

## Washtenaw Community College Comprehensive Report

### UAT 294C Customer Service for the UA Craftsperson (UA 4100)

Effective Term: Spring/Summer 2025

#### Course Cover

**College:** Advanced Technologies and Public Service Careers

**Division:** Advanced Technologies and Public Service Careers

**Department:** United Association Department (UAT Only)

**Discipline:** United Association Training

**Course Number:** 294C

**Org Number:** 28200

**Full Course Title:** Customer Service for the UA Craftsperson (UA 4100)

**Transcript Title:** Cust Svc UA Craftsperson 4100

**Is Consultation with other department(s) required:** No

**Publish in the Following:**

**Reason for Submission:** New Course

**Change Information:**

**Rationale:** New United Association course

**Proposed Start Semester:** Fall 2024

**Course Description:** In this course, students will develop and practice pedagogical strategies for the UA (United Association) Customer Service Program. Students will discuss the behavior and attitude requirements for effective customer service and review techniques to implement in existing curriculum at their local Training Centers. Students will utilize techniques including role-play, multimedia integration, and personality profiles like Dominance, Influence, Steadiness, and Conscientiousness (DiSC) personality profiles. Students will also utilize resources created by Mechanical Contractors Association of America (MCAA) and the UA to assist them within their curriculum. Limited to United Association program participants.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 1.5

**The following Lecture Hour fields are not divisible by 15: Student Min ,Instructor Min**

**Lecture Hours: Instructor: 22.5 Student: 22.5**

**The following Lab fields are not divisible by 15: Student Min, Instructor Min**

**Lab: Instructor: 1.5 Student: 1.5**

**Clinical: Instructor: 0 Student: 0**

**Total Contact Hours: Instructor: 24 Student: 24**

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

## General Education

### Request Course Transfer

**Proposed For:**

### Student Learning Outcomes

1. Demonstrate a variety of teaching techniques designed to engage different personality types.

#### **Assessment 1**

Assessment Tool: Outcome-related role-play scenario

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of the students will score 80% or higher.

Who will score and analyze the data: U.A. Instructors

2. Develop and present a lesson using customer service resources to meet the students' local Training Center needs.

#### **Assessment 1**

Assessment Tool: Outcome-related presentation

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of the students will score 80% or higher.

Who will score and analyze the data: U.A. Instructors

3. Present a customer service lesson plan to implement within an existing class and curriculum.

#### **Assessment 1**

Assessment Tool: Outcome-related presentation

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of the students will score 80% or higher.

Who will score and analyze the data: U.A. Instructors

4. Demonstrate effective customer service skills (positive attitude, professionalism, and communication).

#### **Assessment 1**

Assessment Tool: Outcome-related role-play demonstration

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of the students will score 80% or higher.

Who will score and analyze the data: U.A. Instructors

### Course Objectives

1. Discuss the DISC Personality Profiles.
2. Create a positive and safe working environment by identifying customer personalities and emotional triggers.
3. Demonstrate de-escalation tactics using tools discussed in the course.
4. Review the access and the customer service content available on the UA Learning Resources (UAOLR) and Learning Management System (LMS).
5. Review and utilize Mechanical Service Contractors of America (MSCA) resources including book, workbook, PowerPoint presentations, and videos.
6. Create instructional activities using the available customer service resources.
7. Discuss customer service needs at the students' local Training Center.
8. Discuss best practices for curriculum creation and delivery.
9. Describe and demonstrate techniques for sales and marketing concepts in customer communication.
10. Discuss and demonstrate professional appearance and etiquette as a union and company representative in the service industry.
11. Discuss and demonstrate professional verbal/nonverbal communication in the service industry.
12. Role-play examples of communication with customers and discuss the role-plays using peer review.

### New Resources for Course

#### Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

#### Equipment/Facilities

#### Reviewer

#### Action

#### Date

#### **Faculty Preparer:**

*Tony Esposito*

*Faculty Preparer*

*May 08, 2024*

#### **Department Chair/Area Director:**

*Marilyn Donham*

*Recommend Approval*

*May 10, 2024*

#### **Dean:**

*Eva Samulski*

*Recommend Approval*

*May 15, 2024*

#### **Curriculum Committee Chair:**

*Randy Van Wagnen*

*Recommend Approval*

*Nov 07, 2024*

#### **Assessment Committee Chair:**

*Jessica Hale*

*Recommend Approval*

*Nov 21, 2024*

#### **Vice President for Instruction:**

*Brandon Tucker*

*Approve*

*Nov 26, 2024*