A Customer Service Program:

Ensuring All Students Have a Plan

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Think Big Picture

Jamie Casap, Chief Education Evangelist at Google

What problem to do you want to solve?

SWCSD problem:

Our students are graduating from high school without a plan.

South-Western City School District

WHAT'S YOUR CAREER TECH PLAN?

www.swcsdcareertech.com

What are we missing in programs, options, courses and experiences?

Know Your Options

- Know Courses – ODE
- Know Credentials
- Know Business/Industry Needs
- Know Laws and Funding Rules
- Know Post-Secondary Pathways
- Know your Staff

Act!!!

- *Yes And*... not *Yes But*
- Don't wait until you have everything figured out to move
- Belief vs Behavior
- Support, Professional Development and Accountability
- Invest in people

Customer Service Program

- Insurance, Banking and Health Care Industries
- 14,000- job postings with Customer Service Skills #1
- 74,000 jobs with customer service as a skill - OMJ
- Central New Mexico Customer Service Program

CNM Academic Courses

Bilingual Customer Service

- Workplace communication
- Reading & Vocabulary
- Customer Relations
- English Composition & Grammar
- U.S. Culture & Contemporary Issues
- Business Telephone Techniques

Non-Bilingual Customer Service

- Business Professionalism
- Information Literacy & Systems
- Customer Relations
- Intro to Entrepreneurship
- Business English
- Business Telephone Techniques

Customer Service Skills

- Communication
- Time Management
- Phone/email etiquette
- Professional Skills
- Adaptability
- Self-Control and Responsibility
- Empathy

Employment Opportunities

- Customer Service Rep
- Client Service Rep
- Online Support Specialist
- Bilingual Customer Service Rep
- Logistics representative
- Retail service manager

Key Business Partners (current and new)

- HKT Teleservices
- City BBQ
- BMW Financial Services
- TTEC
- OhioHealth
- Fortuity
- VSP

THANKS!

Any questions?

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