



> ABOUT

Goodwill Industries of Southern Piedmont opened its doors in 1965 as an independent Goodwill affiliate agency with fewer than 20 employees. Today the organization is a 21st century leader in regional workforce development and employer of more than 1,100 people. Thanks to donations throughout the years, Goodwill SP has been able to provide critical employment services to over 150,000 individuals and business partners in the greater Charlotte region, while creating stable jobs for clients with multiple barriers to employment.






> CHALLENGE

Goodwill SP did not have a learning management system (LMS) in place when Business Systems Developer William Maurer first started conducting research in the market for learning providers. Instead of a standardized process, training existed as a single check box in the standing human resources management system (HRMS) - it didn't even resemble a training program, let alone a full-fledged LMS. The core challenge was a lack of vision for the future: determining what training existed, what was needed, and for what purpose. Goodwill SP also faced the following challenges:

-  All training was done manually
-  Siloed information
-  Lack of standardization and uniformity
-  A need for role-based tracking
-  Undefined training processes for stores

> REQUIREMENTS

Since migrating over to SharePoint halfway through 2013 Goodwill SP sought out a solution that was built on the existing Microsoft platform and would integrate well with current technology. After analyzing the company's present state and identifying needs Goodwill SP came up with a list of requirements that included the ability to:

-  Address tracking and training needs
-  Provide attendance rosters that would give visibility into individual progress
-  Offer automated waiting list capabilities and course availability notifications
-  Drive career development
-  Determine learning paths for groups and individuals



> SOLUTION & RESULTS

When Goodwill first began the research process they came across Moodle.com which was considered as an alternative. However, with a training team of three the company did not have the resources needed to implement the learning platform, nor the content available that it needed to operate smoothly and effectively. After further research William came across ELEARNINGFORCE and LMS365. Since the LMS offered a defined path for organizational training and integrated with the Microsoft stack Goodwill SP decided this was the best fit for the company.

With the help of LMS365 On-Premises Goodwill SP was able to determine a vision for learning and establish Goodwill University. The SharePoint LMS helps address the different training needs of both the IT and training teams who have seen the following successes:

- > Easily migrate existing training material
- > Create new learning content
- > Automate training processes
- > Drive employee engagement
- > Determine a strategy for the future

"The biggest change we saw was cultural" said William. "Not everyone had an email – our cashiers had never been a part of that system. This changed with LMS365 because of the unique login it required. Though this was a challenge it was also an advantage as it forced change while simultaneously driving alignment." Employees have become more engaged in the learning process, which is the biggest positive shift the organization has seen.

> THE FUTURE OF GOODWILL UNIVERSITY

Two years after implementation William continues to see a huge potential for growth, stating "Goodwill University is still in its infancy." More learners are set to adopt LMS365 and the organization wants to revamp their content to stay relevant to the modern learner. Through required training they hope to help individuals fulfill job roles and move ahead. Furthermore, William even sees potential to drive employee morale by offering fitness classes through LMS365 Courses. The goal is to "get people to think outside of the box" and LMS365 will be the main hub for learning that not only measures performance, but support short-term objective and long-term goals for future company growth.

“ With the help of LMS365 On-Premises, Goodwill SP established Goodwill University and has been able to create a vision for learning for the organization. ”

William Maurer | Business Systems Developer

> FACTS



Non-profit Organization



Based in Charlotte, NC



800 [LMS365](#) users



Established in 1965



www.goodwillsp.org

> PROJECT DELIVERED BY

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