



**Retrainee - Job Creation
Training Proposal for:
Agate Group, Corp.**

Small Business

ET16-0314

Approval Date: December 18, 2015

ETP Regional Office: Sacramento

Analyst: K. Smiley

CONTRACTOR

- Type of Industry: Technology/IT

- Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 16
 - Worldwide: 18
 - Number to be trained: 26
 - Owner Yes No

- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 19%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$40,560
- In-Kind Contribution: \$42,000

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 Rate	Business Skills, Computer Skills, PL Computer Skills	16	8-60	0	\$1,560	\$15.88
				Weighted Avg: 60			
2	Retrainee Job Creation SB<100 Priority Rate	Business Skills, Computer Skills, PL Computer Skills	10	8-60	0	\$1,560	\$15.88
				Weighted Avg: 60			

- Reimbursement Rate: Job #'s 1 & 2: \$26 SB Priority
- County(ies): Placer
- Occupations to be Trained: Computer Engineer, Sales Support Staff, Sales Representative, Graphic Designer, Owner, Marketing Staff, Administrative Staff and Senior Executive.
- Union Representation: Yes
 No
- Health Benefits: Job #'s1 & 2: \$1.88 per hour

SUBCONTRACTORS

- Development Services: NA
- Administrative Services: NA
- Training Vendors: To Be Determined

OVERVIEW

Agate Group, Corp. (Agate), theagategroup.com, founded in 2008 and located in Rocklin, is a software development firm. Since 2010, Agate has been expanding their operations to include end-to-end software development services. Agate customizes databases for Customer Relationship Management (CRM); analyzes business needs to implement this custom software. Agate also offers services supporting Salesforce.com software. Agate serves varying industries including pharmaceutical companies, government agencies, and crowdfunding organizations.

Need for Training

Agate seeks funding to upgrade incumbent workers skills and train newly-hired employees to meet increasing customer and industry demands. Agate has experienced rapid growth since its inception in 2008. Agate has been featured in Top 100 Fastest Growing Organizations by the Sacramento Business Journal. Much of this growth is due to the high demand for CRM customization.

Agate's training plan will include CRM Database training, Database Configuration training and Sales and Marketing Application Tools training. The CRM Database training will cover a full lifecycle of the CRM customization process and will increase trainee's knowledge of how the CRM is used by clients. Database Configuration training is designed to enhance trainee's knowledge of data organization within software. Sales and Marketing Application Tools training is designed to give product knowledge to sales staff in order to better market their products and expand their client base.

Job Creation

In support of job creation, the Panel offers incentives to companies that commit to hiring new employees. Training for newly-hired employees will be reimbursed at a higher rate, and trainees will be subject to a lower-post-retention wage.

In addition to enhancing their CRM customization division, Agate released their Opportunity Marketplace software and portal in 2015. This new product line is intended to be Agate's flagship software and will allow Agate to become more competitive with larger software firms. This new product line will require training to upgrade and implement this product.

Productive Laboratory (PL)

Trainees may produce goods for profit as part of the Productive Lab (PL) training in the courses identified under the Curriculum. The instructor will be dedicated to training delivery during all hours of training.

Agate is requesting up to 16 hours of PL-Computer skills training for 3 incumbent workers due to the nature of the software programming/coding environment. Computer Engineer trainees will receive PL training on programming Salesforce.com, HTML Coding, and CSS coding. These are highly technical skills that will require in-depth training to become proficient.

Agate has several metrics in place that will assess a trainee's progress through PL training. Error rates and completion time along with the trainer's evaluation will determine how effectively a trainee is progressing through training.

The PL training is projected to increase programming errors by 40 percent and slow production by 30 percent. Agate is requesting a ratio of 1:3 because trainees work in groups of two or three employees when programming and coding software.

Training Plan

Business Skills: Training will be provided to all occupations specific to job duties to increase customer satisfaction and operational efficiencies. Courses will include Product Development, Marketing Support and Operations Support.

Computer Skills: Training will be provided to all occupations specific to job duties to increase understanding of client needs and marketing tools. Courses will include Computer Networking, HTML coding and Sales and Marketing Application Tools.

PL-Computer Skills: This training will include programming and coding skills for Computer Engineers and Graphic Designers to enhance software development. Courses will include Salesforce.com Programming, HTML Coding, and CSS Coding.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab Hours

8-60 Trainees may receive any of the following:

BUSINESS SKILLS

- Payroll Systems
- Communication
- Product Development
- Marketing Support
- Sales Approaches
- Customers Service
- Project Management
- Financial Management
- Business Plan Development
- Team Motivation
- Operations Support

COMPUTER SKILLS

- Customer Resource Management (CRM) Database
- Programming for Salesforce.com
- HTML Coding
- PHP Coding
- CSS Coding
- Database configuration
- Sales and Marketing Application Tools
- Computer Networking

Productive Lab

0-16 Trainees may receive any of the following:

COMPUTER SKILLS (1:3 ratio)

- HTML Coding
- CSS Coding
- Salesforce.com Programming

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. PL is capped at 16 hours per-trainee.