



**Training Proposal for:
Golden Sierra Workforce Investment Board
Agreement Number: ET10-0263**

Panel Meeting of: **October 23, 2009**

ETP Regional Office: **Sacramento**

Analyst: J. Daunt

PROJECT PROFILE

Contract Type: SET/Entrepreneurial

Industry Sector(s): Services
Communication
Technology/Other
Retail

Counties Served: Alpine, El Dorado, Placer

Repeat Contractor: Yes No

Union(s): Yes No

Priority Industry: Yes No

Turnover Rate %	Manager/Supervisor %
N/A	N/A

FUNDING DETAIL

Program Costs	Support Costs	Total ETP Funding	In-Kind Contribution
\$123,200	\$8,400	\$131,600	\$72,000

TRAINING PLAN TABLE

Job No.	Job Description (by Contract Type)	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	SET/Entrepreneurial	Business Skills / Entrepreneurial Skills	200	24-200	0	\$658	N/A
				Weighted Avg: 28			

Minimum Wage by County: Not applicable. Entrepreneurial project.

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

Wage Range by Occupation	
Occupation Title	Wage Range
Business Owners, Entrepreneurs	

INTRODUCTION

In this proposal, the Golden Sierra Workforce Investment Board (Golden Sierra) seeks funding for retraining as outlined below.

This project was developed through the ETP marketing agreement with the California Workforce Association.

Golden Sierra serves Alpine, El Dorado, and Placer counties primarily through the Golden Sierra One-Stop Career Center system. The purpose of the system is two-fold: 1) to provide workforce preparation services to job seekers, increasing the employment, employment retention, and earnings of the local workforce; and 2) to provide services to businesses that will enhance the productivity and competitiveness of the local and regional economy.

One-Stop Career Center activities are conducted in partnership by local and state agencies, including but not limited to the Golden Sierra Job Training Agency, the Employment Development Department, Economic Development, Department of Rehabilitation, local CalWORKs offices, Experience Works senior employment, local adult schools, regional occupational programs, community colleges, and community-based organizations. Its collective purpose is to enhance access to all services for both job seekers and employers throughout its three-county service area.

EMPLOYER DEMAND

Employment Development Department reports show 11,000 businesses with fewer than 10 employees located in the area served by Golden Sierra. National studies show that 80% of new businesses formed in the U.S. fail within five years. According to Golden Sierra representatives, most businesses fail because of inadequate preparation, more specifically, lack of proper planning, poor management skills, lack of experience in running a business, poor customer service, and a failure to seek professional services.

For this project, Golden Sierra is proposing to provide training for 200 small business owners in Alpine, El Dorado, and Placer counties, limited to businesses with fewer than 10 employees, thus eligible to participate in the project. Most employers participating in this project will have had no prior formal training in entrepreneurial skills.

The training is designed to help participating businesses improve their strategies and operations in order to increase their chances of achieving business success during the current recession.

Marketing and Employer Recruitment

Marketing and employer recruitment will be conducted by the WIB, its employer services section, the Golden Sierra One-Stop system, and the Sierra Economic Development Corporation (SEDCorp). The effectiveness of SEDCorp is based on a collaborative network of agencies and organizations that collectively work to meet regional goals. Recruitment will take place through direct mail, telephone, email, and notices in electronic and traditional newsletters.

Employer Needs Assessments and Curriculum Development

The representatives state that, recently among small businesses in the region, general needs assessments have been conducted by the WIB and SEDCorp. The curriculum has been developed by SEDCorp based upon its experience working with small businesses throughout the region since 1969, including offering similar training in rural parts of California.

PROJECT DETAILS

Training will include the following:

Business Skills/Entrepreneurial Skills: Very small business owners will be provided training in accounting, planning, payroll, marketing, merchandising, financial strategies, customer service, communications, sales, market analysis, business analysis, financial management, and related skills.

The training format will involve interactive classroom sessions as well as one-on-one counseling. Training will take place at public and private facilities throughout Placer and El Dorado counties, near the major population centers in the area. Trainers will be provided through SEDCorp, a non-profit economic development organization founded in 1969.

RECOMMENDATION

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

DEVELOPMENT SERVICES

The California Workforce Association in Auburn assisted with the development of this proposal at no cost to Golden Sierra.

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum

Class-Lab Hours
24-200

Trainees will receive any of the following training modules:

Business Skills/Entrepreneurial Skills

- Business Performance
- Accounting
- Payroll Systems
- Marketing
- Business Plans
- Business Administration
- Merchandising
- Financial Strategies
- Inventory Control
- Product Knowledge
- Project Management
- Communication Skills
- Customer Service
- Sales
- Market Analysis
- Business Analysis and Goal Setting
- Financial Management
- Internet Marketing
- Employee Selection and Coaching

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