

Case Study

Customer

Washington State
Employment Security
Department

ONLINE LEARNING PILOT

Challenge

The geography of Washington State presents significant challenges to managers who need to provide training to staff. Travel to other parts of the state is costly and managers face the difficulty of maintaining customer service delivery if training is brought on site.

Washington State Employment Security Department

Minimizing Training Challenges with Dynamic Works

Implementing online learning and professional certification to minimize travel and time away from the office – resulting in increased staff morale, improved customer service

For many states and regions, providing training to workforce professional staff presents such challenges as finding sufficient training dollars, training multiple staff in multiple locations, finding staff time away from the office, and a rapidly retiring workforce that makes it necessary to fast track new hires and managers.

For Washington state, a simple request for staff

development training presents a significant challenge for a state that is separated by vast mountain ranges leaving staff dislocated from training offerings.

Washington state was looking for a solution to provide training to staff when they need it, without the costs and challenges of time out of the office.

"The specialized training required a great deal of commitment on the part of staff who participated. We're proud of what this says about our staff's willingness to upgrade professional skills, improve customer satisfaction and better serve job seekers and employers in our community."

Gary Smith, coordinator of the WorkSource
Northwest Partnership

**Dynamic
Works**
Institute

*Lifelong Learning Strategies
For workforce professionals,
By workforce professionals*

"Thank you... for acknowledging right away that you had received my comments, taking quick action in response to my comments, informing me along the way, suggesting ways in which I can participate in making my training experience better, and expressing appreciation for my input.

*I am IMPRESSED!
That's award-winning, world-class customer service, and I appreciate it."*

Ken Pollock,
WorkSource
Whatcom
(Bellingham)

Approach

In January 2003, the Washington State Employment Security Department implemented a six-month pilot project utilizing Dynamic Works Institute® **online learning solutions** as a training alternative for professional development and certification.

The pilot group was made up of 58 staff from various partners including Job Corps, the Workforce Development Consortium, community colleges and non-profit organizations.

Three sites were chosen for the pilot project -- WorkSource Yakima, WorkSource Sunnyside and WorkSource Vancouver.

Washington state took a very hands-on approach to the pilot, working closely with Dynamic Works staff every step of the way. Staff were divided amongst the different tiered certification programs, and the state monitored pre-assessments, versus post-



assessments to verify progress as well as direct impact in the office after the training was applied.

Many staff were leery of online learning, but quickly became supporters as they could see the **impact and availability this training methodology offered them.**

Washington state learners provided a significant amount of feedback into Dynamic Works Institute® courses and processes, and many **improvements were implemented** as a result of this interaction. Two pilot participants have become members of the Dynamic Works beta team as a result of their invaluable feedback.

Results



"I think the information and materials presented in this course are important to workforce professionals and I know I will want, use and need this information."

Ann Marie Jordan,
WorkSource
Northwest
Course: Job
Preparation Skills

During the Washington State Online Learning Pilot Study, 34 students achieved their National Certified Workforce Professional – Tier 1, Tier 2 or Tier 3 Certification. Certification scores averaged 96.7%.

Management applauded the added capabilities of the tools which allowed them to monitor and report on progress, goals and success.

The 17 members of the WorkSource Northwest region were first in the state to complete the certification program. Recognizing they were now better able to serve the customers, they reported their **job seeker customers**

and employers perceive an increased value of professionalism and service.

Rather than personal recognition, the group requested plaques for their lobby entrances stating the members are National Certified Workforce Professionals.

A mind shift began and certified WorkSource professionals now say, **"I used to find people their next job...now I find them their next step in a career"**.

As a result of the pilot program, Dynamic Works Institute® online National Tier 1, Tier 2 and Tier 3 certification programs have been offered to many additional sites throughout Washington state, and the state is looking into additional ways to implement online learning solutions to meet their professional development needs.

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