

Overview of YWCA BankWork\$ Program

■ Program Overview

YWCA BankWork\$ is a free, online, interactive bank training program consisting of 8-weeks of job training, job placement assistance and ongoing coaching for career advancement in the financial services industry. Program graduates will be matched with positions in sales and customer service including: **Customer Service Representative, Member Services Representative, Universal Banker and Personal Banker.**

Recruitment, Enrollment and Placement:

YWCA BankWork\$ recruits participants from the community, with a focus on people furthest from opportunity who have a strong interest in customer service. YWCA BankWork\$ candidates are screened to ensure appropriate reading and math ability, basic cash handling experience and clerical skills, clear criminal backgrounds and customer service skills, as well as an interest in a career in the financial industry. During training, YWCA BankWork\$ staff prepare program participants for the application process, and coordinate with bank and credit union partners with the goal of a job offer within 30 days of graduation.

■ Classroom Instruction

Workplace Professionalism

30 Second Commercial
Customer service/sales
Communication styles - Driving, Expressive, Analytical, and Amiable
Empathy
Effective Listening Tools - Use the 70 / 30 rule
Ethical Behavior

Financial Services Fundamentals

History of banking
Types of financial institutions
Career opportunities
The Federal Reserve System
Regulations
Endorsements
Identity Theft
Reconciling
Security

Confidentiality
Handling money
Glossary of terms
Balancing the cash drawer
Review bank products
Online banking
Deposits

Deepening the Customer Relationship

Referrals
Sales
Marketing
Building strong relationships
Teamwork

Employment preparation

Application
Resume / Cover letter
Interview skills

■ **Benefit to Banks:**

YWCA BankWork\$ provides well-prepared teller candidates to area banks by offering industry-specific customer service and sales training in accordance with the needs of banks in our community. In addition to Banking 101 and general customer service and sales, our training curriculum covers the ABC's of the corporate workplace and in-class replication of workplace expectations. The YWCA offers support to the trainees and to partner banks and credit unions up to and after the hiring process. YWCA BankWork\$ also enables banks to recruit from communities of color, contribute to the community, market their institutional brand, and heighten their visibility within the business and government sectors and the community at large.

■ **Bank Partner Participation**

Classroom presentations
Graduation/Hiring events (*Four graduations per year*)
Advisory Committee meetings
Ongoing communication with YWCA BankWork\$ staff

■ **Sponsors**

Wells Fargo, U.S. Bank, KeyBank, Bank of America, HomeStreet Bank, Washington Federal Bank, BECU, Columbia Bank, EastWest Bank, Salal Credit Union, Seattle Credit Union, Peoples Bank, First Financial Northwest Bank, Qualstar, Sound Credit union, Harborstone Credit Union, First Security Bank, Luther Burbank Savings Beneficial State Bank, Sound Community Bank, Seattle Bank, PNC, Capital One, Business Impact Northwest, Sheri & Les Biller Family Foundation, Northwest Credit Union Foundation, and Endorsed by Washington Bankers Association

■ **Community Partners**

Opportunity Center for Education & Employment, King County Housing Authority, WorkSource, Employment Security Department, Department of Social and Health Services, HopeLink, Hire American Heroes', Camo2 Commerce, City University

■ **YWCA BankWork\$ Contact Information:**

Intake Phone Line: (253) 736-2301

Mercedes Rippel, Work\$ Program Director (253) 457-2215 mrrippel@ywcaworks.org