



success story

Last year, Carlos and Wendy were both seniors in high school, trying to decide what to do following graduation. Now, they are Bilingual Customer Service Representatives with Blue Cross and Blue Shield of North Carolina (BCBSNC), working in a dynamic environment where they can contribute their language skills while receiving such benefits as continuing education and tuition reimbursement.

Due to a rapidly growing need to provide bilingual customer support, BCBSNC sought to expand their recruiting efforts within area high schools. To accomplish this, BCBSNC's Diversity Staffing Consultant turned to Futures for Kids, a career-exploration website that allows students to save and rank their career interests. F4K worked with the Career Development Coordinator at Sanderson High School to identify students that would be a good fit for BCBSNC's needs and invite them to hear a company presentation.



Carlos and Wendy have now completed their training and are enjoying being on the job, taking the first steps toward fulfilling the career plans they mapped out on Futures for Kids.



*An independent licensee of the Blue Cross and Blue Shield Association

F4K bridges the gap between the hopes and dreams of our students and the workforce development needs of our communities. F4K uses technology to create a community of support around our kids, encouraging them to explore careers by connecting with Career Coaches and companies across North Carolina.

Life is what you make it. Start here.

To learn more about Futures for Kids and how you can get involved, visit www.f4k.org or contact:
Tanja Bean, Employer Development Manager • 919-875-8885 x208 • tanjab@f4k.org