

October 2021

Goodskills Career Builder

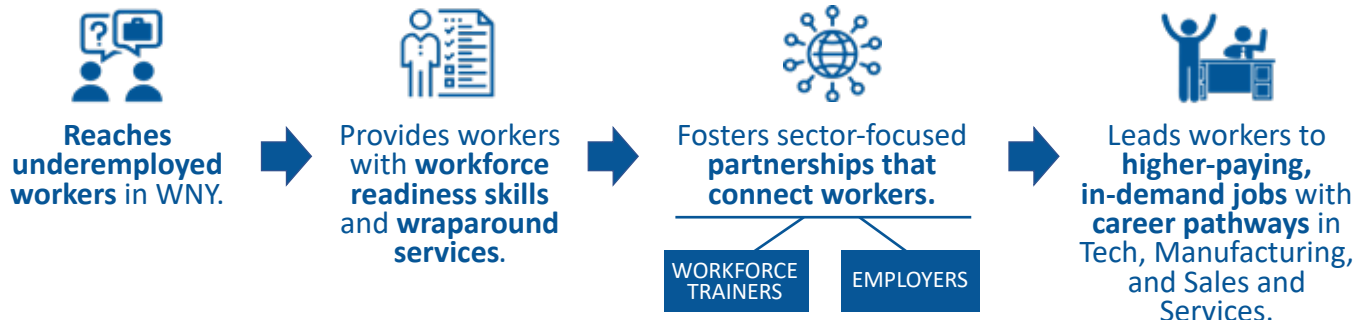
A good way to a better future



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.

With unemployment high and many jobs not returning due to COVID-19, the need for training has never been greater. 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?



Goodskills Career Builder...

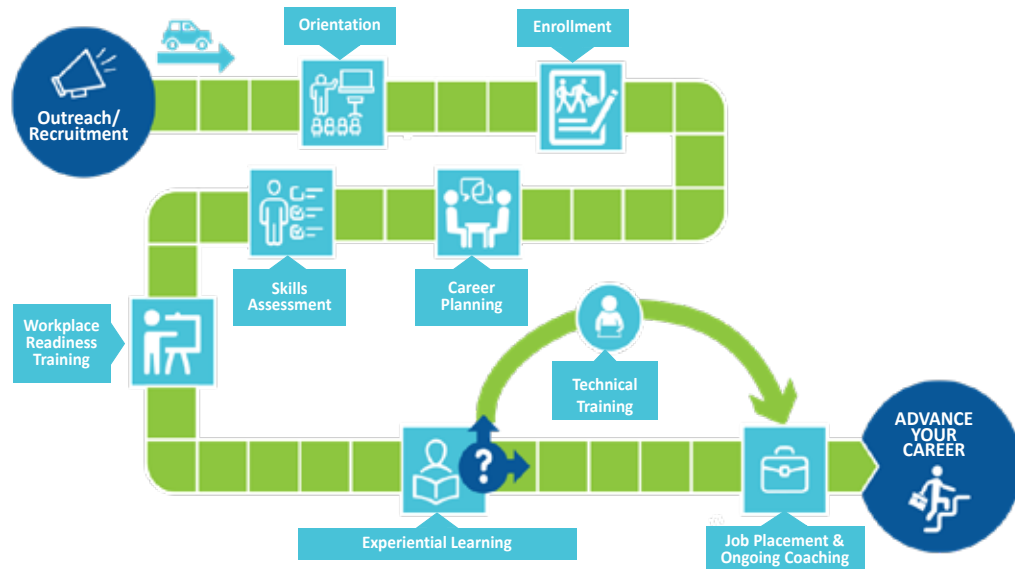
...Connects underserved, underemployed individuals with higher-paying careers and training through career planning, work readiness skills and technical skills training, computer access, job search assistance, and more.

...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...

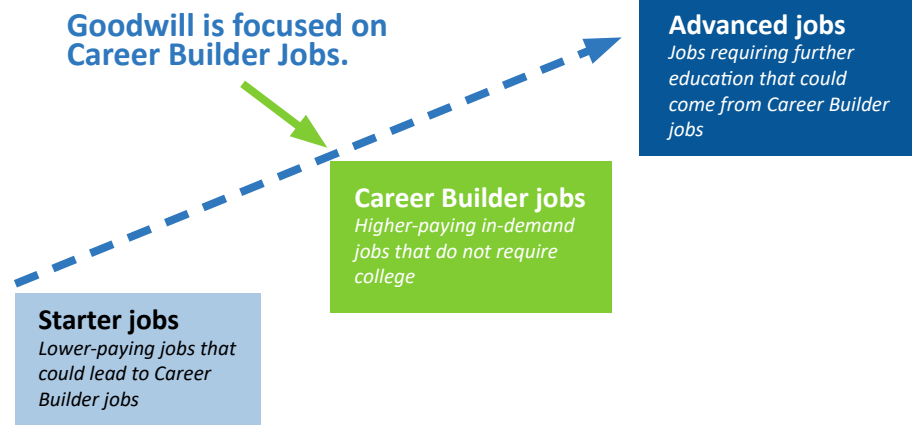
...Meets the demands of hiring employers by filling critical gaps in the workforce pipeline.

...Focuses on in-demand Career Builder jobs that do not require a college degree and lead to higher-paying career pathways. These jobs can take more than a week longer to fill in Buffalo Niagara than the US overall, often due to gaps in key work readiness skills.

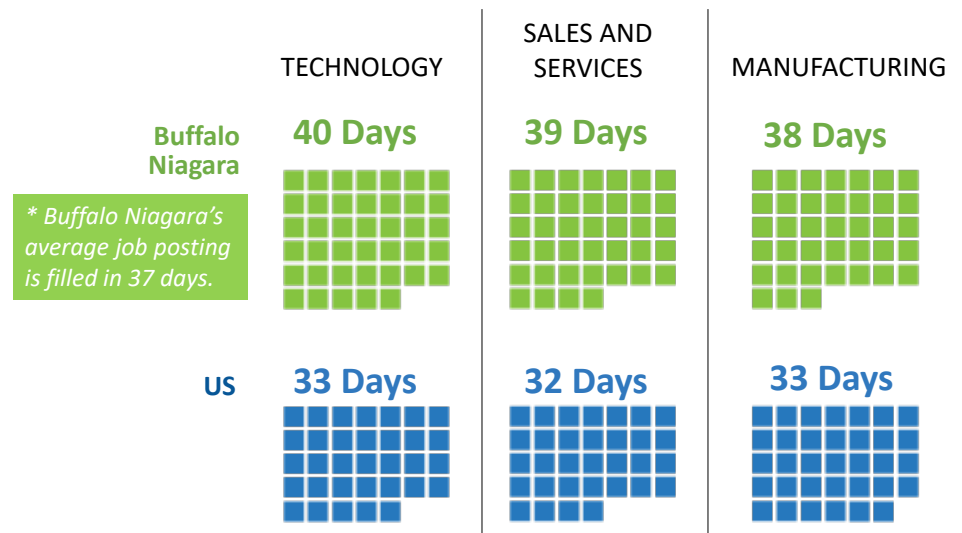
...Equips workers with the work readiness skills that employers have identified as important for success on the job, such as customer service, communications, management and sales.

...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

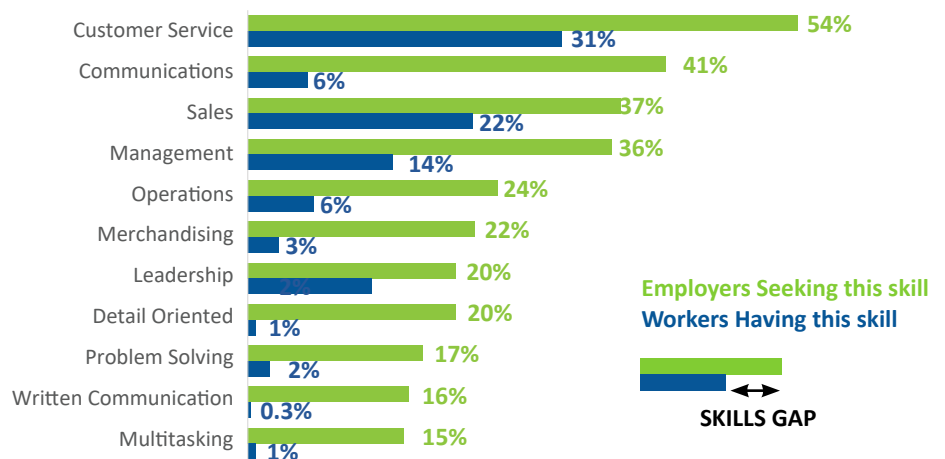


Time to Fill Job Openings, March 2020 to August 2021



Source: UBRI analysis of EMSI job posting data, March 2020 to August 2021. 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: EMSI Job Postings, Buffalo Niagara, March 2020 to August 2021; EMSI, Online Worker Profiles, 2019-2021 (n=48,294). Includes postings and profiles related to 40 occupational codes that make up "Career Builder" jobs.

Why Goodwill? Why Now?

Goodwill is strategically positioned to help communities hardest hit by COVID-19 recover from the pandemic.

Located on Buffalo's East Side, Goodwill sits within 5 miles of 90% of low-income workers who lost their job due to COVID-19 in the City of Buffalo.

Across the region, more than 230,000 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

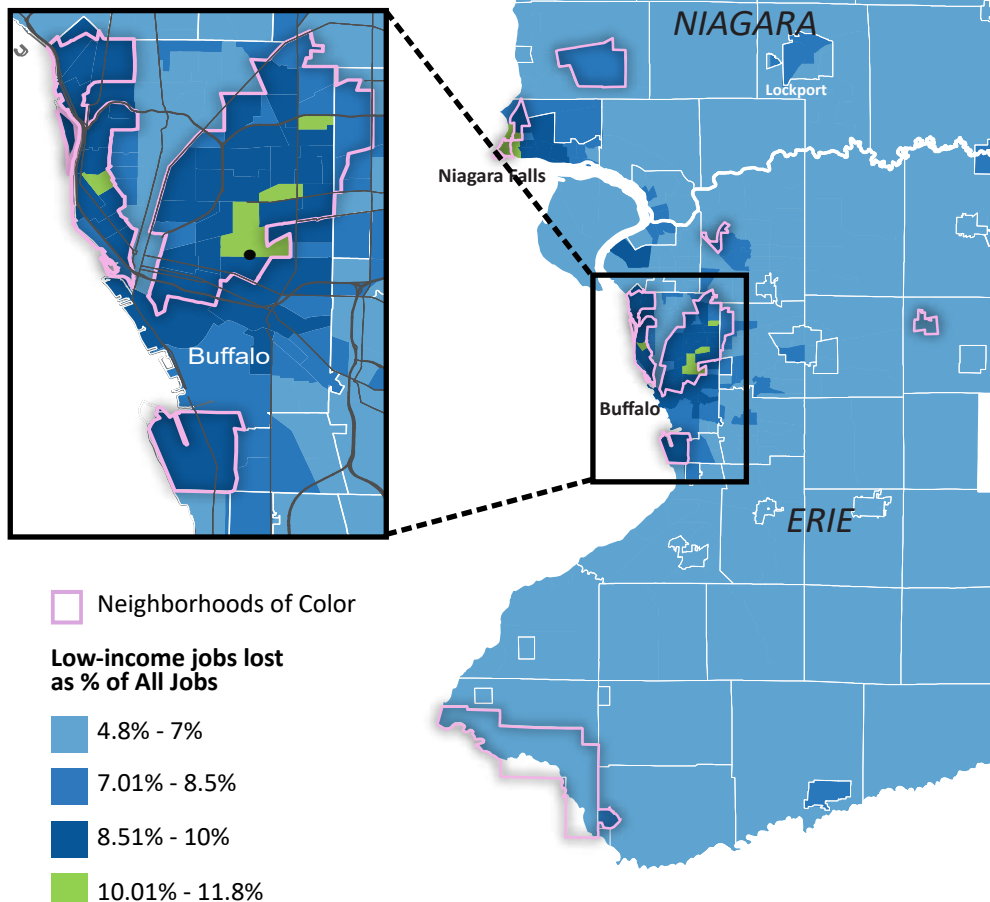
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Low-Income Jobs Lost to COVID-19 as a % of All Jobs by Census Tract and Neighborhoods of Color, Buffalo Niagara, August 2021



Source: Urban Institute, Where Low-Income Jobs are Being Lost to COVID-19, Census Tract data, August 2021. Numbers reflect estimates of net job loss; US Census American Community Survey, 5-year estimates, 2014-2019.

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

