

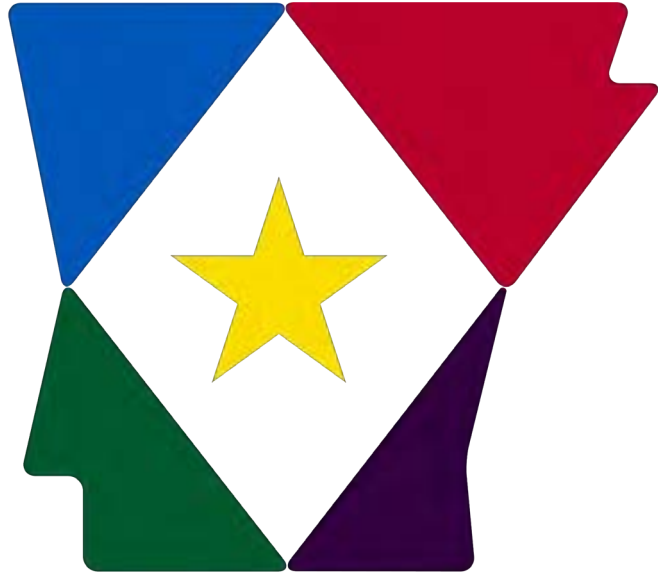
Arkansas Division of  
**Workforce Services**

Adult Education

# National Career Pathways Network Conference

Presenter: LaTasha Dale – Warren, CCSP, Career Coach &  
Career Development Instructor





Arkansas Division of  
**Workforce Services**

Adult Education

# Adult Education is...

Education

Workforce Preparation and Training

Economic Development

Student Support Services

**FREE SERVICES**

# Arkansas Adult Education Overview

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- 75 Counties Served
- 37 Adult Education Providers
  - 27 – Universities
  - 7 – School Districts
  - 2 – Literacy Councils
  - 1 – Correctional School
- Number Served: Approx. 16,730
- Retention Rate: 58%



# Customer Service: The New Recruitment and Retention

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**CUSTOMER  
SERVICE**



RIGHT

STOMP

LET'S

FOOT



A dark, blue-tinted photograph of two women in an office environment. The woman on the left, with long dark hair, is pointing her right index finger towards a laptop screen. The woman on the right, also with long dark hair, is looking at the laptop. The background is slightly blurred, showing office shelves and equipment. The overall tone is professional and collaborative.

Share a ONE-SENTENCE definition of customer service with a partner next to you.

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# What is Customer Service?

Customer Service is:

- The practices, strategies, and processes that an agency, business, and organizations use to interact with and assist their customers.
- Assistance and advice an organization provides to people who buy or use its products or services.
- The art of ensuring the **best service** to customers while they are engaged in services.



“Someone calling themselves a customer says they want something called service.”

# The Customer Service Principle

You do not work for your  
Organization. You work  
for your **CUSTOMERS.**



# Customer Service

# What Are You Selling?



# Who Are Your Customers?

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Know your Customers

- External Customers
- Internal Customers

Services

- What service do they need or request?
- How are you going to fulfill their needs?
- How do you anticipate their needs?



The background of the slide features a faded image of five people of various ages and ethnicities standing in a row. Overlaid on this image is the title text, which is flanked by thin horizontal lines.

# Understanding Generational Differences

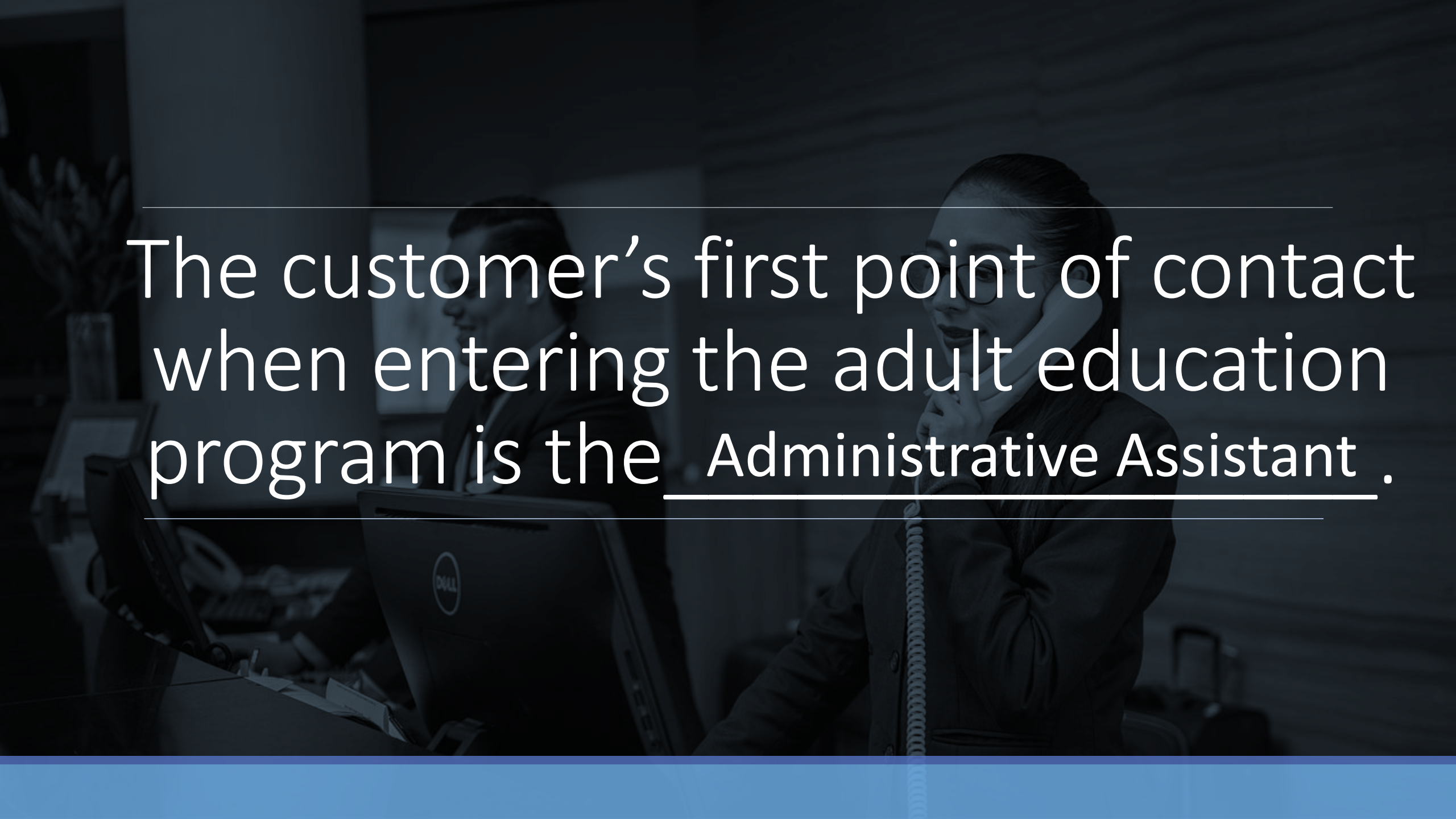
Traditionalists

Baby Boomers

Generation X

Millennials  
(Generation Y)

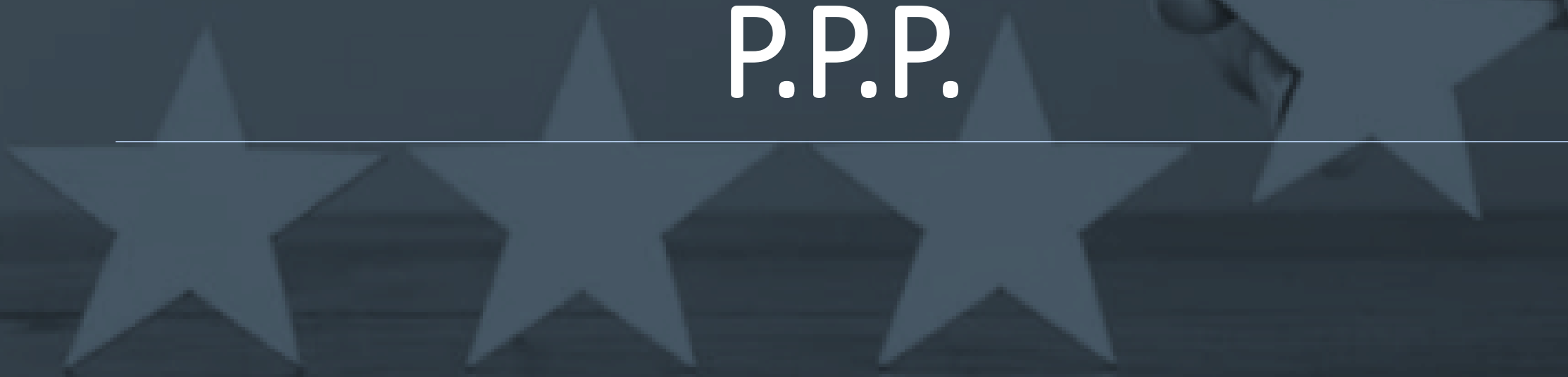
Generation Z



The customer's first point of contact  
when entering the adult education  
program is the Administrative Assistant.

# The Three P 's of High– Quality Customer Service P.P.P.

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# Three Important Qualities of Customer Service



Professionalism



Patience



People First – Attitude

The Essence of Customer Service is having  
a HEART!

- **H**onesty
- **E**mpathy
- **A**ppreciation
- **R**espect
- **T**olerance



**Who** is responsible for  
customer service at  
your **Organization?**





“Everyone in the program plays a part in the student’s success.”



waited 30 mins  
Got NO service

# Factors that Create a Negative Impression

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Making the customer wait

---

Not saying “please” or thank you

---

Speaking loudly or condescending to customers

---

Making non-verbal faces

---

Focusing on another task while assisting the customer.



What do you do  
when customers  
are angry or blame  
you? How do you  
keep your cool?



# Handling Difficult Situations





# Recruitment & Retention Strategies

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# Recruitment in the 21<sup>st</sup> Century

- Ten years ago, student recruitment was about:
  - School Visits
  - Open days
- DIGITAL ENGAGEMENT IS CRITICAL:
  - Advertising
  - Social Media Activities
  - Some video promotion

**Don't EXPECT to be Found! You must market your SERVICES!**



# Support Services Offered in Arkansas Adult Education Local Programs



- Arkansas Rehabilitation Services (ARS)
- Supplemental Nutrition Assistance Employment & Training (SNAP E&T)
- Temporary Assistance for Needy Families (TANF)
- Workforce Innovation Opportunity Act (WIOA)
- Workforce Alliance Growth in the Economy (*WAGE™*)

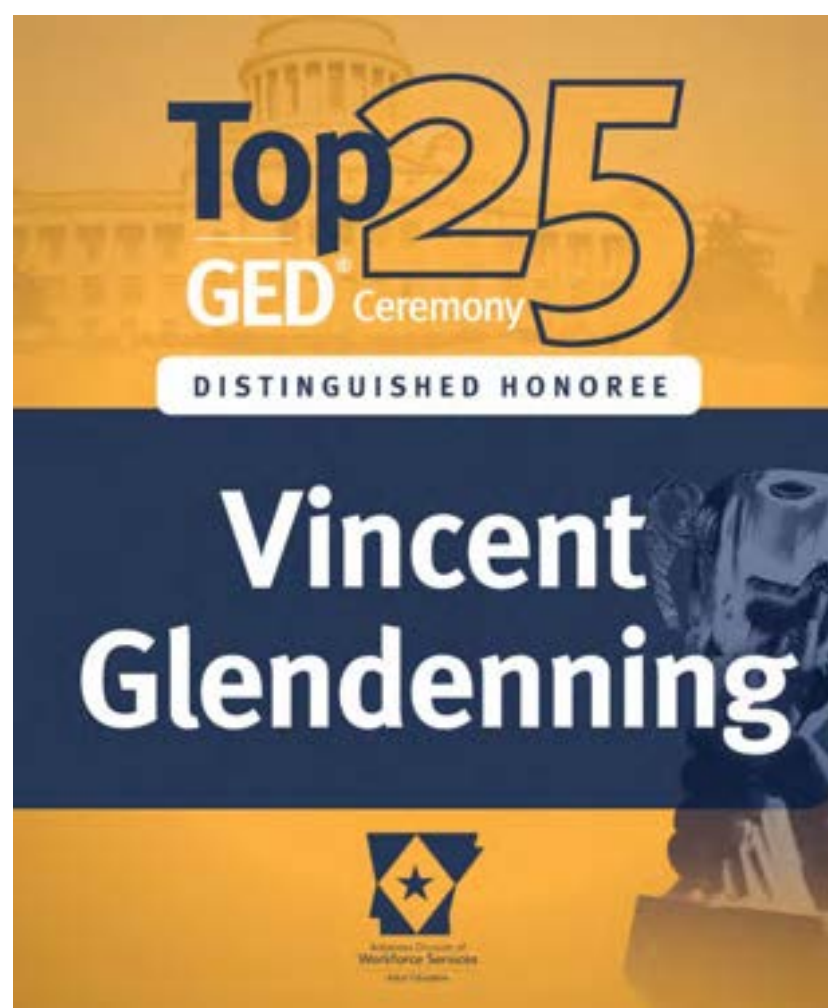






# Social Media Marketing on State Level





# Arkansas Top 25 GED® Ceremony



# Central Arkansas Graduation







# Arkansas Adult Education Statewide Open House

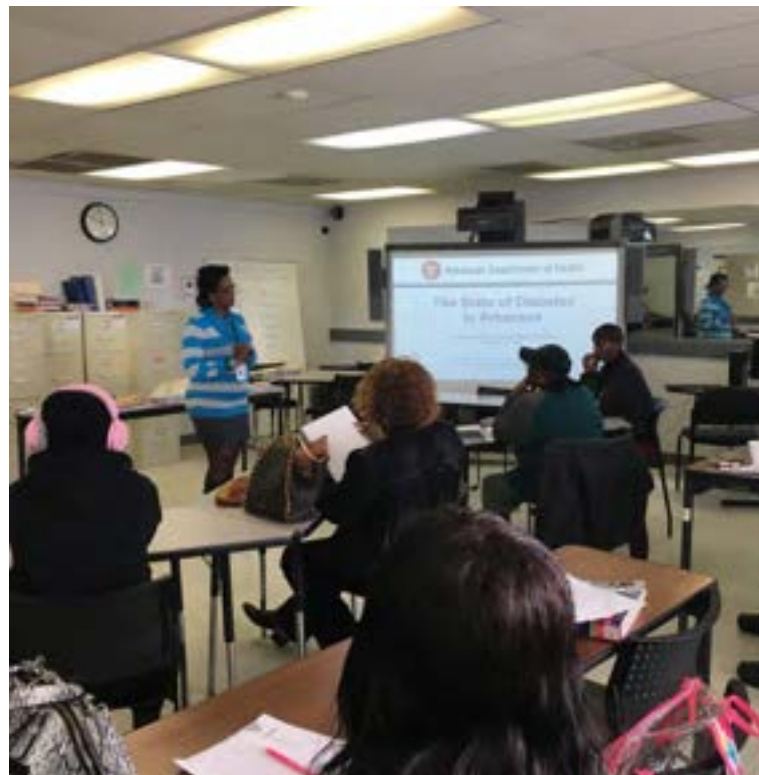


# Parking Lot Events





# Lunch and Learns



# Incentives within your Organization



## Arkansas Baptist College Adult Education Center

Gregory Ayers is a student at Arkansas Baptist College Adult Education. He was recently presented with a Certificate of Achievement for getting two level gains (one in Reading and one in Language Arts).

Adult Education Center Director, Debra Baker, states, "This is our way to create incentives and motivate our students this program year."

## East Arkansas Community College Adult Education Center

Bridgette Hale recently graduated from the East Arkansas Community College Adult Education & Literacy Program. Bridgette came to Adult Education in July with the goal of starting college courses at EACC in August. She displayed great enthusiasm and the dedication needed to accomplish her goal. Within a month, she earned her *Arkansas High School Diploma* and is now a freshman at EACC, taking 15 college credit hours.

EACC staff members strive to offer a flexible, no-stress environment to help their students succeed—just like Bridgette has.

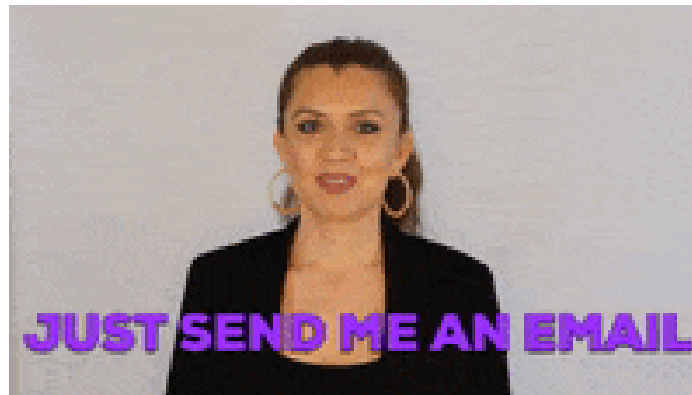


# Community- Based Organizations

- Church Announcements
- Local public schools or libraries
- Healthcare providers
- Public Transportation
- Laundromats
- Housing Associations
- Send a pre-recorded video of your services
- Sororities or Fraternities Meetings
- Employers (i.e., Human resources, Chamber of Commerce)
- Facebook



# Ways to Keep in Touch with Customers



# Ingredients of Service

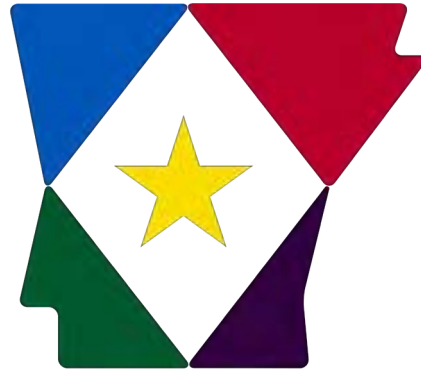


- Service excellence is our goal
- Enthusiasm to serve is our commitment
- Respect for our customers is our culture
- Vigilance is our responsibility
- Interest in what we perform
- Commitment to our customer needs
- Employment and our jobs depends on our customer's satisfaction

# REMINDER

Customers are not an interruption to your job; they are the reason you have a job!





Arkansas Division of  
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Adult Education

# Questions?

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**THANK YOU  
VERY MUCH  
FOR  
YOUR TIME  
AND ATTENTION**

KeepCalmAndPosters.com

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