

Submission Title: Bienvenido mis amigos! <http://personnel.ky.gov/gsc/elearning/Spanish.htm>

Submission Category: Electronic

State: Kentucky

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1. Please provide a brief description of the submission.

Kentucky's Spanish speaking community grew 173% between the 1990 and 2000 census reports. A basic understanding of Hispanic language and culture can mean the difference for our Spanish speaking customers in receiving essential services or being turned away empty handed and distraught to fend for themselves. This simple but substantive service is the difference between a good and lasting impression for Kentucky state government or the perpetuation of an atmosphere of government suspicion and distrust for our Spanish speaking community.

In response to this growing need we at the Governmental Services Center have started to remedy this history of misunderstanding by offering classes in basic Spanish Customer Service and then providing resources that government employees can utilize to apply exemplary customer service to our Hispanic clientele. The classes and resources are free of charge to state and local government employees.

This website provides the government employee with options to take an online Spanish Customer Service Course and several downloadable resources with attached audio that allows the employee not only to see the phonetic pronunciation of the Spanish language but to hear them being spoken as well. The class and resources are a service of GSC and free of charge to the Kentucky government employee. The downloadable resources located on this website are accessible and free of charge to the general public.

We believe at the very least these offerings will get our employees thinking about our customers and what it takes to provide exemplary customer service to people speaking other languages. We plan to start with Spanish but expand our offerings for other languages based on the results of the 2010 census report.

2. How long has the submission been in existence?

The submission has been in existence since September of 2008.

3. Why was the submission created?

The submission was created as a supportive resource to the Customer Service Spanish course.

4. How does this submission support the goals and objectives of your agenda/department?

GSC's values are Continuous Learning, Leadership, Service and Fun. This course speaks to and adheres to each of these values.

Continuous Learning

We believe that everyone should have the opportunity for personal and professional growth. We will provide access to learning by partnering with our stakeholders in order to achieve individual and organizational success.

The Spanish website was built on partnerships and in response to our customers' needs. As an identified outcome of our most recent Training Needs Analysis, customer service rose to the top as one of the most prevalent needs. Spanish language customer service was a natural progression considering the vast increase in Kentucky's Spanish speaking community.

Leadership

We believe that leadership occurs at all levels of an organization. We will encourage one another to behave as a leader, to champion innovation, and to empower decision making to achieve our vision.

In order to build effective leaders you must provide opportunities for and overcome barriers to communication. The Spanish course and its supporting website and resources do just that.

Service

We believe that people are our most valued resource. We will build relationships, identify and respond to needs, apply progressive thinking, and strive to exceed our customer's expectations.

Service is our middle name at the Governmental Services Center and by building opportunities for effective and essential communication we are providing service for all aspects of our clientele. This course imparts service to our Spanish speaking customers by providing them with opportunities to receive professional and courteous customer service while simultaneously imparting opportunity for personal and professional growth to our fellow government employees.

Fun

We believe that work should be an enjoyable passion. We will be an employer of choice providing a creative, innovative, respectful and invigorating environment.

This course and its supporting resources are designed with care to incorporate entertaining interactive activities that allow the participant to immerse themselves into the Spanish language. We provide everyday situational scenarios that help the participant apply what they have learned to their vocation.

5. Have you been able to measure the effectiveness of this submission? If so, how?

We have measured the effectiveness of the Customer Service Spanish Course with Level 1 evaluations from participants. We are in the process of collecting Level 1 and Level 2 evaluations from our online participants and anticipate Level 4 contacts once we have completed and launched the Customer Service Spanish II Course. So far all of our evaluations have been favorable and most of our participants want more classes and resources.

We also rely heavily on anecdotal evidence that our course is meeting the needs of our clientele. I have received several accounts where the state government employee pulled up our audio enabled resource and used that audio to communicate to the Spanish speaking individual until they could get an interpreter. Although this is a somewhat eccentric use of our resources, it shows that our website is meeting the needs of our clientele and those of our Spanish speaking customers.



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Spanish

The Spanish speaking community in Kentucky grew 173% between the 1990 and 2000 census reports. An understanding of Hispanic language and culture allows state employees to provide good customer service to our Spanish speaking clients. The resources below, and any language or cultural training provided by the Governmental Services Center is meant to facilitate good customer service for our growing Spanish speaking community.

If you are interested in participating in the Customer Service Spanish I class please gain your supervisor's approval and contact your training liaison to enroll.

[If you do not know who your training liaison is please click here for a list.](#)

Spanish Resources

The files below are reference tools for GSC's Basic Spanish Customer Service Course.

These documents has attached audio to allow you to actually hear the pronunciation of Spanish words and phrases.



[Spanish Alphabet](#) (4073k)



[Customer Service Spanish Phrases.pdf](#) (413k)



[Basic Spanish.pdf](#) (508k)

Resources

- [Study Spanish](#)
- [Spanish Programs](#)
- [About Spanish Language](#)
- [Spanish Language Practice](#)
- [Spanish Pronunciation](#)
- [Spanish Dictionary](#)
- [University of Northern Iowa Spanish Helps](#)
- [Text-to-Speech by Oddcast](#)

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