



# Diversity, Equity, Inclusion, & Belonging

## 2024 – 2025 Strategic Plan







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## A Letter from the President

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Dear Goodwill Team Members,

With great enthusiasm and a profound sense of responsibility, we embark on a journey to solidify the pillars of Diversity, Equity, Inclusion, and Belonging (DEIB) within our organization by introducing our DEIB Strategic Plan. This initiative is not merely about compliance or meeting benchmarks but about fostering a transformative culture where every team member's voice is heard, valued, and acted upon. The significance of this plan lies in its potential to revolutionize how we operate, interact, and view the world around us. It is about recognizing that our collective success hinges on every team member's empowerment and equitable treatment.

As we move forward with implementing this plan, I urge you to reflect on your role in this transformative process. Engage with one another, challenge the status quo, and contribute to building an inclusive environment where everyone can flourish. Together, let us create a workplace that mirrors the world we envision—a world where diversity is celebrated, equity is achieved, inclusion is the norm, and a sense of belonging is a right afforded to all.

With heartfelt appreciation and anticipation for the strides we will make together.

A handwritten signature in black ink that reads "Monique McIntosh". The signature is fluid and cursive, written in a professional style.

**Monique McIntosh**  
*President & CEO*



# Goal 1:

Build our Supplier Diversity program framework.

## Objectives

1. Employees acknowledge supplier diversity policy during onboarding; all employees are informed via internal documentation.
2. Implement internal auditing/tracking procedures.
3. Request DEIB statements/plans from vendors to ensure alignment with organizational values.

## Metrics

1. Define and commit to supplier diversity, establishing clear governance, policies, and accountability measures.
2. Identify our supplier diversity spending goals and revise policies for working with MWDBE (Minority, Women, and Disadvantaged Business Enterprises).
3. Educate team members and the community on supplier diversity commitments.



## Goal 2:

Improve our culture of Belonging.

### Objectives

1. Create and implement a formal DEIB policy/commitment, defining leadership competencies and expected behaviors, and enhance DEIB training, onboarding, and awareness content.
2. Identify and integrate an inclusive calendar tool with Outlook applications, and conduct a DEIB audit.
3. Partner with diverse consultants on racial equity, LGBTQ+, and disability inclusion best practices.

### Metrics

1. Sign/acknowledgement of DEIB policy and leadership competencies/behaviors.
2. Reduce meetings scheduled over holidays that conflict with personal faith beliefs.
3. Use training surveys to measure effectiveness; track reduction in employee complaints/incidents.



## Goal 3:

Create inclusive marketing/communication standards.

### Objectives

1. Create and implement an organizational glossary of inclusive language and terms.
2. Identify and implement mechanisms to secure feedback from team members.
3. Establish a process for reviewing and creating printed and digital materials using a DEIB lens.
4. Establish standardization across organizational forms that collect demographic information.

### Metrics

1. Acknowledgement of glossary during onboarding.
2. Pulse surveys; Survey to assess Belonging.





For more information contact Jessica McConnell (Director of DEIB)  
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