

FOR IMMEDIATE RELEASE

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During Gov. Evers visit, Goodwill North Central Wisconsin announces workforce training program "Career EXCELerate" will expand

MENASHA — During a visit with Wisconsin state Governor Tony Evers, Wisconsin Representative Lee Snodgrass, and City of Menasha Mayor Austin Hammond, Goodwill North Central Wisconsin (NCW) announced the continuation and expansion of their newest innovative workforce development program, Career EXCELerate Wisconsin. The program provides training to those with barriers to employment, offering a variety of career pathways along with wrap-around personalized care to ensure successful completion and employment upon graduation. Those who complete the program receive certifications at no cost in fields within health services, manufacturing, retail, and truck driving.

Career EXCELerate Wisconsin was launched in summer 2022 thanks to a Workforce Innovation Grant from the State of Wisconsin.

"When we launched our Workforce Innovation Grant Program, we set out to support projects that get at the heart of addressing regional workforce needs, and that is exactly what Goodwill NCW and its program partners are doing here with Career EXCELerate," said Gov. Evers. "Thanks to this program's innovative offerings, nearly 400 students have gotten their credentialing in some of our state's most in-demand fields, all free of cost, and it was a tremendous meeting with leadership to talk about this program's exciting future."

The program was originally the idea of three partners, Goodwill NCW, Fox Valley Technical College, and Rawhide Youth Services. The spirit of the original partnership will live on thanks to Goodwill NCW's commitment to invest in its future. Goodwill NCW announced that it would sustain funding for the program moving forward and expand partnerships and access in all the counties it serves by offering in-person, online, hybrid options.

"We are incredibly grateful to the state for believing in our idea," said Chris Hess, President and CEO at Goodwill NCW. "The program has proven to be successful with

outcomes that exceeded our expectations and we are excited about the next chapter that will bring further impact to our state's workforce."

Those who have completed the program and attained employment are benefiting from improved financial stability, as they have seen an average increase of approximately \$11.36 per hour in wages from intake to their current job (data as of December 15, 2025).

Enrollment for the program is open at CareerEXCELeRateWI.org.

About Goodwill North Central Wisconsin (Goodwill NCW)

Goodwill NCW is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We provide pathways to those underserved, underrepresented or disadvantaged who have a goal of building job skills that lead to sustained employment and improved financial stability. We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our community. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers. Learn more at goodwillncw.org