

Creating a Competitive Lean Six Sigma Training Program: One Community College's Formula for Success

Overview

THE CLIENT

San Jacinto College's Continuing and Professional Development division offers a variety of courses for workforce training and lifelong learning.



THE CHALLENGE

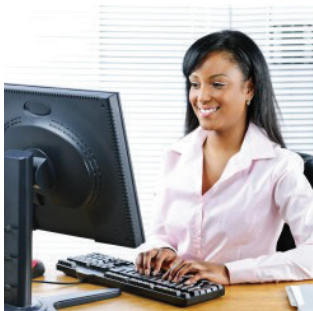
San Jacinto College (San Jac) wanted to implement a Lean Six Sigma (LSS) training program capable of competing with reputable 4-year universities in the area.

THE SOLUTION

San Jac partnered with OpusWorks® to deliver a nationally recognized LSS training program with an exclusive Capstone Project Simulation.

THE RESULT

- 150+ participants registered within first 8 months
- College continues to expand LSS course offerings to meet customer demand
- Program achieves exceptional revenue over expenses for the college
- TQG's national name recognition provides prestige to the training and certification



For many academic institutions, LSS training is difficult to sell and difficult to execute well. But San Jac, a community college in Texas, is doing both—with great success.

"Lean Six Sigma is a high-end program, so not everyone can afford it," says David Lewis, Director of Business and Professions for San Jac's Continuing and Professional Development division. "And that can make it hard to sell."

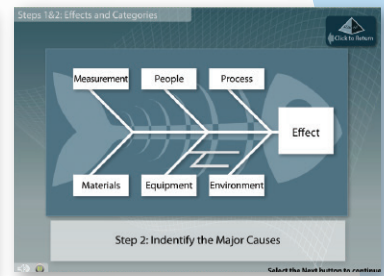
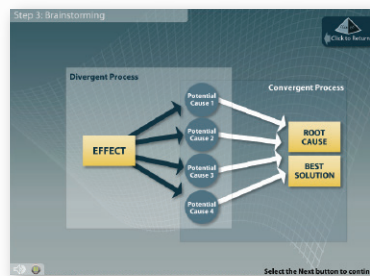
The challenge in execution, according to Lewis, is that most LSS training programs do not provide the hands-on training necessary for customers to become well-qualified and capable candidates for LSS organizations.

"In today's economy, when employers look at these job applicants, they're looking for candidates with LSS certification and project experience," says Lewis. "But because most of our customers don't come from LSS departments, they're not able to come up with a project to work on during the training."

RELENTLESS MARKETING

As the driving force behind the sales and marketing efforts for San Jac's Business and Professions courses, Lewis uses every avenue available to promote the LSS program.

"That includes information sessions, Lunch & Learns, phone calls, email blasts, and meetings with organizations like United Way, Chamber of Commerce, and employment agencies, just to name a few," says Lewis. "It boils down to the ability to show the quality of the program. A lot of people are afraid of going online, but once they see how well OpusWorks® designed the online modules, and they see the Capstone product, the rest of the program sells itself."



RESULTS AND ADVICE



San Jac offered its first LSS training class on May 24, 2012, and has added classes steadily since then. The college currently runs up to six LSS classes at a time and plans to continue adding more to accommodate customer demand. The LSS program has exceeded expectations, with more than 150 students registered in the first eight months.

For academic institutions that want to emulate San Jac's success, Lewis offers the following advice: "Follow OpusWorks® guidelines for the LSS training, don't improvise or deviate; and market the program persistently. Once you convince people to take a 'taste' of the training, they'll come back for more and more."

Contact for more information or to schedule a demo:

**Carol Dierdorff, VP Workforce Solutions,
678-244-5393 CDierdorff@Opusworks.com**