

Standardizing Coaching, Reporting, and Participant Outcomes: Goodwill of Central and Southern Indiana

INDUSTRIES SERVED:

WORKFORCE DEVELOPMENT, CASE MANAGEMENT



Background

Goodwill of Central and Southern Indiana is a workforce-focused nonprofit serving participants across the state through coaching, training, and placement programs. Tiger Hsu joined the organization in 2024 as Development App Integration Specialist after a career as a software engineer. He now serves as the in-house CaseWorthy administrator, building the reports, workflows, and processes that the organization's coaches, mission directors, and leadership team rely on every day.

On any given day, a participant at Goodwill may work with a coach focused on training, another focused on certification, and a mission director tracking outcomes for stakeholders. All that activity now flows into one centralized record, with CaseBot reports that give leadership a consistent view of the work.

The Challenge

Before Tiger's team standardized on CaseWorthy as the system of record, day-to-day participant information lived in spreadsheets. Coaches and managers across different programs each kept their own records. The result was predictable: participants received conflicting guidance, and leadership had no reliable way of seeing the same numbers at the same time.

Pulling a clean report for a stakeholder meant first reconciling whatever data had drifted across the various spreadsheets. With coaches, managers, and mission directors all maintaining their own files, even basic questions like how many participants were enrolled in a given program could surface multiple answers.

“ I do love the fact that CaseWorthy is customer-facing. They are truly masters. They are truly their own subject matter experts. So they kind of guide me towards the right direction, and ultimately I just get it figured out.”

— Tiger Hsu

Development App Integration Specialist

The Solution

ONE DATABASE, ONE SOURCE OF TRUTH

When Goodwill adopted CaseWorthy, everything was unified into a single database. Coaches, managers, and mission directors all work inside one centralized database. Information is captured in standardized forms and formats, with required fields protecting data quality from the moment a record is created.

IN-HOUSE ADMINISTRATION AND ~20 CUSTOM REPORTS

Tiger administers CaseWorthy in-house. Configuration, form design, workflow updates, and reporting all run through him rather than requiring outside support for every change. Using CaseBot reporting, he has built around 20 custom reports for the team that cover the metrics his programs need, including participant counts by program.

RECORDS THAT TRAVEL WITH THE PARTICIPANT

Because every interaction lives in CaseWorthy, the team can track a participant's full journey from intake through training, certification, employment, and longer-term outcomes. The data trail is what makes it possible to demonstrate impact to funders.

CLEANER DATA, FASTER REPORTING, BETTER CONVERSATIONS



With CaseWorthy, the clearest payoff has been time. Mission directors no longer wait on manual report pulls or reconciled spreadsheets before stakeholder conversations. The reports are ready when they need them, sourced from one system, freeing directors to spend more time on strategy and less on data hunts.



The shift has also raised the quality of the conversations that happen around the data.

Stakeholders and funders see the same numbers, sourced from the same system, and Goodwill can speak with one voice when it reports on its work. The cleaner data trail strengthens both ongoing reporting and the case Goodwill can make for continued investment.



All this runs on a lean administrative footprint. With form design, workflow configuration, and CaseBot reporting handled in-house, a single administrator supports coaches and mission directors across the organization without depending on outside help for routine changes.

Participant Stories: What the Data Looks Like in Real Lives

Behind the workflows and reports are the participants whose lives change. Tiger shared one story that has stuck with him: **A man came to Goodwill after more than 20 years in the prison system. He had no job and no resources. Goodwill placed him in one of its facilities moving boxes, then invested in his training and certifications. He stayed with the organization and eventually moved on to a role with a major logistics company.** Because every interaction lives in CaseWorthy, the team can track outcomes like this one from first intake through training, certification, and placement. The story matters to funders. The data trail behind it matters too.

