

## **Program Summary: Sinclair Community College**

Sinclair's work supported by funding opportunities provided through the Walmart Brighter Futures 2.0 grant has been highly rewarding for staff, various instructors, and most importantly, the individuals served. The college is as relevant as it is aligned with the needs of the community. Through a close working relationship with the Contact Center Alliance, a large regional employer group, a need for increasing the pipeline of viable entry-level employees in the high-demand occupation of call centers was identified.

Through the support of an advisory group of subject matter experts within the call center industry, two certificate programs (Call Center, Customer Service) were developed. Inherent in the two certificates is the ability for completers to clearly communicate verbally and to demonstrate the competencies acquired in this customized program.

Outcomes of this program have immediately impacted completers as well as industry partners. In addition to acquiring the documented competencies aligning with industry needs, the completers have gained a higher level of confidence to return to the workforce or seek advancement. Comments from completers include: "Using this certificate helped me communicate to employers accurately about the skills I've gained within the training program," and "Completing the program and having the certificate gave me a level of confidence during the interview process I had not previously had."

An important focus of Sinclair's efforts has been supporting veteran programs within the region. A close partner, Goodwill Easter Seals (GES), facilitated enrollment of a previously homeless veteran, Cliff, into Sinclair's Call Center & Customer Service Certification program. During the class, Cliff met and interviewed with Manpower, and from that connection, secured employment as a Senior Procurement Clerk with Honeywell First Responders, in large part based on competencies acquired within this program. Subsequently, in April 2015 Cliff was named the Goodwill Easter Seals' Veteran of the Year and recognized by Congressman Mike Turner at GES's inaugural Veterans and Employers Connections community event.

Another important program success made possible by Walmart's investment was the implementation of a systemic change between Sinclair's Workforce Development Division and the Sinclair Center for Student Success. The Workforce Development division works with incumbent and displaced/under-employed individuals utilizing various programs and services. The Center for Student Success' holistic approach provides a wide array of wraparound services to credit students. Through this grant, these two internal departments have worked together to blend these customized programs with the needed wraparound services to maximize the success rates of program enrollees and completers. This enhanced collaboration has been integrated to support other programs focused on this targeted group of individuals.