

Culturally Competent School Districts ...

...in a Changing World!



Professional Development Workshop

Transform Your District To Deliver Culturally Competent Customer Service

In this thought-provoking and collaborative workshop, employees are challenged to explore their own values and beliefs and view this complex topic from a new, refreshing perspective. After this session, participants will:

- ✓ Understand the meaning of culture, cultural displays and behaviors
- ✓ Identify the cultural groups to which they belong
- ✓ Understand the meaning of cultural competency and why it's important in delivering great customer service
- ✓ Understand bias from a personal perspective and how it's developed
- ✓ Learn how your district can become culturally competent
- ✓ Understand the five universal needs of all customers
- ✓ Learn tips of communicating with Limited English Speakers

Secret Shopping and Customized Evaluation

How Does the Community *Really* See Your District? Our education experts provide critical data and insight into your stakeholder's perception of your district. With our custom assessment strategies you can finally view your campuses and initiatives through the eyes of your customer. Beyond obtaining raw data, we will help you quickly ascertain areas of success, identify gaps, and provide a baseline for standards of excellence for culturally competent customer service.

“ **3D-ED** has helped our schools to build strong relations with customers and this new workshop developed with **Hunter Communications** is timely! ”

Pam Pena, Community Relations Coordinator
Carrollton-Farmers Branch ISD, TX



For information on how to bring cultural competency training to your school district, please contact Barbara M. Hunter, APR, Hunter Communications, bhuntercomm@gmail.com or 703-863-8025
Julie Abbott, 3D-ED, jabbott@3d-ed.com or 816-527-8414