



PROMISING PRACTICE

Recruitment

GoodCare at Goodwill Industries of the Valleys

Roanoke, VA

The team at GoodCare found a fresh way to help participants take their first steps.



Support services start with a smile at **Goodwill Industries of the Valleys' GoodCare**. Goodwill partnered with Health Profession Opportunity Grants (HPOG) to provide healthcare training to underserved communities in the organization's 31 county service areas of Virginia. It starts with an informative open house for those looking for a new career in the healthcare field.

The weekly open house is when most people first learn what HPOG really is and what it has to offer. A short, fun animated video screens at every open house. The video provides an easy-to-understand explanation of how HPOG works. It covers everything from decision makers in Washington D.C. to job placement in the healthcare field.

The video captures viewers' attention with colorful, high-quality graphics. It takes the audience through their journey into a high-demand field in a few short minutes. Using simple, easy to understand language, it covers income guidelines, career suitability, and time commitment to training. Outlining the acceptance process prepares participants for what's to come. Everyone leaves the open house with the knowledge needed to make a decision about entering the program.

Before the video, many potential participants were unaware that entry to GoodCare is randomly assigned through a lottery. Some even went through the eligibility process before finding out they may not gain entry to the program. This video gives the GoodCare team a creative way to provide every applicant the same information, even if they are not ultimately selected into the program.

The video has been a success. Since its implementation, confusion rates among participants have dropped to zero. The animation is not only beneficial to participants, it ensures GoodCare staff won't forget to share important information. The video provides necessary information to make an informed decision about program entry and is a launching pad for deeper conversations about how GoodCare can help people pursue their career goals in healthcare.

Fun and hard work aren't mutually exclusive for GoodCare staff and participants in their journey to a rewarding career.

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