



**Quality Enhancement Plan (QEP): Training Day  
August 22, 2013  
Gertrude R. Jones Auditorium**

*\*If there are any specific situations that you would like for our motivational speaker to cover concerning how to handle students, parents, co-workers, etc., please email your requests to [handerson@coastalbend.edu](mailto:handerson@coastalbend.edu). Thank you.*

- 8:00 Welcome/Agenda Review Dr. Patti Candia  
QEP/Grants Director
  
- 8:05 – 9:15 SACS/QEP Update Felipe Leal  
Director, Institutional Effectiveness and Accreditation
  
- Dr. Patti Candia  
QEP/Grants Director
  
- 9:15 Introduction of Speaker Heather Anderson  
Coordinator, Cooperative Title V “Celebrando Educación”
  
- 9:20 – 10:30 “5 Steps to Customer Service and How it Helps Retention”  
Sidney C. Hurlbert/Motivational Speaker
  
- 10:30 – 10:45 BREAK
  
- 10:45 – 12:00 “5 Steps to Customer Service and How it Helps Retention” cont.  
Sidney C. Hurlbert/Motivational Speaker
  
- 12:00 – 1:15 Lunch James R. Dougherty Student Center (SUB)  
(Provided by CBC Foundation)

**Track 1: Faculty**

**Track 2: All Others**

1:15-2:45	Advising: The Faculty Role in CBC’s Smart Start  Social Sciences—Rm. C-135 Science/Fine Arts/Nursing/Dental Hygiene/Radiology – Rm. C-101  Math and Communications—Rm. V-119 Human Services/Business Technology/ Professional, & Public Services/Industrial—Rm. E-116	“Keeping Your Battery Charged so You Don’t Burnout” - Sidney C. Hurlbert  Gertrude R. Jones Auditorium
2:45-3:00	Break	Break
3:00-5:00	Advising: the Faculty Role in CBC’s Smart Start  Same rooms as 1:15 – 2:45 session	“Practical Applications of the 5 Steps” - Sidney C. Hurlbert Gertrude R. Jones Auditorium

## Sidney C. Hurlbert



Coastal Bend College's Cooperative Title V grant "Celebrando Educación" is proud to present Sid Hurlbert. **Sid, who gave his first presentation on February 8th, 1970 at the age of 18**, combines his powerful message, humor, and insight with an entertaining twist, creating a dynamic learning experience. His 5 "STEPS" method transforms habits to provide an unsinkable foundation for managing people and situations in today's stressful world. By applying Sid's 5 "STEPS" at work and home, many have become remarkably savvy, resilient, and positive in dealing with customers, co-workers, and even family members!

Sid lectures throughout the United States and Canada to a wide variety of professional, corporate, academic, and civic groups. Some of his clients include the U.S. Department of Health and Human Services, Cornell University, the U.S. Army, Corning, Inc., the American Red Cross, and Kodak. Sid is a published author and humorist. Some of his seminars include "What to Say & How to Say It," "The Keys to Keeping Customers and Employees Coming Back," and "Telephone Techniques and Face-to-Face Communication Skills." Sid has published several books and written many articles on communication skills. Sid's new book, written with Francis M. Murphy, is entitled *It's About the People, Stupid: A Customer Service Manual for Self-Defense*.

See you on Training Day where you'll **LAUGH, LEARN** and get results that **LAST!**