

# **GOODWILL INDUSTRIES OF NORTHERN NEW ENGLAND**

## *NORTHERN NEW ENGLAND BUSINESSES SURVEY: RESULTS AND ANALYSIS*

PREPARED BY THE CENTER FOR RURAL STUDIES  
THE UNIVERSITY OF VERMONT



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## INTRODUCTION & SUMMARY

This report has been prepared by the Center for Rural Studies (CRS) at the University of Vermont for Goodwill Industries of Northern New England (GINNE) as part of a multi-faceted research effort investigating the implementation of an integrated business model across its three state service region.

CRS developed and conducted a survey of businesses located within Goodwill's service territory (VT, NH & ME). The business list was acquired by CRS through a commercial provider. The survey asked business contacts to identify their awareness of GINNE's operations and services, the supports that they provide their employees, their awareness of how their employees may be impacted by common barriers to employment, their experience collaborating with other organizations on workforce training or supported employment and their interest in potential collaboration with GINNE. Respondents were also asked to provide demographic information, including their location, number of employees, and industry sector as classified by NAICS (North American Industry Classification System).

No more than three contact attempts were made via email over a period of three weeks. A total of 160 contacts completed all or a significant portion of the study. The results of this study are not representative to all businesses across the three-state region, but can be used to gain insight into the business community's experience with and interest in supported employment and workforce training. Contact information for those businesses interested in collaboration with GINNE is provided at the end of the survey results, before the Appendix.

Some key findings include:

- Awareness of GINNE's services is low across most program categories, though 44 percent of respondents were aware of GINNE's *community support programs for individuals with disabilities or who face other barriers to independence*.
- Employer supports are primarily on-the-job focused (ie competitive wages, training, paid sick days) with less focus on external factors such as childcare or transportation services.
- Barriers to employment that were most often cited as challenges included lack of affordable childcare, transportation, substance abuse, and financial insecurity.
- Respondents had generally low interest in collaborating with GINNE on workforce training and supported employment, with many stating that their business could not accommodate disabled workers or that GINNE did not provide the types of training that their business required.
- Services that businesses are most interested in are pre-employment skills training, pre-screening and pre-employment workplace etiquette training.
- Most respondents reported having five or fewer (full, part-time or seasonal) employees which aligns with National business demographics.

## AWARENESS

### How aware are you that Goodwill Industries of Northern New England provides the following services?

- Brain injury rehabilitation services
- Community support programs for individuals with disabilities or who face other barriers to independence
- Housing services for individuals with disabilities or who face other barriers to independence
- Workforce services including: youth & senior employment programs, job training programs & on-the-job support programs

Awareness of the services provided by Goodwill Industries of Northern New England was overall very low, as respondents most frequently reported “not at all aware” in all of the given categories. This was most evident for brain injury rehabilitation, where 83.6 percent of respondents stated they were “not at all aware,” “slightly aware,” or “unsure” whether Goodwill provides services in this area.

Awareness of services offered in the areas of community support programs and workforce services was slightly higher with 43.8 percent and 42.8 percent of businesses reporting that they were “moderately aware” or “fully aware” of these services respectively.

Brain injury rehabilitation services.	Frequency	Percent
Not at all aware (I didn't know Goodwill of NNE provides this service)	114	71.7
Slightly aware (I may have known Goodwill of NNE provides this service)	15	9.4
Don't Know (I am unsure I knew Goodwill of NNE provides this service)	4	2.5
Moderately aware (I am aware Goodwill of NNE provides this service)	18	11.3
Fully aware (Myself or someone I know has been impacted by, or involved with this service provided by Goodwill of NNE)	8	5.0
Total	159	100

Community support programs for individuals with disabilities or who face other barriers to independence.	Frequency	Percent
Not at all aware (I didn't know Goodwill of NNE provides this service)	59	36.9
Slightly aware (I may have known Goodwill of NNE provides this service)	24	15.0
Don't Know (I am unsure I knew Goodwill of NNE provides this service)	7	4.4
Moderately aware (I am aware Goodwill of NNE provides this service)	56	35.0
Fully aware (Myself or someone I know has been impacted by, or involved with this service provided by Goodwill of NNE)	14	8.8
Total	160	100

Housing services for individuals with disabilities or who face other barriers to independence.	Frequency	Percent
Not at all aware (I didn't know Goodwill of NNE provides this service)	88	55.7
Slightly aware (I may have known Goodwill of NNE provides this service)	23	14.6
Don't Know (I am unsure I knew Goodwill of NNE provides this service)	18	11.4
Moderately aware (I am aware Goodwill of NNE provides this service)	26	16.5
Fully aware (Myself or someone I know has been impacted by, or involved with this service provided by Goodwill of NNE)	3	1.9
Total	158	100

Workforce services including: youth & senior employment programs, job training programs & on-the-job support programs.	Frequency	Percent
Not at all aware (I didn't know Goodwill of NNE provides this service)	50	31.4
Slightly aware (I may have known Goodwill of NNE provides this service)	29	18.2
Don't Know (I am unsure I knew Goodwill of NNE provides this service)	12	7.5
Moderately aware (I am aware Goodwill of NNE provides this service)	44	27.7
Fully aware (Myself or someone I know has been impacted by, or involved with this service provided by Goodwill of NNE)	24	15.1
Total	159	100

## SUPPORTS

Please indicate which of the following tools your business utilizes to support the overall stability and productivity of your employees:

	Percent of 149 respondents
Competitive Wages	73.8
Healthcare	62.4
Paid Sick Days	60.4
Retirement savings program	57.7
Mentoring, peer training, or cross training (job rotation)	51.7
Specialized certification training or reimbursement	44.3
Educational reimbursement	35.6
Financial counseling or education	25.5
Wellness program	24.8
Confidential/third party Employee Assistance Program (EAP)	24.2
Not applicable to this business	16.8
Loan Assistance	13.4
Transportation assistance	12.8
None of the Above	4.0
Childcare reimbursement or services	2.0

Competitive wages was the tool most-often (73.8% of the time) utilized by businesses to support stability and productivity. This was followed by other common benefits including healthcare (62.4%), paid sick days (60.4%) and retirement plans (57.7%). Mentoring, specialized training and educational reimbursement (51.7%, 44.3%, & 35.6% respectively) were reported as specific professional development opportunities commonly offered to their employees.

Businesses also reported offering other paid leave and benefits to their employees including maternity/paternity & holiday leave, as well as offering flexible schedules and incentive pay for employees who met sales goals.

## BARRIERS

Through ongoing research, Goodwill of Northern New England has identified common “primary barriers to employment.” Please select the option that best represents how often each barrier has impacted your employees’ ability to maintain employment:

- Lack of affordable child care
- Domestic violence (unsafe living environments)
- Language Barriers (English as a second language)
- Financial insecurity (inability to pay basic bills)
- Food insecurity (worrying where the next meal will come from)\
- Homelessness (the basic need of shelter is unmet)
- Mental illness (stigma and lack of viable treatment options)
- Substance abuse (addiction affects safety and security)
- Transportation (lack of resources to have a reliable vehicle)
- Generational poverty (inability to break a preexisting cycle)

For all barriers, businesses most frequently reported that “This has never been a barrier for our employees”. Respondents’ uncertainty on the barriers facing their employees was prevalent, as “I don’t know if this is a barrier” was the second most reported answer for five of the ten barriers. We know it is difficult at best for employers to seek knowledge of the reasons behind employee challenges to employment.

Lack of affordable childcare (44.7%), transportation (44.1%), substance abuse (42.9%), and financial insecurity (40.4%) were most frequently reported barriers to employment.

Lack of affordable child care	Frequency	Percent
This has never been a barrier to employment for our employees.	52	42.3
This is occasionally a barrier to employment for our employees.	45	36.6
This is often a barrier to employment for our employees.	10	8.1
I don't know if this has been a barrier to employment for our employees.	16	13.0
Total	123	100

Domestic violence (unsafe living environments)	Frequency	Percent
This has never been a barrier to employment for our employees.	70	57.9
This is occasionally a barrier to employment for our employees.	21	17.4
This is often a barrier to employment for our employees.	1	0.8
I don't know if this has been a barrier to employment for our employees.	29	24.0
Total	121	100



Language Barriers (English as a second language)	Frequency	Percent
This has never been a barrier to employment for our employees.	93	76.9
This is occasionally a barrier to employment for our employees.	17	14.0
This is often a barrier to employment for our employees.	2	1.7
I don't know if this has been a barrier to employment for our employees.	9	7.4
Total	121	100

Financial insecurity (inability to pay basic bills)	Frequency	Percent
This has never been a barrier to employment for our employees.	56	45.2
This is occasionally a barrier to employment for our employees.	41	33.1
This is often a barrier to employment for our employees.	9	7.3
I don't know if this has been a barrier to employment for our employees.	18	14.5
Total	124	100

Food insecurity (worrying where the next meal will come from)	Frequency	Percent
This has never been a barrier to employment for our employees.	89	73.0
This is occasionally a barrier to employment for our employees.	14	11.5
This is often a barrier to employment for our employees.	1	0.8
I don't know if this has been a barrier to employment for our employees.	18	14.8
Total	122	100

Homelessness (the basic need of shelter is unmet)	Frequency	Percent
This has never been a barrier to employment for our employees.	93	76.9
This is occasionally a barrier to employment for our employees.	12	9.9
This is often a barrier to employment for our employees.	0	0.0
I don't know if this has been a barrier to employment for our employees.	16	13.2
Total	121	100

Mental illness (stigma and lack of viable treatment options)	Frequency	Percent
This has never been a barrier to employment for our employees.	66	54.1
This is occasionally a barrier to employment for our employees.	25	20.5
This is often a barrier to employment for our employees.	6	4.9
I don't know if this has been a barrier to employment for our employees.	25	20.5
Total	122	100

Substance abuse (addiction affects safety and security)	Frequency	Percent
This has never been a barrier to employment for our employees.	47	39.5
This is occasionally a barrier to employment for our employees.	42	35.3
This is often a barrier to employment for our employees.	9	7.6
I don't know if this has been a barrier to employment for our employees.	21	17.6
Total	119	100

Transportation (lack of resources to have a reliable vehicle)	Frequency	Percent
This has never been a barrier to employment for our employees.	61	48.0
This is occasionally a barrier to employment for our employees.	45	35.4
This is often a barrier to employment for our employees.	11	8.7
I don't know if this has been a barrier to employment for our employees.	10	7.9
Total	127	100

Generational poverty (inability to break a preexisting cycle)	Frequency	Percent
This has never been a barrier to employment for our employees.	72	60.0
This is occasionally a barrier to employment for our employees.	16	13.3
This is often a barrier to employment for our employees.	6	5.0
I don't know if this has been a barrier to employment for our employees.	26	21.7
Total	120	100

## EXPERIENCE WITH COLLABORATION

Please select the option that best describes your business's experience collaborating with support organizations like supported employment (addressing employment barriers) or workforce training (addressing skill sets) organizations.

Over two-thirds of businesses (67.3%) have never collaborated with a support organization.

	Frequency	Percent
Our business has NEVER collaborated with these types of organizations.	74	67.3
Our business has collaborated IN THE PAST (not currently) with these types of organizations.	22	20
Our business CURRENTLY collaborates with these types of organizations.	14	12.7
Total	110	100

**Please describe any challenges your business may have experienced in collaborating with a supported employment or workforce training organization.**

Of the thirty-six respondents who reported some current or past experience with collaborations, six specifically mentioned problems with employees as a challenge with many stating that employees with disabilities did not perform to the business’ expectations. Other businesses reported having limited employment opportunities, mostly due to their business’ small size or need for highly trained individuals. Financial and administrative-related issues were also stated by five businesses as a barrier. Four businesses reported having no collaboration problems.

**What types of services provided by employment support or workforce training organizations would be most useful for your business and employees?**

Responses were relatively equally distributed across the types of services. Businesses most frequently reported interest in pre-employment skills training (17.3%), pre-screening of potential employees (16.0%), and pre-employment workplace etiquette training (15.6%).

	Frequency	Percent
Pre-Screening of Potential Employees	39	16.0
Pre-Employment Skills Training	42	17.3
On-the-job Skills Training	31	12.8
Pre-Employment Workplace Etiquette Training	38	15.6
On-the-job Workplace Etiquette Training	18	7.4
Housing Services	6	2.5
Transportation Services	15	6.2
Childcare Services	18	7.4
Wellness Program	16	6.6
Financial Counseling	19	7.8
Substance-abuse Counseling	15	6.2
On-site Employee Supervision	6	2.5
Workplace Interventions	4	1.6

**On a scale of 1 - 5 with 1 being “Very Uninterested” and 5 being “Very Interested,” how interested would your business be in exploring a workforce training collaboration (addressing specific skill sets) with Goodwill Industries of Northern New England?**

The majority of respondents were uninterested in collaboration, with over half (59.3%) reporting that they were very or somewhat uninterested.

	Frequency	Percent
Very Uninterested	54	47.8
Somewhat Uninterested	13	11.5
Neutral	25	22.1
Somewhat Interested	17	15.0
Very Interested	4	3.5
Total	113	100

Of the 67 businesses that reported having little or no interest, 15 stated that collaboration on workforce training was not applicable to their business. Two of these business owners stated that they were planning on retiring, four stated they already provide their own workforce training, and two others stated that they are not hiring and thus did not require any workforce training. Another eight businesses stated that collaboration on workforce training was not applicable because their business was too small. Thirteen businesses reported that their workforce training needs are different than those provided by Goodwill. Two businesses reported that they did not have the time for collaboration. One business stated that they are not interested themselves, but work with companies who might be. One business reported that they already work with their local Goodwill.

**On a scale of 1 - 5 where 1 is “Very Uninterested” and 5 is “Very Interested,” how interested would your business be in exploring a supported employment (addressing specific barriers to employment) collaboration with Goodwill Industries of Northern New England?**

Over half (53.6%) of respondents were very or somewhat uninterested in collaborating with GINNE to explore supported employment options.

	Frequency	Percent
Very Uninterested	43	40.6
Somewhat Uninterested	14	13.2
Neutral	30	28.3
Somewhat Interested	16	15.1
Very Interested	3	2.8
Total	106	100

Reasons given for why they were uninterested often referred to responses given for the previous question. Six businesses stated that they were not interested for a variety of reasons (retiring, provide their own training, not helpful for their business), and 5 stated that their employees require highly specialized training / experience or that their business could not accommodate employees with disabilities. Three stated that their business was too small, and another three stated that they were not hiring. Two other businesses reported that time restrictions were a barrier to collaboration.

## DEMOGRAPHICS

### In which of the following NAICS sectors does your business fit?

Respondents to this survey most frequently represented the professional, scientific, and technical services sector (23.9%), followed by 12 percent of respondents from the healthcare and social assistance sector, 9.4 percent from manufacturing and 8.5 percent from the construction sector.

	Frequency	Percent
Professional, scientific, and technical services	28	23.9
Health care and social assistance	14	12
Manufacturing	11	9.4
Construction	10	8.5
Finance and insurance	9	7.7
Wholesale trade	7	6
Other services, except public administration	7	6
Retail trade	5	4.3
Agriculture, forestry, fishing, and hunting	4	3.4
Education services	4	3.4
Arts, entertainment, and recreation	4	3.4
Transportation and warehousing	3	2.6
Public administration	3	2.6
Information	2	1.7
Accommodation and food services	2	1.7
Mining, quarrying, and oil and gas extraction	1	0.9
Utilities	1	0.9
Real estate and rental and leasing	1	0.9
Management of companies and enterprises	1	0.9
Total	117	100.0

### How many full time workers do you currently employ (including yourself)?

Nearly half (42.9%) of businesses reported that between 1-5 employees worked full time at their business, while just over one quarter of respondents (26.8%) had between 6-20 full time employees. Respondents most frequently reported having one full-time employee.

	Frequency	Percent
None	4	3.6
Between 1-5	48	42.9
Between 6-20	30	26.8
Between 21-100	19	17.0
Over 100	11	9.8
Total	112	100.0

### How many part time workers do you currently employ (including yourself)?

Just over three quarters (75.6%) of businesses reported having between 1-5 part-time employees, with respondents most frequently reporting having one part-time employee.

	Frequency	Percent
None	5	6.1
Between 1-5	62	75.6
Between 6-20	7	8.5
Between 21-100	6	7.3
Over 100	2	2.4
Total	82	100.0

### How many seasonal workers do you currently employ (including yourself)?

Nearly half (45.1%) of businesses reported having no seasonal employees, just over one-third (35.3%) reported employing between 1-5 seasonal workers.

	Frequency	Percent
None	23	45.1
Between 1-5	18	35.3
Between 6-20	4	7.8
Between 21-100	6	11.8
Over 100	0	0.0
Total	51	100.0

### Please select the states in which your business has employees / locations.

Respondents were fairly equally distributed among the three states, with roughly a third from New Hampshire and Vermont and the balance (39.1%) coming from Maine.

	Frequency	Percent
New Hampshire	40	29.0
Maine	54	39.1
Vermont	44	31.9

**Please take a moment to provide any relevant additional comments about this study.**

Seven respondents felt that this survey was not applicable to their business, while another seven felt that this survey addressed some critical needs in their community, and thanked Goodwill Industries for helping to meet these needs. Four respondents provided information on their business such as their business website, description of their locations, or employee-needs such as CDL-training for one company or electrical, mechanical, and physical skills for another business. Complete texts from these responses are available in the appendix below.

**If you would like to be contacted by Goodwill Industries of Northern New England to discuss a workforce training collaboration or collaboration to employ individuals with barriers to employment, please provide us with your name and contact information.**

<b>Name</b>	<b>Contact Title</b>	<b>Email</b>	<b>Phone</b>	<b>State</b>
Aaron Little	Operations Manager	alittle@gmtaride.org	802-223-7287	VT
Amy Flowers	President	amy@analyticinsight.org	207-783-6146	ME
Andrew Forgit	Co-Owner	aforgit@necnc.com	207-671-7990	ME
Bob Neal	Owner	Turkeyfarm@myfairpoint.net	207-778-2889	ME
Bruce Perkins	Mill/Trucking Manager	brucep@thepricecompanies.com	207-674-3663	ME
Cindi	Owner	cindi@vikingroofingnh.com	603-883-6642	NH
Dale Pierson	President	sales@piersonnurseries.com	207-499-2994	ME
David Pinckney	Lead Pastor	david@rogchurch.com	603-717-1153	NH
Eric Johnson	President	ejohnson@timberhillassociates.com	865-717-4882	ME
Jennifer Ogden	Human Resources Director	jogden@tendercorp.com	603-444-5464	NH
Keith Lowell	President	keith@lowellspecs.com	207-865-4518	ME
Lucy Lesperance	HR Manager	llesperance@nhtool.com	802-295-3196	NH
Peter Rowan	HR Manager	hr@hazelett.com	802-951-6805	VT
Robert Mathien	Executive Director	bob@mmhc.us	207-941-2907	ME
Seth Duchesneau	President	seth@cobblehilltrailersales.com	802-893-6188	VT, ME
Steven Burt	CEO	ceo@burttpc.com	603-264-1890	NH



## APPENDIX

### Business Survey

Goodwill Businesses Survey  
[www.goodwillnne.org](http://www.goodwillnne.org)

Goodwill Industries of Northern New England invites you to participate in a study about supported employment and workforce training for businesses and their employees.

Goodwill Industries of Northern New England delivers quality services in areas where our expertise intersects with community need, continually striving to create the strongest, most positive impact throughout Maine, New Hampshire and northern Vermont. It is our mission to enable individual, personal stability while creating engaged, sustainable communities.

The Center for Rural Studies, a nonprofit research and resource center located at the University of Vermont, has contracted with Goodwill of Northern New England to conduct this study.

This survey should take approximately 5 minutes. Your participation is very important to helping Goodwill offer the types of services to best serve community needs. Participation is voluntary, and your answers will be kept strictly confidential unless you indicate you would like to be contacted by Goodwill Industries of Northern New England to explore potential collaboration opportunities.

As a thank-you for your participation, you may opt to be entered into a drawing for one of several \$50 gift cards to Goodwill's retail stores.

If you have any questions about this survey, please contact Michael Moser, Research Specialist at the Center for Rural Studies: [mmoser@uvm.edu](mailto:mmoser@uvm.edu) or 802-656-0864.

Thank you in advance for your participation.

**Awareness**

Goodwill of Northern New England provides a range of programs and services in support of their mission to enable individual, personal stability while creating engaged, sustainable communities.

**On a scale of 1-5, with 1 being "not at all aware" and 5 being "fully aware", how aware are you that Goodwill of Northern New England provides the following services?**

	1 Not at all aware (I didn't know Goodwill of NNE provides this service)	2 Slightly aware (I may have known Goodwill of NNE provides this service)	3 Don't Know (I am unsure I knew Goodwill of NNE provides this service)	4 Moderately aware (I am aware Goodwill of NNE provides this service)	5 Fully aware (Myself or someone I know has been impacted by, or involved with this service provided by Goodwill of NNE)
Brain injury rehabilitation services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community support programs for individuals with disabilities or who face other barriers to independence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing services for individuals with disabilities or who face other barriers to independence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce services including: youth & senior employment programs, job training programs & on-the-job support programs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Supports**

**Please indicate which of the following tools your business utilizes to support the overall stability and productivity of your employees:**

Please choose all that apply:

- Financial counseling or education
- Healthcare
- Competitive wages
- Loan assistance
- Mentoring, peer training or cross training (job rotation)
- Specialized certification training or reimbursement
- Transportation assistance
- Wellness program
- Confidential/third party Employee Assistance Program (EAP)
- Retirement savings program
- Educational reimbursement
- Childcare reimbursement or services
- Paid Sick Days
- None of the above
- Not applicable to this business
- Other:

**Barriers**

Through ongoing research, Goodwill of Northern New England has identified common "primary barriers to employment".

**Please select the option that best represents how often each barrier has impacted your employees' ability to maintain employment.**

	This has never been a barrier to employment for our employees.	This is occasionally a barrier to employment for our employees.	This is often a barrier to employment for our employees.	I don't know if this has been a barrier to employment for our employees.
Lack of affordable child care (limited access to reliable & affordable childcare)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic violence (unsafe living environments)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language Barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	This has never been a barrier to employment for our employees.	This is occasionally a barrier to employment for our employees.	This is often a barrier to employment for our employees.	I don't know if this has been a barrier to employment for our employees.
(English as a second language)				
Financial insecurity (inability to pay basic bills)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food insecurity (worrying where the next meal will come from)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homelessness (the basic need of shelter is unmet)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mental illness (stigma and lack of viable treatment options)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse (addiction affects safety and security)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation (lack of resources to have a reliable vehicle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generational poverty (inability to break a preexisting cycle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### *Experience with Collaborations*

Goodwill of Northern New England is interested in learning more about your business' experiences working with support organizations like supported employment (addressing employment barriers) or workforce training (addressing skill sets) organizations.

**Please select the option that best describes your business's experience collaborating with these types of organizations.**

- Our business has NEVER collaborated with these types of organizations.
- Our business has collaborated IN THE PAST (not currently) with these types of organizations.
- Our business CURRENTLY collaborates with these types of organizations.

**Are there any specific reasons why your company has never collaborated with workforce training or supported employment organizations?**

**Please provide the name(s) of the organization(s) you have worked with. This information will assist Goodwill in their efforts to identify service provider resources.**

**Please describe any benefits your business may have realized through your collaboration with a supported employment or workforce training organization:**

**Please describe any challenges your business may have experienced in collaborating with a supported employment or workforce training organization:**

### *Interest in Collaboration*

**What types of services provided by employment support or workforce training organizations would be most useful for your business and employees?**

Please choose all that apply:

- Pre-Screening of Potential Employees
- Pre-employment Skills Training
- On-the-job Skills Training
- Pre-employment Workplace Etiquette Training
- On-the-job Workplace Etiquette Training
- Housing Services
- Transportation Services
- Childcare Services
- Wellness Program
- Financial Counseling
- Substance-abuse Counseling
- On-site Employee Supervision
- Workplace Interventions
- Other:

On a scale of 1-5 with 1 being "Very Uninterested" and 5 being "Very Interested" how interested would your business be in exploring a **workforce training** collaboration (addressing specific skill sets) with Goodwill of Northern New England?

	1- Very Uninterested	2- Somewhat Uninterested	3- Neutral	4- Somewhat Interested	5- Very Interested
Level of interest in a workforce training collaboration with Goodwill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there a specific reason why your company has little or no interest in a workforce training collaboration with Goodwill of Northern New England?

On a scale of 1-5 where 1 is "Very Uninterested" and 5 is "Very Interested" how interested would your business be in exploring a **supported employment** (addressing specific barriers to employment) collaboration with Goodwill of Northern New England?

	1- Very Uninterested	2- Somewhat Uninterested	3- Neutral	4- Somewhat Interested	5- Very Interested
Interest in working with Goodwill to employ individuals with barriers to employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there a reason why your company is not interested in collaborating with Goodwill to employ individuals facing barriers to employment?

If you would like to be contacted by Goodwill of Northern New England to discuss a workforce training collaboration or collaboration to employ individuals with barriers to employment, please provide us with your name and contact info below. Your responses will be kept confidential. Contact info provided here will only be used for this purpose.

### *Demographics*

In which of the following NAICS sectors does your business fit?

- Agriculture, forestry, fishing, and hunting
- Mining, quarrying, and oil and gas extraction
- Construction
- Manufacturing
- Wholesale trade
- Retail trade
- Transportation and warehousing

- Utilities
- Information
- Finance and insurance
- Real estate and rental and leasing
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support and waste management services
- Education services
- Health care and social assistance
- Arts, entertainment, and recreation
- Accommodation and food services
- Other services, except public administration
- Public administration

**How many workers do you currently employ (including yourself)?**

- Full time:
- Part time:
- Seasonal:

**Please select the states in which your business has employees/locations.**

Please choose all that apply:

- Maine
- New Hampshire
- Vermont

**Please write the names of **Maine towns** your business has employees/locations in.**

**Please write the names of **New Hampshire towns** your business has employees/locations in.**

**Please write the names of **Vermont towns** your business has employees/locations in.**

**Please take a moment to provide any relevant additional comments about this study.**

As a thank-you for your participation, you may opt to be entered into a drawing for one of several \$50 gift cards to Goodwill's retail stores.

By providing us with your name and contact info you are opting in to the random drawing. Any information provided here will only be used for the random drawing purpose.

Thank you for participating in this survey!

Please feel free to contact us at 802-656-0864 or mmoser@uvm.edu if you have any questions about this survey.

For more information about Goodwill Industries of Northern New England, check out their website at [www.goodwillnne.org](http://www.goodwillnne.org)

Thank you for completing this survey

Goodwill Industries of Northern New England: Business Study Results

## Complete Text of Open Responses and Other Comments

**Please indicate which of the following tools your business utilizes to support the overall stability and productivity of your employees:**

- Two personal days, 10 holidays, clothing allowance
- Flexible schedules
- Incentive pay for sales goals
- Maternity / Paternity leave
- Paid vacation, holidays, flex spending account, free vision, dental, life insurance, short term disability, long term disability, bereavement time
- Sole proprietorship

**Please describe any challenges your business may have experienced in collaborating with a supported employment or workforce training organization:**

- Cost mostly. We are a very specialized company focusing on the sales and service of capital equipment (CNC machine tools). Our employees have special technical sales & service skills. Very few people are able to be employed in our industry.
- Generally, only local funding challenges that prohibit us providing more funding for increasing supported employment programs.
- Paperwork
- Reducing federal funding.
- reliability
- She occasionally needs to be redirected to her task at hand, as she is easily distracted. (But that could be said of full-time employees as well.) She does not react well to change, so when big changes are necessary, we utilize her job coach and discuss the timing and how to roll out the change. It has worked well.
- The need is greater than the resources... as is to be expected
- The only challenge is sometimes engaging the individuals that we are trying to assist and having them accept responsibility for their actions or direction.
- Time
- Trust, dependability, productivity
- Unqualified candidates; candidates lacking motivation or desire to grow and succeed; candidates with substance abuse problems.
- We are a high technology business with very limited opportunity for unskilled individuals.
- We are very small, 2.5 people in the shop. We don't really have resources for a formal workforce training program.
- We only offer part-time and temporary positions, generally for 2-3 months at a time. Job shop wanted permanent placement opportunities.



**Is there a specific reason why your company has little or no interest in a workforce training collaboration with Goodwill of Northern New England?**

- Time restrictions
- I don't have the luxury of time
- Actively looking to sell the business and retire
- Already have it covered.
- Currently undergoing complete overhaul of business due to lack of sales (economy)
- No
- Not applicable
- Not appropriate
- Our work force is spread out all over the US and overseas
- retiring
- Tight budgets and workforce training has not been identified as an area of need. Ongoing training has been successful.
- Very little need
- We already provide it.
- We do OJT (on-the-job training)
- We have training and licensing on our own
- We train employees
- Will not be hiring employees.
- Am self-employed with no employees
- Company size and specialty.
- Only have one employee
- Only our size, we currently have only two employees. If we had 5 or more we would look into it.
- We are a 2 person business, no need for employees
- We are a small company and have no spare positions for training
- No employees
- We have only three full-time employees and are not looking to expand that or hire anyone new at this time.
- As stated previously, we are a very, very specialized industry sector. The mere mention of what we do goes beyond what the general industry needs
- Because you can't train the skills that we need
- I am not hiring and if I was I would need employees skilled in accounting.
- Little job turnover, specific expertise needed for positions we have.
- My employees need very specific skill sets and there is not enough slack in our system to wait for a new employee to get trained up.
- People who need your services are almost never capable of performing the tasks required at my place of business. Not even close.
- Seems unfeasible for type of industry and customer interaction we encounter
- We are a very small (2 employee) company with positions that require very specialized training/experience and would likely not be conducive to that type of collaboration.
- We have highly skilled employees - this really does not apply at all
- We have no need for employees who are not highly educated.
- We need pretty high skill and experience levels - no "beginner" jobs.

- We require people with fairly sophisticated software development skills that generally require a few years to learn. A short term training mechanism is unlikely to provide a sufficiently trained workforce for us.
- We work in a specialty industry. We are the support and collaboration others use.
- We already have a robust and successful relationship with our local Goodwill and organizations and have these services locally provided.
- We are not interested but we work with companies who might be.

**Is there a reason why your company is not interested in collaborating with Goodwill to employ individuals facing barriers to employment?**

- We have no open positions
- We're fully staffed. Professional staff. When we advertise openings we're flooded with resumes.
- Don't have any openings and won't any time soon
- Am self-employed with no employees
- Not enough employees
- We currently have only 2 employees.
- Again there is very little room for this type of person in our industry
- I am not hiring and if I was I would need employees skilled in accounting.
- I don't see it working for us. Every employee here has advanced STEM schooling of some sort (physics computer science, engineering) and all work with little or no supervision. We have tried hiring people who need to be supervised, it doesn't work here.
- Our work environment is not suited for employees with serious disabilities.
- We are a very small (2 employee) company with positions that require very specialized training/experience and would likely not be conducive to that type of collaboration.
- Learning about the barriers new Americans face in our community would be helpful.
- I cannot understand how it would be helpful.
- Just not possible in my business
- Not sure there is a fit
- Retiring
- We do OJT
- No time
- Time restrictions

**Please take a moment to provide any relevant additional comments about this study.**

- I am not a relevant subject in my opinion.
- I'm sure this is a very helpful study, but not sure why we received it as our situation seems to have nothing to do with what you are looking at. Many thanks anyway!
- Not directly relevant to us as we are a business trade organization and not a large employer.
- Being a church, we don't fit the typical business need/setting
- I don't think that a business like ours is really your target survey audience.
- Good to become more aware of these services, but our firm does not require them at this time.
- GMTA specifically needs drivers with CDL class B with passenger endorsement and air

brakes. Will train the right candidate but it takes time and commitment. Clean background checks! Especially need seasonal drivers from November through April in Stowe and Waitsfield. CDL training time is not paid for, however we pay all other training. It takes several weeks to one month for CDL training and a strong commitment to stay with the company- one winter season a minimum. Seasonal positions can be part for full time for the winter- overtime a plus! Part time year round drivers needed in Barre-Montpelier area 15-30 hours- full time advancement with excellent benefits possible. Candidates should immediately submit an application and may include resume. Visit [www.gmtaride.org](http://www.gmtaride.org) or call 802-223-7287. Also need volunteers who receive mileage reimbursement for using their own vehicles! Great retirement activity!

- [www.necnc.com](http://www.necnc.com) Our employees are sales people & service techs, we travel extensively and public or shared transportation does not apply. Service tech's require extensive electrical, mechanical, including physical skills. Andy F.
- We service the transportation industry
- We are a semi-trailer dealership
- We also have 15 sub contract sewers since we are a cottage industry.
- I often need telephone interviewers for surveys regarding services related to disabilities.
- There are lots of people that need help, I'm glad your org is there.
- Thanks for all you do.
- We are already working with Goodwill locally.
- Since the educational community has professional development for certified and non-certified staff, I think we are well ahead of many other industries. This is wonderful, however that you are offering these services to business owners that might not have these resources.
- Hope this is useful. Lots of unemployed folks around and lots of businesses needing help but cannot afford payroll and taxes, etc.
- My business is located in a very rural area that is not served in any way by Goodwill Industries. I am well aware of services that you provide in larger communities and applaud your work. Rural Vermont is a very different matter, and an area that is profoundly underserved. I am the coordinator for a local food shelf and, in that capacity, can attest to the need for services in our area.