides three years of career coaching to move individuals out of poverty into career pathways that offer earnings growth over time.

...Will be financially sustainable, with revenues generated by Goodwill's growing retail operations.

Goodskills Career Builder provides a roadmap to higher-paying careers.



Your investment in Goodskills Career Builder leads to a long term financially sustainable program supported by our unique social innovation model.



Source: UBRI summary of Goodwill's Social Innovation Model, as provided by Goodwill of WNY, 2020.

Goodskills Career Builder...

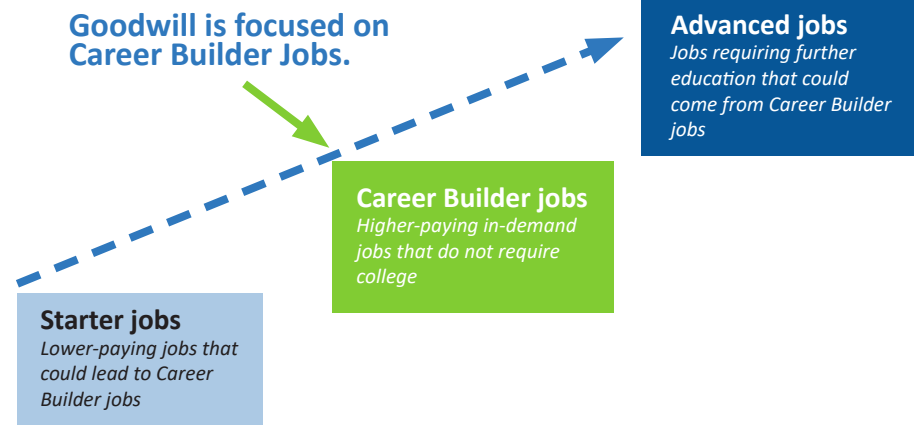
...Meets the demands of hiring employers by filling critical gaps in the workforce pipeline.

...Focuses on in-demand Career Builder jobs that do not require a college degree and lead to higher-paying career pathways. These jobs take a few days longer to fill in WNY compared to the US overall. Goodskills Career Builder trains underserved, underemployed individuals for these jobs to help local employers meet their hiring needs and stay competitive.

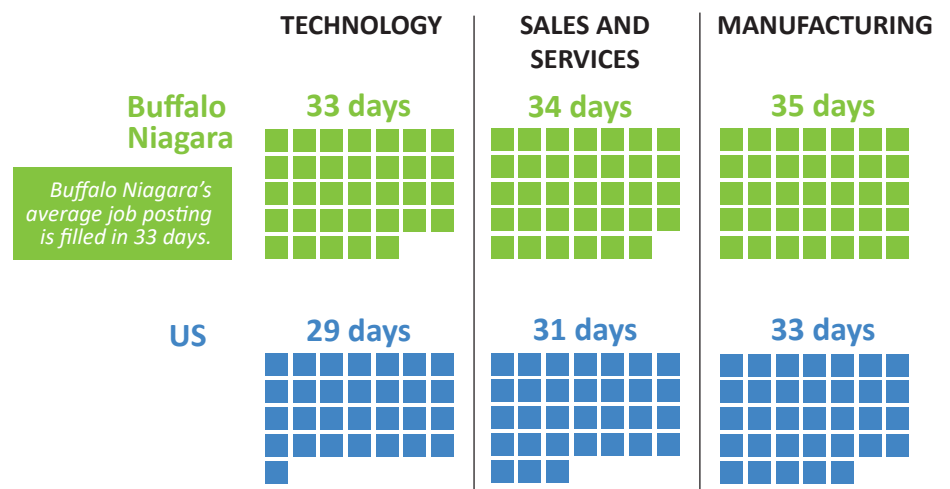
...Equips workers with the work readiness skills that employers have identified as important for success on the job, such as customer service, communications, sales, and management.

...Ensures workers can find jobs and advance into higher-paying career pathways, by providing career coaching and wraparound services to overcome employment barriers.

Identifying Career Pathways

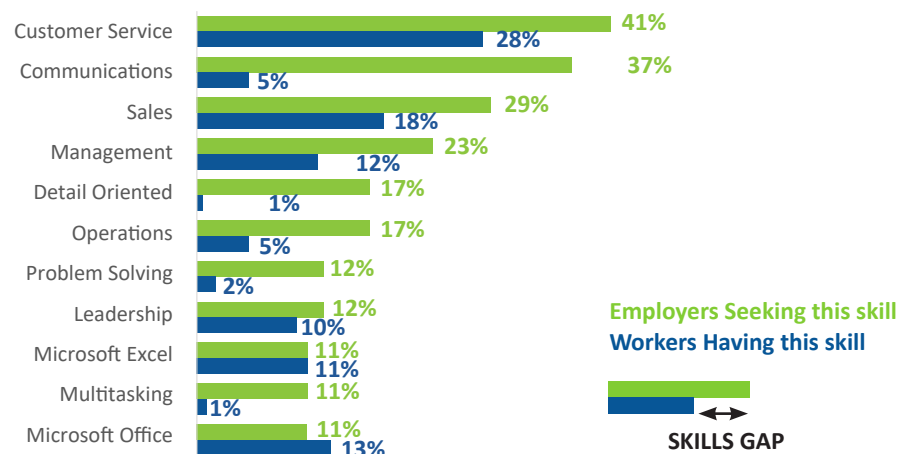


Median Time to Fill Job Openings, September 2021 to September 2022



Source: UBRI analysis of Lightcast job posting data, September 2021 to September 2022. Includes postings related to 40 occupational codes that make up "Career Builder" jobs.

Skills Gap for Top Work Readiness Skills for Career Builder Jobs



Source: Lightcast Job Postings, Western New York, September 2021 to September 2022; Lightcase, Online Worker Profiles, 2020-2022 (n=63,300). Includes postings and profiles related to 40 occupational codes that make up "Career Builder" jobs.

Why Goodwill? Why Now?

Goodwill is positioned and strategically growing to help under-resourced communities whose residents would benefit from training that leads to a higher-paying career pathways.

Located on Buffalo's East Side, Goodwill sits within 5 miles of more than a third of all working poor individuals in the five-county region. Half of all people of color in the region live within 5 miles of Goodwill's location in Buffalo. With additional partners, Goodskills Career Builder will extend its reach throughout the five counties.

Across the region, more than 202,900 working age adults are unemployed, underemployed or out of the labor force. Reaching just a fraction of this group would be an economic game changer for the region.

Learn More About Goodskills Career Builder

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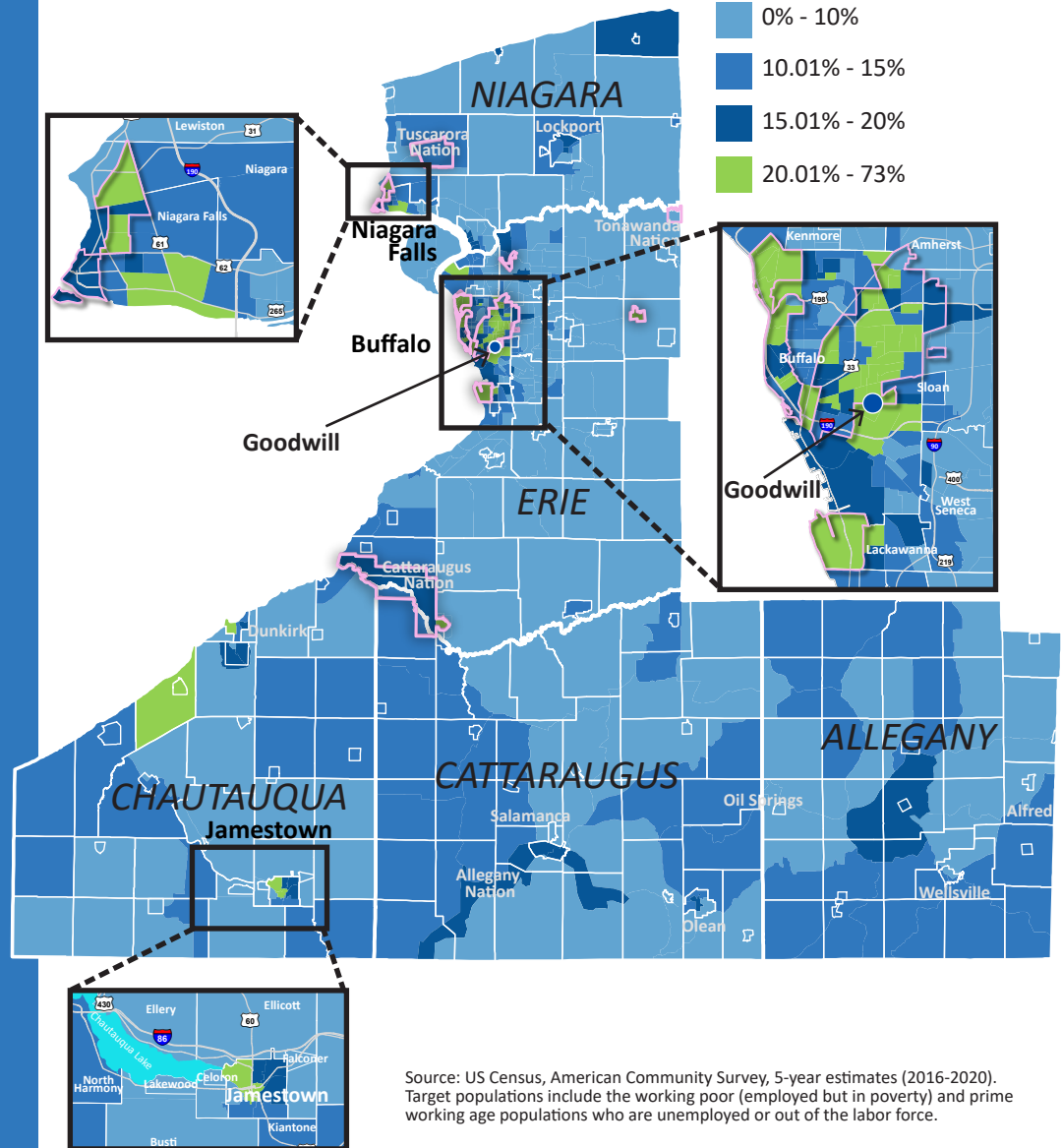
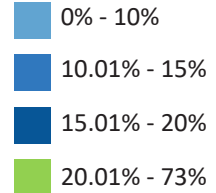
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Populations for Workforce Training by Census Tract and Neighborhoods of Color, Western New York, 2020

Neighborhoods of Color

Working Poor and Prime
working age (25-54)
without a job as % of
Total Population



Source: US Census, American Community Survey, 5-year estimates (2016-2020). Target populations include the working poor (employed but in poverty) and prime working age populations who are unemployed or out of the labor force.

An investment in Goodskills Career Builder will create a financially sustainable program that serves hundreds annually.

Grant Dollars | Goodwill's Investment | Corporate Investment

