

**County** Durham County  
**Department of Social Services**

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**Project Title** T.E.A.M. Dollar\$

**Category** Advancement in Staff and Leadership Development  
(Please select one)

### **Project Description and Summary**

**What did you do?**

**Describe your program or project. What did you do? What is the history behind the program/project? What did you hope to accomplish? What was your timeline? Your budget? How did you identify your objectives? How well did you use available resources?**

What did you do? Describe your program or project.

A reward based incentive project called T.E.A.M. Dollar\$ was created to stimulate seasoned staff to embrace and be excited about continual learning. T.E.A.M. stands for Together Everyone Achieves More. For each training and/or exercise blitz completed, the worker receives “T.E.A.M Dollar\$”. The worker with the most accrued dollar\$ wins a prize. Prizes are given out semi-annually. This project was introduced to a staff of 43

people.

What did you do?

At staff meetings, announcements were made via email and in person regarding an upcoming exercise blitz. Email notifications of upcoming trainings w/description were sent out routinely. The staff were coached and reminded that training should be seen as continual learning and not a remedial remedy or form of discipline.

What is the history behind the program/project?

Initially, training participation was low because it was viewed in a negative manner. Staff indicated that they felt that they would be viewed as not knowing their job and some expressed fear of judgement by their peers and supervisors. Quality Assurance and Training staff saw this as an opportunity to shift the thoughts surrounding this project with continual learning. Upon visiting a Kohl's department store, the Quality Assurance and Training (QAT) staff member discovered something called "Kohl's CASH." This concept invited and encouraged the QAT staff member to visit the store more often to take advantage of their cash savings. This created a win-win situation for the customer and Kohl's. Thus, T.E.A.M. Dollar\$ was created.

What did you hope to accomplish?

The purpose of this project was to increase workers' participation in continual learning opportunities offered in-house and to view this growth and learning in a positive manner.

What was your timeline?

Staff could earn as much cash as possible between January 2017-June 2017 for the first T.E.A.M. Dollar\$ distribution.

Your budget?

The initial implementation was self-funded.

How did you identify your objectives?

In communicating with workers, it was shared that training was wanted to enhance job performance and to meet a need where no formal training

was previously provided. The challenge was dispelling the negative stigma that was attached to wanting and receiving trainings, which was preventing worker participation. The objectives:

- 1) The worker will be able to better understand job related goals, expectations, and technology
- 2) The worker will be able to perform their job duties with confidence
- 3) The worker will be able to share needs and concerns in a safe environment

How well did you use available resources?

Our current office building has multiple conference rooms with Wi-Fi connections and there was access in-house lap-tops for conducting trainings. Our agency has a training management system where participants may register via the DSS intranet staff training portal. Both employees and supervisors can verify employee participation in all trainings via this portal. Certificates of completion are awarded at the conclusion of training via the training portal. Adjustments were made to training materials to highlight the connectedness of the training topic to the work that is being done by the workers.

### **Project Success and Impact**

**What was the outcome?**

**Was your program/project a success? What was the impact? How did you measure the impact? How widespread is the impact of your program/project? How were you able to overcome obstacles and challenges? Did your program/project meet your established objectives?**

What was the outcome?

Between Jan-June 2017; 14 formal trainings were conducted with 64 of the 70 registrants participating (91.43%). Two in-house blitz exercises were given during this period. Dollar\$ were given towards the conclusion of each training to everyone who attended a training, those who gave correct answers during a training, and winners of the team exercises during the training. An email was sent out in June to all staff to turn in their T.E.A.M. Dollar\$ to redeem the prize at the July staff meeting. At minimum, a total of 64 individual dollar\$ were given out. Everyone was encouraged to turn in their dollar\$ and informed that no dollar count is too small. Six (6) individuals turned in their dollar\$ ranging from: \$25,

\$14, \$13, \$11, \$7, and \$3. Each worker who turned in their dollar\$ was presented with a certificate during the July staff meeting and the grand prize given to the worker with the most dollar\$.

Was your program/project a success?

Yes, this project was successful.

What was the impact?

Appreciation from staff/management for staff participation in training on multiple learning subjects. Staff expressed appreciation that the training was simplified to where there was full understanding and application to job duties where possible. The negative stigma associated with taking and participating in trainings have decreased.

How did you measure the impact?

An assessment is given in writing to gauge retention of material learned at the conclusion of each training, individual training evaluations, and staff/management direct comments.

How widespread is the impact of your program/project?

Management praises the program for bringing about open dialogue for future training where staff knowledge can be strengthened. Suggestions have already been received for future training topics from staff.

How were you able to overcome obstacles and challenges?

The key that helped overcome the obstacles and challenges were our focus on building relationships with staff. We intentionally created opportunity to demonstrate openness, accessibility and transparency. We fostered that continual learning helps one stay abreast of this every changing profession.

Did your program/project meet your established objectives?

Yes, our program was able to meet all established objectives and exceeded in some areas.

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