



Goodwill North Central  
Wisconsin delivers strategic  
learning with LMS365.

# LMS365 supports the training needs of Goodwill North Central Wisconsin.

## Challenge

With 27 retail and training stores located in 35 different counties throughout the state of Wisconsin and no official learning platform in place, Goodwill North Central Wisconsin (Goodwill NCW) needed a way to deliver and track continuous learning opportunities for its team members. Trying to get multiple locations on the same page, not to mention the vast amounts of paper needed due to a lack of digital training, finally became too much and leadership sought out a Learning Management System (LMS). The company's CEO and senior leadership team wanted to create a strategy for training and realized early on that a LMS was needed to support the kind of continuous learning the organization desired.

## Solution / Requirements

Enter LMS365. The LMS built in SharePoint and Office 365 was brought to the attention of the VP of Technology due to her extensive knowledge of SharePoint – something that was a key focus for Goodwill NCW as the company's intranet runs on SharePoint, making it a perfect match for LMS365.



“ From my standpoint I think Goodwill now has a strategy in place for continuous learning and we have the technology to be able to deliver and record our continuous learning.”

*Pete Helein*  
Leader of Circles of Care  
Goodwill North Central Wisconsin

“ We really liked the fact that LMS365 is built on SharePoint because we were used to it, for one, it fulfilled our needs for our intranet, and learners wouldn't have to learn a new system. AND it's able to grow with us. So, whether we choose to do internal training or external training someday, we're going to be able to do that. ”

-Kristy Schafer, Learning Technologies Specialist

During the selection process Goodwill NCW considered a handful of vendors, but found that they just weren't able to grow with their needs. While at the beginning of

implementation the nonprofit had three eLearning courses, through LMS365 it now delivers training in over 34 different courses and the system has no problem keeping up.

Other factors Goodwill NCW was looking for in a LMS:

- ☑ SCORM capability to easily move over various training materials created in Brainshark
- ☑ Customization was important due to the different language used at Goodwill (i.e. employees are “team members” and managers are “team leaders”)
- ☑ A system that would connect to other growth opportunities - everything from onboarding, to delivering safety and compliance-related training, as well as delivering and tracking opportunities for team members to share and access other continuous learning opportunities that may be online and free

## Results

The company now has a LMS that stores, tracks, and delivers a continuous learning opportunity as desired and was able to create Goodwill University through a system that was connected to its existing SharePoint environment. All team members have access and are using the LMS at different times to complete the necessary training. For example, if organizational training needs to be pushed out the leadership team will divide this training up, focusing on the retail group one month and then the campus group the next. Some of the benefits they've seen:

- ☑ Insight into enrollment vs. completion: an astounding 93% completion rate
- ☑ Auto unenrollment after 60 days of nonusage frees up licenses and makes tracking easy
- ☑ Central hub for training: all company-wide training is now in one place
- ☑ Decreased the time spent on tracking active and completed training
- ☑ Allowed the company to communicate and share its six core competencies (Business Acumen, Servant Leadership, Critical Thinking, Emotional Intelligence, Honesty and Integrity, and Coaching, Teaching and Mentoring.)
- ☑ Straightforward system that allows the delivery of quality training in a consistent format
- ☑ Tracking team member progress and comprehension through quizzes
- ☑ Record of training motivates team members: improved growth and development
- ☑ Integration with Active Directory means that all learner data is in one place, no changes need to be made to existing groups, and no manual work needs to be done

The Goodwill University LMS has allowed the company to deliver quality training in a consistent format and create a record of the delivery to include quizzes for its users. Not only does leadership now have the benefit of seeing who has completed training and when the training took place, but they have a personal portfolio of completed

courses. In addition, this is the first time that a record exists for the approximately 900 team members that are spending anywhere between 1 to 9 hours on training – insight into a course that they’ve taken or an achievement they’ve made – which has had a positive impact on their growth and development.

Another major point for the company was the technology assistance, support and consulting they’ve received from the ELEARNINGFORCE Americas team that made all the difference during and after implementation.

## Future Looking

In the near future, the training team at Goodwill NCW will be focusing on creating different curriculums using LMS365 and setting up career paths for its team members. The company will be upgrading to a new SharePoint environment next year and is excited to see the LMS grow with them and tie in to their six-pillar core competencies. Once fully established internally, a future goal is to open the LMS up to people in the community and other nonprofits, as well as providing some additional optional courses focused purely on team member development.

## About

Goodwill NCW is a not-for-profit human services organization that in 2016 helped improve the lives of 63,368 people across 35 counties in north central Wisconsin, through 29 programs and services. The organization includes 27 retail stores and training centers in communities from Manitowoc to La Crosse, and as far north as Rice Lake and Rhinelander, as well as provides a unique shopping experience at its Appleton outlet store and at reStitch.com. It offers four Donation Express sites and 10 donation bins located throughout the Fox Cities and surrounding communities. Goodwill NCW uses the revenue from stores to fund a variety of innovative programs and services that serve north central Wisconsin communities.

### QUICK FACTS

Industry // Nonprofit

HQ // Menasha, WI

Established // 1971

Web // [www.goodwillncw.org](http://www.goodwillncw.org)

# Goodwill

[www.LMS365.com](http://www.LMS365.com)



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