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# Program Participant Perspective: Collecting Long-Term Outcomes Data

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**162** independent, local Goodwill organizations in the US and Canada

**313,000 people** placed into employment

**31,000 people** engaged with local Goodwill organizations to earn a credential

**2 million people** received Goodwill services in-person, **34 million people** received virtual services

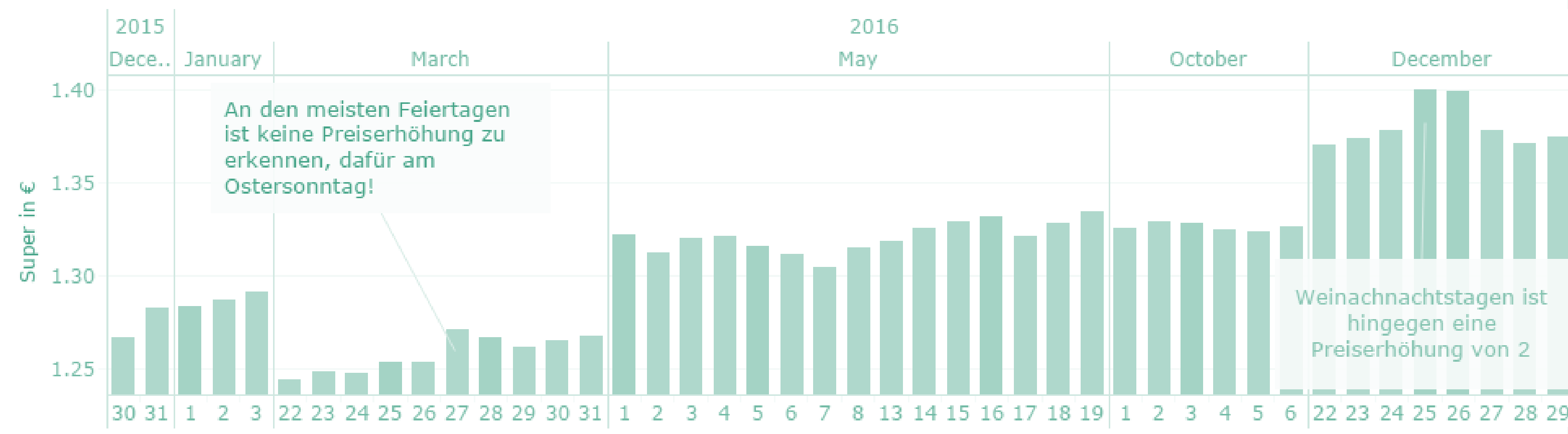


Preisentwicklung von Super i..	Tankstellen und Preisänderungen	Monat, Tag, Uhrzeit - Wann war es am günstigsten?	Haben Feiertage und Ferien die Preise beeinflusst?	Bestimmte der Dollarkurs den Kraftstoffpreis?	Tankstellenmarken - Wie sah die Preispolitik aus?	Welche Tankstellen war die günstigste in 2016?
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### Ferienverlauf



### Feiertage



# Measuring Goodwill's impact



**Work and Skills  
Progression**

**Health and  
Well-Being**

**Financial  
Wellness**

**Work and Life  
Supports**



# **METHODOLOGY**

How we approached this research





- Long Beach, CA**
- Charlotte, NC**
- Dayton, OH**
- Indianapolis, IN**
- Seattle, WA**



**Current Participants**

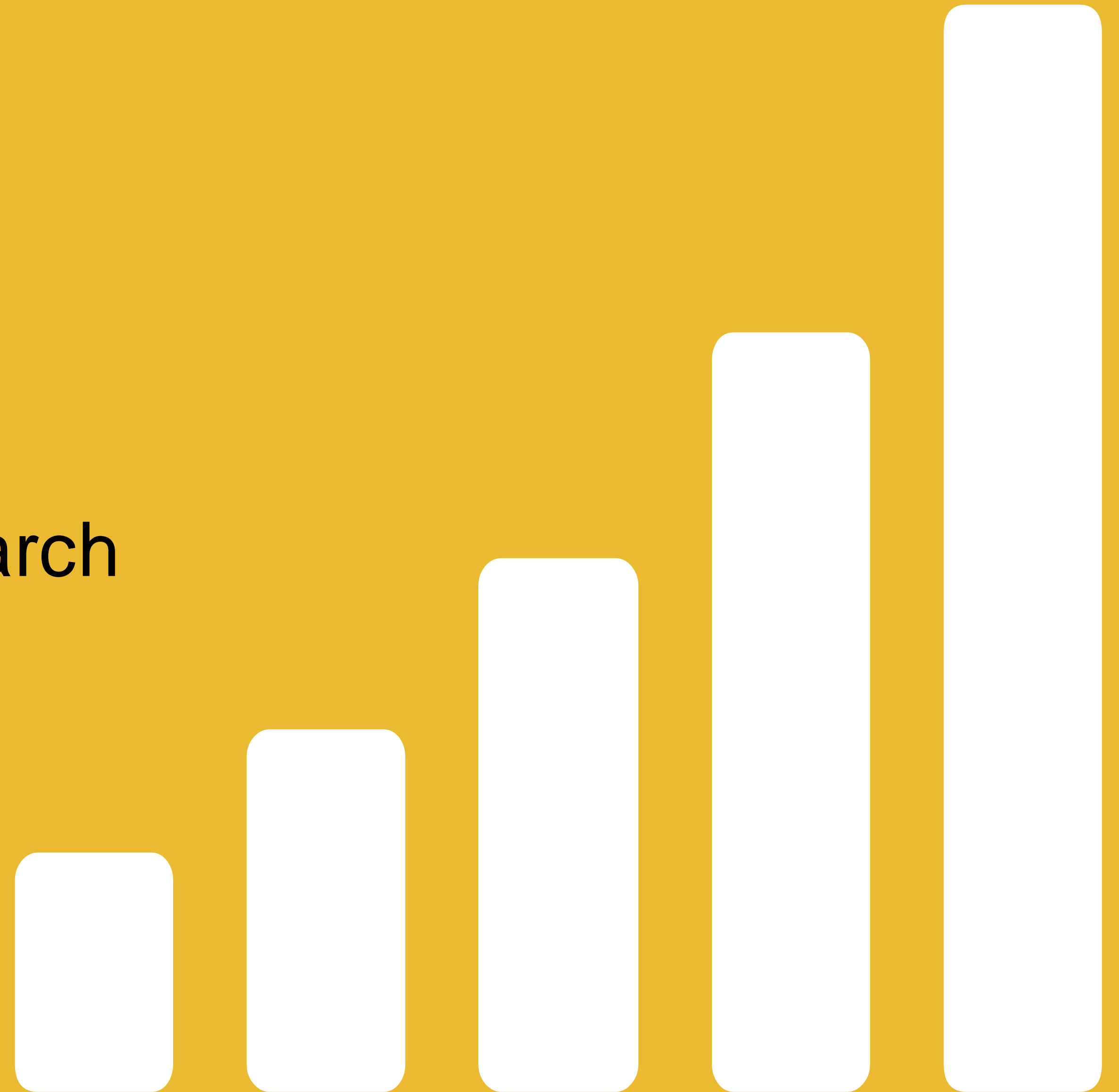


**Past Participants**



# FINDINGS

What was learned from the research





**Participants reported a positive relationship with program staff**



[The staff member told me] 'We go to lunch at 12. I'll help you during my lunch.' **That meant a lot for somebody to take their lunch and help me** do a resume. With that resume that I re-did, that's how I was able to get into the hotel business.



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**They remember your name, they remember what kind of coffee you liked.**

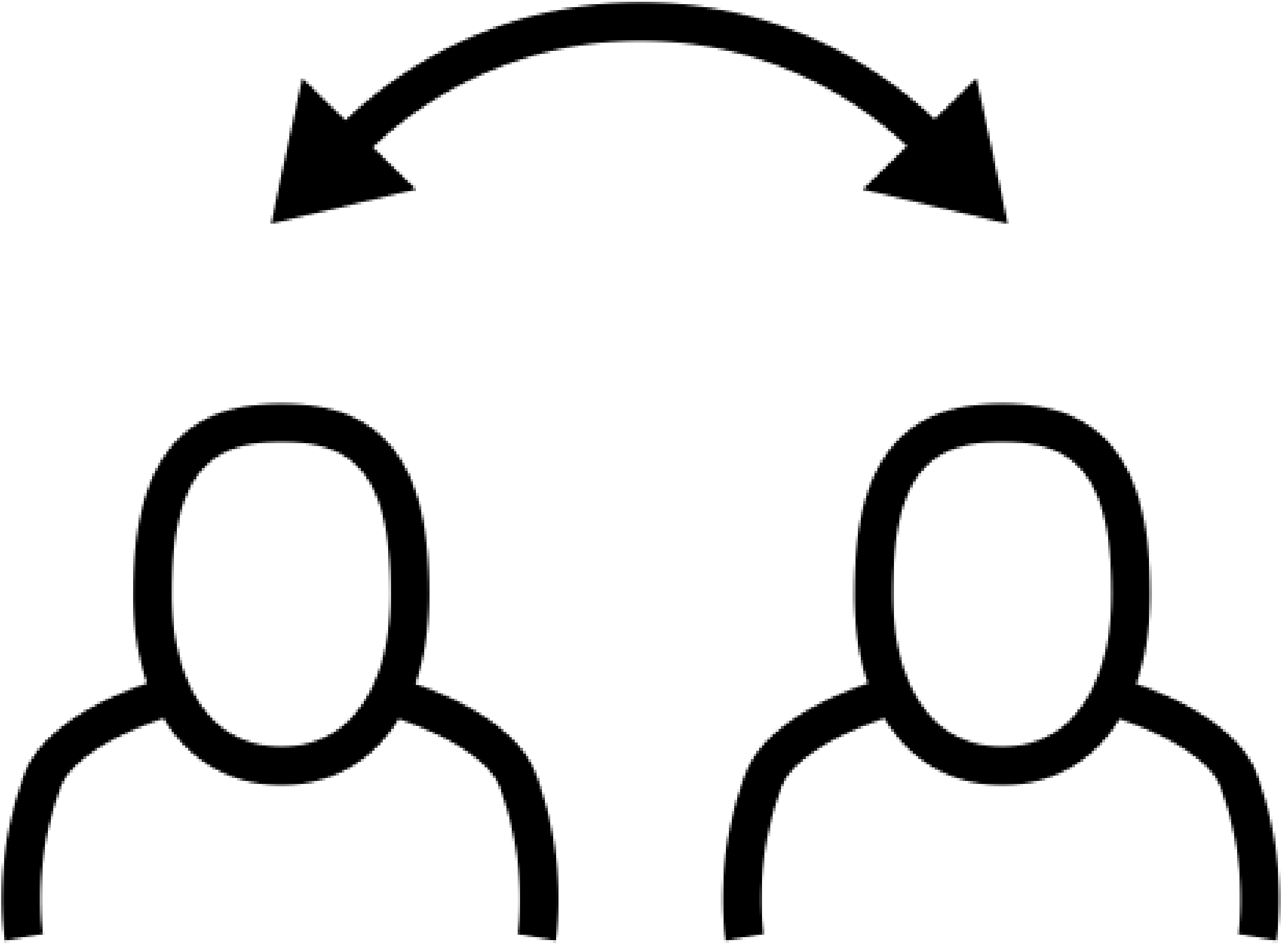


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The staff members here immediately responded, remembered their names. The staff asked ‘How are you?’ They’d check in and ask ‘What’s going on? What’s been happening?’ **It’s kind of like a family almost.** They’re very warm here.



**Participants stay engaged  
with staff for personal and  
professional reasons**





”

I came in because I was asked to do something for somebody who's helped me so much. I didn't feel obliged but it did make me feel like I wasn't just taking. **It made me feel like I had some purpose.**





”

I would stay in touch with them. My coach ... helped me out with my trouble downtown, so **he's really cool. I'll stay in touch with him.**



”

I feel like if I wanted to stay in contact after the program, an **incentive for me would be like job opportunities or academic opportunities**, anything that will push me or benefit me in the long run...



**Staff use and participants  
prefer varied contact  
methods for long-term  
engagement**



”

However they can get a hold of me. I'm all ears.



I'd **say email [rather] than phone call**, so you know what you're going to be discussing and then have the phone call to have the details figured out.

I **prefer phone** just because to me, if you want to text me, that's telling me you don't want to talk to me on the phone.

Yeah not really on email because I have to check my email, but **it's just better to text me or call me** because I have my phone all the time.

Sometimes I'm at places to where don't get network, so I'd **prefer emailing, texting.**



**Survey results: participants have access to email and texting**

# **RECOMMENDATIONS**

How nonprofits can apply this research





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# 1. Communicate expectations about long-term engagement with the participants early







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## 2. Ask for participants' post-program contact preferences





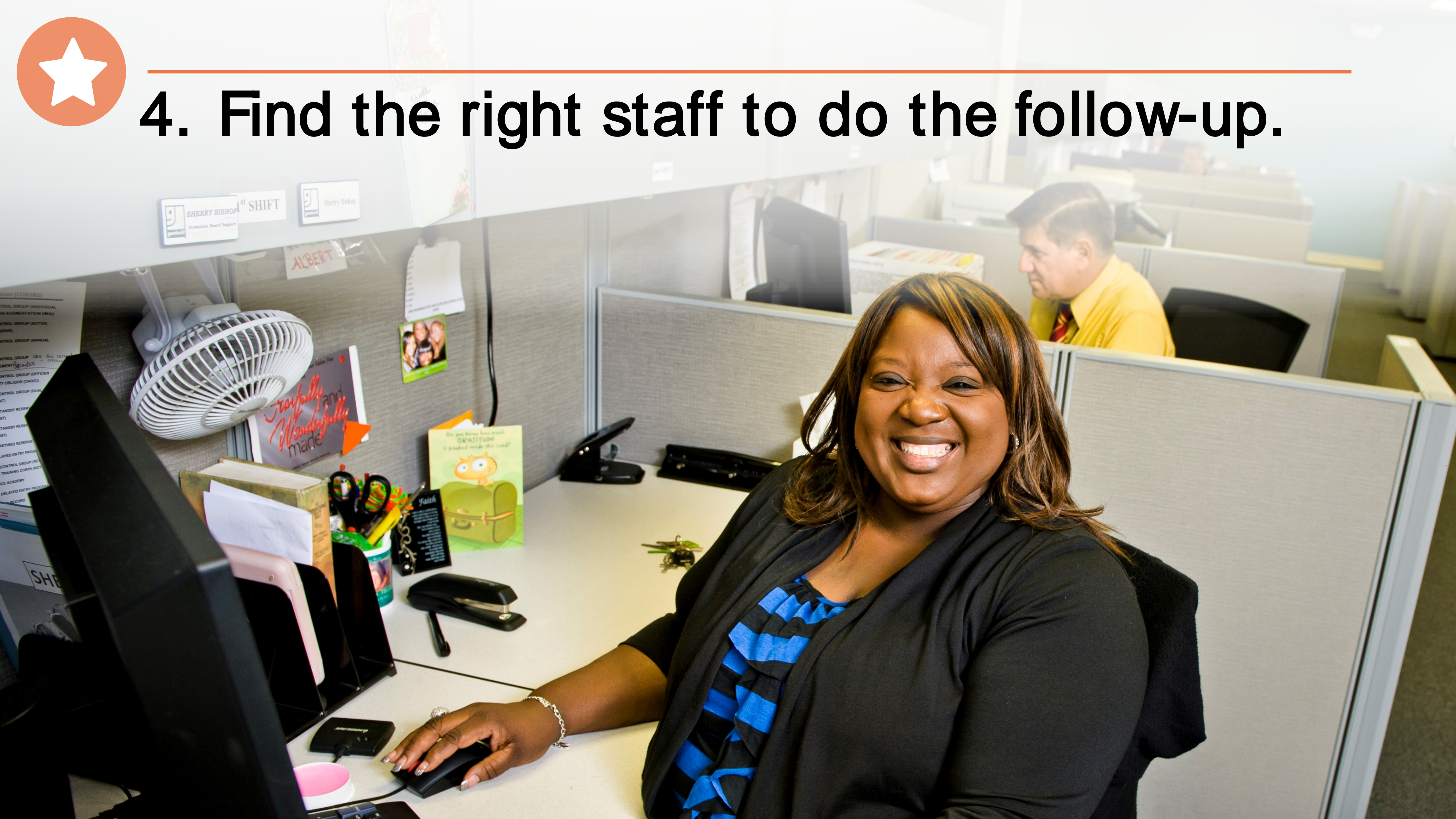
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### **3. Build rapport and invest in relationships during the program**





# 4. Find the right staff to do the follow-up.





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## **5. Implement various methods to engage participants**



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## 6. Track post-program data collection performance



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# Questions?

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