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**


**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:**

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