



Press Release

New Banking and College Partnership Offering Training Certificate for Bankers

Columbus, Ohio, March 23, 2017 – The Community Bankers Association of Ohio (“CBAO”), today announced it is partnering with Columbus State Community College and the Heartland BancCorp to create a Certificate of Banking Fundamentals program. This partnership is designed to train the next generation of community bankers.

To help facilitate the program, Columbus State will help prepare students for a career in banking through targeted training in courses such as Principles of Business, Customer Service and Sales, Personal Finance, Negotiation, Principles of Banking, Business Ethics and more. After completing the Certificate of Banking Fundamentals program, which includes 28 hours of online and/or in-class coursework, students will be eligible to participate in on-site internships at participating central Ohio financial institutions. The internships will train students to have a successful start in a Client Service Representative, Universal Banker, or other retail/commercial positions.

“Industry support for this type of certification continues to climb,” according to Aza Bittinger, Jr., Senior Vice President of the Community Bankers Association of Ohio. “The certification program at Columbus State is a tremendous opportunity for students to take a step toward, and current bank professionals to take a step forward, in the development of their career path.” Bittinger continued, “We are especially pleased with the community bank outreach the next generation of bankers will be exposed to, which is in line with our focus on supporting the future of community banking. CBAO is proud to be a contributor in moving this program forward.”

“Together with our banking partners, we are addressing the growing demand for qualified customer relations employees,” said Carmen Daniels, Chairperson of Business Programs at Columbus State. “This certificate creates a direct path for students to enter the banking industry.”

Heartland Bank CEO, G. Scott McComb, adds “By working with such a strong and flexible partner as Columbus State, we have been able to craft an educational opportunity that will prepare aspiring youth who want to pursue career in banking, without breaking the bank. As Heartland continues to expand, we’re going to seek potential candidates who possess the skill set achieved in this program.”

For more information about the Certificate of Banking Fundamentals program, please visit <http://cbao.com/cbao-university/certificate-of-banking/> or call (614) 846.2238.