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Strategic Planning process continues

Thirteen Goodwill Pittsburgh Board members and 18 staff members participated in a two-day strategic planning retreat on November 18 and 19 to continue the vitally important organizational planning process. Under the leadership of board member Yvonne Campos who has operated her own research-driven marketing strategy firm in Pittsburgh since 1986, the group reviewed the current plan, identified strategic issues and brainstormed ideas.

Based on the retreat and a series of earlier research meetings conducted with Goodwill department heads and staff members, a report containing five strategic initiatives was prepared and submitted in mid-January. The strategic initiatives serve as the foundation for specific goals and action plans now being developed by all departments of the agency for near-term and long-range implementation.

“The retreat was a great opportunity for both staff and board members to work side-by-side, discussing, planning and envisioning the future of our organization,” said Goodwill Pittsburgh President and CEO Mike Smith. “My thanks to everyone for participating in the strategic planning process, and a special thank you to our board Vice Chairperson Jay Zeleniak for arranging the use of the excellent meeting facility at Alcoa’s corporate headquarters on the North Shore.”

Goodwill board member Yvonne Campos and Board Chairman J. Ardie “Butch” Dillen come together with staff to work through the agency’s strategic Plan.