



# GOODWILL<sup>®</sup> NEWS STORIES

Roanoke Valley  
New River Valley  
Shenandoah Valley  
including  
Lynchburg &  
Charlottesville

looking for a good news story?

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

## Media Alerts for Goodwill Beginning April 19<sup>th</sup> (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

### Included in this edition:

- Goodwill & Google Expand Successful Program to Provide Digital Skills Training
- Applied Suicide Intervention Skills Training (ASIST) 2 Day Workshop on May 2<sup>nd</sup> & 3<sup>rd</sup> at Roanoke Jobs Campus
- Goodwill in Roanoke to Host a Community Spring Festival on May 4<sup>th</sup>
- Public Classes, Workshops, Job Fairs, and More Throughout the Month

### Looking for a special or last-minute story? Contact us today!

We would love to brainstorm potential story ideas with you, including personal interest stories of the people we serve.

### For more information or to set up an interview please contact:

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## Goodwill & Google Expand Successful Program to Provide Digital Skills Training



Goodwill Industries International and Google.org, Google's philanthropic arm, are expanding a successful program that provides digital skills training to U.S. workers. The Goodwill Digital Career Accelerator, is designed to meet a range of needs — from basic keyboarding to advanced computer programming — to sharpen the digital skills of today's workers and provide the necessary training that are specific to entry- and mid-level occupations. First announced in October 2017, the program is part of the Grow with Google initiative to create economic opportunities for all Americans. In the next year, the joint program will grow from 93 locations in 34 states to 126 locations nationwide. Goodwill Industries of the Valleys started the program in 2017 in the New River, Roanoke, Shenandoah Valleys as a means to provide digital skills to open the doors for job seekers.

According to the U.S. Department of Labor, there are more than seven million job openings in the United States, and advanced skills such as computer support or programming are increasingly essential for well-paying, in-demand careers for diverse populations across the country.

One year into a three-year, 10 million-dollar commitment from Google.org, the Goodwill Digital Career Accelerator has already helped more than a quarter million job seekers improve their digital skills awareness and connected nearly 30,000 job seekers and career advancers with employment. Goodwill Industries of the Valleys has reshaped how it

responds to the digital economy with support from Google's tools, resources and talent. The program trains workers in a variety of skills relevant in today's digital workplace, from programming to network support, so that workers can keep their skills current in today's rapidly shifting labor market.

"The Goodwill Digital Career Accelerator has been a great way for people to begin a career in the Information Technology field," states Edward Preston, Digital Careers Program Manager for Goodwill. "Individuals can learn digital skills that will help them gain certifications for in-demand Information Technology jobs."

"The Goodwill Digital Career Accelerator helps job seekers and mid-career professionals attain the skills they need to find work and enhance their earnings potential," said Steven C. Preston, president and CEO of Goodwill Industries International. "Thanks to the early success of this program, Goodwill and Google.org are extending its reach to workers across the country as we aim to train more than 1.25 million workers with the digital skills needed to succeed in today's job market and prepare for the changing workforce."

The Goodwill Digital Career Accelerator trains workers in five digital skill levels:

- Digital Skills Awareness – Introduction to computers and information about digital skills
- Basic Digital Skills Training – Computer skills such as keyboarding, email and social media
- Productivity Software Skills – Productivity tools such as word processors and spreadsheets
- Entry-Level Digital Skills – Training includes computer and network support and basic programming
- Mid-level and Occupation-Specific Digital Skills – Includes using Customer Relationship Management System (CRMs), or technology needed for health care jobs, as an example

"This effort was made possible by the strong collaboration we've formed with Goodwill Industries International, building on the good work they do every day to help extend opportunity," said Sundar Pichai, CEO of Google. "We are proud of the work we've done together through the Goodwill Digital Career Accelerator, and look forward to continuing our work with them to equip more Americans with the digital skills they need to succeed."

Part of the success of the Goodwill Digital Career Accelerator is fueled by Google.org's commitment to provide 1,000 Google volunteers as trainers and mentors. To date, 200 volunteers have already helped to build workers' digital skills. Additionally, seven Google.org Fellows are embedded full-time at Goodwill locations across the country.

To view the impact report, which features Brandon Ruth who participated in the program in Roanoke, visit <http://g.co/goodwillreport>.

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## **Applied Suicide Intervention Skills Training (ASIST) 2 Day Workshop on May 2<sup>nd</sup> & 3<sup>rd</sup> at Roanoke Jobs Campus**

Goodwill in Roanoke will be hosting Applied Suicide Intervention Skills Training (ASIST) workshop for anyone interested in learning the skills to help save a life. ASIST is a two-day interactive workshop in suicide first aid. ASIST teaches participants to recognize when someone may have thoughts of suicide and work with them to create a plan that will support their immediate safety. Although ASIST is widely used by healthcare providers, participants don't need any formal training to attend the workshop, anyone 16 or older can learn and use the ASIST model.

Ernesto Muse, Goodwill Youth Services Program Manager, coordinated with LivingWorks Education to host the training at Roanoke at the Goodwill Jobs Campus. Ernesto shared that, "I have been certified in Mental Health First Aid (MHFA), was a prior Law Enforcement and Crisis Intervention Team Instructor and have taken numerous courses in Crisis Management. I have seen this type of information instructed in many different styles, but the ASIST training was unique in its cross-sector pool of attendees from varying backgrounds. The amount of deep emotion that was poured into the instruction was invaluable. It was an absolute pleasure to attend this class, and it was a great learning experience as well."

This training workshop is provided for free by the American Foundation for Suicide Prevention (AFSP) Virginia Chapter with funds raised through AFSP's Out of the Darkness Walks. For more information on AFSP please visit:

[www.afsp.org/virginia](http://www.afsp.org/virginia).

To register for the workshop visit: [www.enterhope.net/trainings-events](http://www.enterhope.net/trainings-events) or contact Ames Hart (434) 426-1853 | [ames@enterhope.net](mailto:ames@enterhope.net) for more information. There is a Goodwill Facebook event with information as well: <https://www.facebook.com/events/2198857760171406/>.

[Click here](#) for the event flyer.

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## Goodwill in Roanoke to Host a Community Spring Festival on May 4<sup>th</sup>

Goodwill Industries of the Valleys in partnership with Feeding America Southwest Virginia is hosting a Community Spring Festival on Saturday, May 4<sup>th</sup> from 10am – 2pm. The event features Goodwill resources as well as many other local community resources, vendors, and employers. The event is free and will include food, giveaways, music, fun for kids, and more!

“We see hosting the Community Spring Festival at the Goodwill Roanoke Jobs Campus on Melrose Avenue as an opportunity for individuals and families to discover what resources are available and connect them with local organizations and businesses that offer services in Northwest Roanoke,” states Zenith Barrett, Senior Director of Business & Community Engagement for Goodwill. “This event will not only provide people with information about community resources and services but be a fun day with food and activities for kids.”

Individuals with questions or organizations and businesses interested in being a part of the Community Spring Festival, should contact: Zenith Barrett, Senior Director of Business & Community Engagement, (540) 581.0620 ext. 1266 | email [zbarrett@goodwillvalleys.com](mailto:zbarrett@goodwillvalleys.com)

[Click here](#) for the current flyer for the event. (Subject to change as new vendors are secured to participate in the event.)

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## Public Classes, Workshops, and More:

Roanoke Valley			
April 19 <sup>th</sup>	<a href="#">Keyboarding Computer Class</a>	1pm – 2pm	Roanoke Jobs Campus
April 20 <sup>th</sup>	VIN Etching with Roanoke City Police Department & <a href="#">YouthHQ</a>	10am – 2pm	YouthHQ@Goodwill
	<a href="#">Open Enrollment Day</a>		
April 22 <sup>nd</sup>	<a href="#">NorthStar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Engineering Challenge**</a>	5pm – 6:30pm	YouthHQ@Goodwill
April 23 <sup>rd</sup>	<a href="#">Microsoft PowerPoint Computer Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">How Many Words?***</a>	5:30pm – 6:30pm	YouthHQ@Goodwill
April 24 <sup>th</sup>	<a href="#">Microsoft PowerPoint Computer Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">GoodCare Information Session</a>	3pm	Roanoke Jobs Campus
	<a href="#">Try This Not That**</a>	6pm – 6:30pm	YouthHQ@Goodwill

April 25 <sup>th</sup>	<a href="#">Microsoft PowerPoint Computer Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus
	<a href="#">Board Game Night**</a>	5:30pm – 6pm	YouthHQ@Goodwill
	<a href="#">Science Club**</a>	6pm – 7:30pm	YouthHQ@Goodwill
April 26 <sup>th</sup>	<a href="#">Autism Competency Training</a>	9am – 4pm	Roanoke Jobs Campus
	<a href="#">Keyboarding Computer Class</a>	1pm – 2pm	Roanoke Jobs Campus
	<a href="#">Cooking**</a>	5pm – 6:30pm	YouthHQ@Goodwill
April 29 <sup>th</sup>	<a href="#">NorthStar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Engineering Challenge**</a>	5pm – 6:30pm	YouthHQ@Goodwill
April 30 <sup>th</sup>	<a href="#">Basic Computer Skills Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Would You Rather? **</a>	5:30pm – 6:30pm	YouthHQ@Goodwill
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	11am	Roanoke Jobs Campus
May 2 <sup>nd</sup>	<a href="#">ASIST Training</a>	8:30am – 4:30pm	Roanoke Jobs Campus
May 3 <sup>rd</sup>	<a href="#">ASIST Training</a>	8:30am – 4:30pm	Roanoke Jobs Campus
May 4 <sup>th</sup>	<a href="#">Goodwill Community Spring Festival</a>	10am – 2pm	Roanoke Jobs Campus

### Madison Heights/Lynchburg

April 24 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3pm	Madison Heights Jobs Center
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	3pm	Madison Heights Jobs Center

### Charlottesville

April 23 <sup>rd</sup>	<a href="#">Networking Workshop</a>	2pm – 3:30pm	Virginia Career Works Center*
April 24 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Charlottesville GoodCare Office
April 25 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10:30am – 12pm	Virginia Career Works Center*
April 30 <sup>th</sup>	<a href="#">Professionalism Workshop</a>	2pm – 3:30pm	Virginia Career Works Center*
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Charlottesville GoodCare Office
May 2 <sup>nd</sup>	<a href="#">Employers of the Week Job Fair</a>	10:30am – 12pm	Virginia Career Works Center*
May 3 <sup>rd</sup>	<a href="#">TSA Job Fair</a>	12pm – 4pm	Virginia Career Works Center*

### Harrisonburg

April 22 <sup>nd</sup>	<a href="#">Pilgrim's Hiring Event</a>	9am – 1pm	Virginia Career Works Center*
April 23 <sup>rd</sup>	<a href="#">Cargill Hiring Event</a>	9am – 12pm	Virginia Career Works Center*
April 24 <sup>th</sup>	<a href="#">George's Hiring Event</a>	9am – 1pm	Virginia Career Works Center*
	<a href="#">New Market Poultry Hiring Event</a>	12:30pm – 3:30pm	Virginia Career Works Center*
April 29 <sup>th</sup>	<a href="#">Pilgrim's Hiring Event</a>	9am – 1pm	Virginia Career Works Center*
	<a href="#">Seasonal Multi-Employer Job Fair</a>	10am – 1pm	Virginia Career Works Center*
April 30 <sup>th</sup>	<a href="#">Cargill Hiring Event</a>	9am – 12pm	Virginia Career Works Center*

May 1 <sup>st</sup>	<a href="#">George's Hiring Event</a>	9am – 1pm	Virginia Career Works Center*
<b>Staunton</b>			
April 23 <sup>rd</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Greenbrier Office Park
April 30 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Greenbrier Office Park
<b>Radford</b>			
April 24 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	2pm	Radford GoodCare Office
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	10am	Radford GoodCare Office
<b>Clifton Forge</b>			
April 24 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	2pm	Dabney S. Lancaster Community College
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	10am	Dabney S. Lancaster Community College
<b>Galax</b>			
April 24 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	2pm	Wytheville Community College Crossroads Campus, Galax
May 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	10am	Wytheville Community College Crossroads Campus, Galax
<b>Martinsville</b>			
April 26 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	11am	Martinsville Workforce Center
May 3 <sup>rd</sup>	<a href="#">GoodCare Information Session</a>	11am	Martinsville Workforce Center

\*Goodwill operates Workforce Centers for various Workforce Investment Boards in Virginia. The centers offer workshops, job fairs, and other trainings as part of the basic services provided through the Workforce Innovation and Opportunity Act program.

\*\*Youth must be registered to receive programming at YouthHQ@Goodwill in order to attend events. [Click here](#) for more information.

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## About Goodwill

Goodwill Industries of the Valleys serves 31 counties and 13 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2018, Goodwill assisted more than 47,000 individuals with barriers to success, helped 3,300 people find jobs in our community, and provided training opportunities that resulted in more than 1,400 credentials being earned by individuals participating in Goodwill programs. Visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com) for more information.