



**Training Proposal for:  
 Santa Monica Community College District  
 Agreement Number: ET12-0295**

Panel Meeting of: **January 27, 2012**

ETP Regional Office: **North Hollywood**      Analyst: J. Romero

**PROJECT PROFILE**

Contract Attributes: Priority Retrainee SB <100 SET HUA	Industry Sector(s): Manufacturing Transportation/Logistics Construction Services Wholesale Trade
---	---

Counties Served: Los Angeles and San Bernardino Counties  Union(s): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Repeat Contractor: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
---	--

Turnover Rate %	Manager/Supervisor %
≤20%	≤20%

**FUNDING DETAIL**

Program Costs	Support Costs	Total ETP Funding	In-Kind Contribution
\$410,380	\$28,460	\$438,840	\$342,478

**TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 Priority	Business Skills; Computer Skills; Continuous Improvement; Literacy Skills; Manufacturing Skills	110	8-60	0	\$973	\$15.70
				Weighted Avg: 35			
2	Retrainee Priority	Business Skills, Computer Skills, Continuous Improvement, Literacy Skills; Manufacturing Skills	90	24- 200	0	\$1,540	\$15.70
				Weighted Avg: 80			
3	Retrainee	Business Skills, Computer Skills, Continuous Improvement, Literacy Skills; Manufacturing Skills	60	24- 200	0	\$1,283	\$14.39
				Weighted Avg: 80			
4	Retrainee SB <100	Business Skills, Computer Skills, Continuous Improvement, Literacy Skills; Manufacturing Skills	110	8 - 60	0	\$800	\$15.70
				Weighted Avg: 34			
5	Retrainee SB <100 SET	Business Skills, Computer Skills, Continuous Improvement, Literacy Skills; Manufacturing Skills	30	8 - 60	0	\$941	\$19.63
				Weighted Avg: 40			

**Minimum Wage by County:** ETP Minimum Wage Requirement of \$15.70 per hour for Los Angeles; \$14.39 for San Bernardino County; and \$26.17 for SET Frontline Workers Statewide.

**Health Benefits:**  Yes  No This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:**  Yes  No  Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

Wage Range by Occupation	
Occupation Title	Wage Range
Administrative/Support Staff	
Customer Service/Customer Care Staff	
Engineers/Designers	
Finance/Accounting Staff	
Construction Worker	
Inspector	
Machine/Equipment Operator	
Manufacturing/Production Staff	
Material Handler/Operator	
Technician	
Warehouse Logistics Staff	
Mangers/Supervisors	

## **INTRODUCTION**

In this proposal, Santa Monica Community College District (SMCCD) seeks funding for retraining as outlined below:

This will be the sixth ETP-funded project proposed by SMCCD to provide customized, job-specific training for business and workers through its Santa Monica College Workforce and Economic Development Division.

SMCCD is eligible for ETP funding as a training agency. The participating employers must demonstrate out-of-state competition, except for Job Number 5 which will be funded under Special Employment Training (SET). SMCCD is proposing this multiple-employer retraining project to provide training to employees of companies in a variety of industries involved in manufacturing, distribution, construction and services. Training will enable participating companies to increase their competitive edge and remain viable within the state.

## **PROJECT DETAILS**

SMCCD's Workforce and Economic Development Division was created to support and carry out the mission of the California Community College system: to invest in California's economic growth and global competitiveness through industry-specific education, training, and services. To achieve this, SMCCD builds relationships, collaborates, and converges with policy makers, industry, business and educational channels to formulate and deliver relevant, state-of-the-art training to the business community and workforce in its surrounding areas. The training is delivered through a 2-year junior college program; a continuing education program; and a Workforce and Economic Development Division program administering for businesses.

### **Curriculum Development**

SMCCD determines the participating employers' specific demands for training based on a structured assessment and screening process for each program. SMCCD's curriculum was

developed to offer substantial training modules in the primary areas of Business Skills, Computer Skills, Continuous Improvement, Manufacturing, and Literacy Skills. The curriculum will also offer topics in Business/Trade and Workforce training which will integrate valuable concepts and technologies that are relevant in today's global competitive marketplace.

**Business Skills** will be offered to all trainees and will bring them up-to-date in skill sets to optimize business productivity. It will provide them with wide range of skills including customer service, sales, project management, communication skills, and other performance based platforms. The training modules will include case studies and best practices, along with root cause analysis which will allow trainees to interact and test their newly developed skills, while encouraging constant learning and development of new skills. The areas that employers have expressed the most need for are Business Acumen, Project Management, Sales and Negotiation Skills, Meeting and Communication Skills, Clear and Accurate Writing Skills, and Presentation Skills. In addition, topics in Global Business/Trade, and Sustainability in Business will also be offered under this ETP project.

**Computer Skills** will introduce all trainees to new software applications and teach or improve trainees' computer capabilities of spreadsheets, presentation tools, and databases. Trainees will gain the skills to understand the function and features of modern computer components.

**Continuous Improvement** will provide all trainees with tools to improve performance, product quality and waste reduction. The training modules will equip workers with the skills necessary to improve productivity and reduce operating cost.

**Literacy Skills** will be offered to trainees who need to enhance their ability to communicate, understand and receive instructions in English. The training module will be within the context understanding operationally specialized company documentation, instruction, communication and glossary terms.

**Manufacturing Skills** will focus on best practices in the manufacturing process which will upgrade workers' production skills, improve product quality, reduce waste, and improve inventory control measures.

### **Commitment to Training**

SMCCD represents that ETP funds will not displace the existing financial commitment to training of participating employers. SMCCD anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area.

SMCCD represents that safety training is, and will continue to be, provided by the participating employers in accordance with all pertinent requirements under state and federal law.

### **Marketing and Support Costs**

SMCCD's marketing plan includes an extensive client database of past and current companies that are contacted to participate in this training program. SMCCD will also work with local trade associations and economic development agencies that represent or work directly with many companies who have the need for these programs by conducting workshops and outreach programs to an extensive database of manufacturing and logistics companies. According to SMCCD representatives, they also maintain close relationships with Chambers of Commerce and receive support from different consortia of regional logistics/manufacturing companies and various employment/training/community-based organizations. Marketing and advertising efforts are accomplished through mailings of marketing materials, participation in round table meetings and regional information exchange forums.

Participating employers have expressed their need for training because they are facing out-of-state competition and are struggling to keep up with technology and their need to build employees' skill in a constantly changing environment. Companies are reorganizing their workforce and are recognizing the need for well-trained, knowledgeable, solution-oriented workers whose thought processes and actions are in alignment with company goals which is the cornerstone of successful operations and can sustain itself even during a recessionary period, and eventually flourish against a new economic backdrop.

SMCCD is requesting 8% support costs for this proposal which will cover the cost of recruiting additional employers and assessing employer-specific job training requirements. Employer recruitment, including the recruitment of small businesses, and assessment activities will go on throughout the contract term. Staff recommends approval of 8% for support costs.

### **Special Employment Training**

Under SET, the participating employer is not required to demonstrate out-of-state competition. To qualify under SET, trainees must be earning at least the statewide average hourly wage at the end of the retention period. (Unemployment Insurance Code 10214.5. Title 22, CCR, Section 4409(a).) Although wage modifications are available for priority industry trainees, SMCCD is not requesting one for Job Number 5.

### **RECOMMENDATION**

For the reasons set forth above, staff recommends approval of this proposal.

### **PRIOR PROJECTS**

SMCCD also participated under a CEWTP project ET10-0608, with a term end date of December 31, 2011. Although the Fiscal Closeout is pending on this contract, the Contractor has provided 6,664 hours to trainees who met all other ETP requirements and anticipates payment in the full funding amount of \$176,810 (100%).

The following table summarizes performance by SMCCD under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned
ET08-0317	Santa Monica	12/30/07 – 12/29/09	\$250,586	\$151,024 (60%)
ET06-0131	Santa Monica	10/05/05 – 10/04/07	\$499,396	\$184,631 (37%)

ET08-0317 - The Contractor's representative stated that a number of their participating employers pulled out shortly after their contract was approved and the first six to eight months of the Agreement was spent trying to replace them with other participating employers.

ET06-0131 - According to the Contractor's representative, very little training was done in the first six to eight months of the Agreement due to growth in the department requiring the need to recruit additional administration and training staff.

The company representative stated that the training under this current proposal will be more successful because they are staffed at full capacity and have participating employers and trainers ready to start

training at the beginning of the contract. SMCCD has also invested in additional laptops which they use at company facilities for ETP training and have technology equipped classrooms and conference rooms that can provide modern workshop in any subject.

**DEVELOPMENT SERVICES**

N/A

**ADMINISTRATIVE SERVICES**

N/A

**TRAINING VENDORS**

N/A

## **Exhibit B: Menu Curriculum**

### **Class Lab Hours**

8 – 60 (Job Numbers 1, 4, 5)

24 – 200 (Job Numbers 2, 3)

Trainees will receive any of the following:

### **BUSINESS SKILLS**

- Business Acumen
- Project Management
- Sales Skills
- Customer Service
- Negotiation
- Effective Meeting Skills
- Communication Skills
- Clear and Accurate Writing Skills
- Presentation Skills
- Business Performance
- Global Business/Trade & Multicultural Workforce
  - The Business of Exporting
  - Global Business Overview
  - Global Marketing
  - Managing Business in a Global Context
  - Managing Multicultural Teams
  - Ethics in Global Business
  - Leadership in a Globalized World
  - Global Marketing
  - Global Logistics
  - Export Roadmap
  - Export Compliance
  - Trade Finance
- Sustainability in Business
  - Key Principles of Sustainability
  - Cost Benefits of Sustainability / Bottom-Line Measures
  - Branding and Marketing Company Sustainability
  - Implementing a Sustainable Workplace
  - Benefits of a Sustainable Workplace

### **COMPUTER SKILLS**

- Specialized Industry Software
- Microsoft Outlook
- Digital Entertainment and Multimedia
- Graphic Design

**CONTINUOUS IMPROVEMENT**

- Team Building
- Leadership
- Time Management
- Project Management
- Professionalism and Attitude
- ISO
- Quality Control
- Operations Workflow

**MANUFACTURING SKILLS**

- Production Operations
- Assembly Procedures
- Inventory Control
- Manufacturing Processes

**LITERACY SKILLS**

- Vocational English
- VESL
- Basic Math

VESL/Basic Math cannot exceed 45% of total training hours

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery

**Participating Employers in Retrainee  
Multiple Employer Contractor (MEC) Agreements  
(ETP 100B)**

Contractor's Name: Santa Monica Community College District      CCG No.: ET12-0295  
Reference No: 12-0174      Page 1 of 3

PRINT OR TYPE

Company: ANR Industries

Address: 10702 Hathaway Drive, #1

City, State, Zip: Santa Fe Springs, CA 90670

Contact Person/Title: Donna Thompson / Director of Administration

Telephone No.: 562-777-7807

Collective Bargaining Agreement(s):

Total # of full-time company employees worldwide: 56

Total # of full-time company employees in California: 56

Estimated # of employees to be retrained or hired under this Agreement: 40

Company: Danfoss Sea Recovery

Address: 19610 S. Rancho Way

City, State, Zip: Rancho Dominguez, CA 90220

Contact Person/Title: Lisa Gomez / Office and Human Resources

Telephone No.: 310-637-3400 x15240

Collective Bargaining Agreement(s):

Total # of full-time company employees worldwide: 65

Total # of full-time company employees in California: 61

Estimated # of employees to be retrained or hired under this Agreement: 40

Company: Horizon Hobby

Address: 4710 E. Guasti Road

City, State, Zip: Ontario, CA 91761

Contact Person/Title: Eduardo Cruz / HR Manager

Telephone No.: 909-390-9595

Collective Bargaining Agreement(s): N/A

Total # of full-time company employees worldwide: 400

Total # of full-time company employees in California: 63

Estimated # of employees to be retrained or hired under this Agreement: 50

**Participating Employers in Retrainee  
Multiple Employer Contractor (MEC) Agreements  
(ETP 100B)**

Contractor's Name: Santa Monica Community College District  
Reference No: 12-0174

CCG No.: ET12-0295  
Page 2 of 3

PRINT OR TYPE

Company: Illumination Dynamics

Address: 13571 Vaughan Street, Building D

City, State, Zip: San Fernando, CA 91340

Contact Person/Title: Debbie DeSantos / HR Administrator

Telephone No.: 818-686-6400 x7181

Collective Bargaining Agreement(s): N/A

Total # of full-time company employees worldwide: 45

Total # of full-time company employees in California: 38

Estimated # of employees to be retrained or hired under this Agreement: 30

Company: Los Angeles World Airports (LAWA), City of LA

Address: 1 World Way

City, State, Zip: Los Angeles, CA 90045

Contact Person/Title: Verneiza Benwikere / Departmental Training Officer

Telephone No.: 424-646-5919

Collective Bargaining Agreement(s): N/A

Total # of full-time company employees worldwide: 3510

Total # of full-time company employees in California: 3510

Estimated # of employees to be retrained or hired under this Agreement: 300

Company: Solar Operations Technologies, Inc.

Address: 206 Star of India Lane

City, State, Zip: Carson, CA 90746

Contact Person/Title: Teresa Martinez

Telephone No.: 310-202-9007

Collective Bargaining Agreement(s): N/A

Total # of full-time company employees worldwide: 80

Total # of full-time company employees in California: 80

Estimated # of employees to be retrained or hired under this Agreement: 75

**Participating Employers in Retrainee  
Multiple Employer Contractor (MEC) Agreements  
(ETP 100B)**

Contractor's Name: Santa Monica Community College District

CCG No.: ET12-0295

Reference No: 12-0174

Page 3 of 3

PRINT OR TYPE

Company: TGC (The "G" Crew)

Address: 116 N. Maryland Ave, Suite 130

City, State, Zip: Glendale, CA 91206

Contact Person/Title: Glenda Newell / Administrative Manager

Telephone No.: 818-240-4157

Collective Bargaining Agreement(s): N/A

Total # of full-time company employees worldwide: 22

Total # of full-time company employees in California: 22

Estimated # of employees to be retrained or hired under this Agreement: 20