

DELEGATION ORDER



Training Proposal for:

Annie's, Inc.

Agreement Number: ET16-0224

Approval Date: October 23, 2015

ETP Regional Office: San Francisco Bay Area

Analyst: L. Lai

PROJECT PROFILE

Contract Attributes:	Priority Rate Retrainee	Industry Sector(s):	Manufacturing Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Alameda	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 608	U.S.: 16,047	Worldwide: 30,371
<u>Turnover Rate:</u>	20%		
<u>Managers/Supervisors:</u> (% of total trainees)	14%		

FUNDING DETAIL

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	Total ETP Funding
\$65,520		\$0	\$0		\$65,520

In-Kind Contribution:	100% of Total ETP Funding Required	\$106,894
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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 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Continuous Improvement,	70	8-200	0-24	\$936	\$19.58
				Weighted Avg: 52			

Minimum Wage by County: \$16.44 for Alameda County.

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

Although employer provides health benefits, they are not being used to meet Post-Retention Wage.

Wage Range by Occupation		
Occupation Titles	Wage Range	Estimated # of Trainees
Administration (Receptionist/Admin. Assistant, HR Associates, Payroll & Benefits)		4
Customer Service		2
Finance		9
IT		7
Marketing I		11
Marketing II		1
Operations (Purchasing Coordinator, Inventory Analyst, Supply Planner, Materials Planner, Sourcing Associate)		12
R&D I		7
R&D II		1
Sales		6
Manager		10

INTRODUCTION

Founded in 1989 and headquartered in Berkeley, Annie's, Inc. (Annie's) is a natural and organic food company offering over 145 products including entrees/meals, fruit snacks, condiments, chips, snack bars, crackers, and frozen entrees. Its products are sold in over 35,000 retail locations in the United States and Canada. Annie's manufacture's its products throughout the U.S. but primarily in the Midwest.

In October 2014, Annie's became a wholly-owned subsidiary of General Mills. As such, Annie's hopes to expand its retail footprint and deepen distribution in many retail outlets.

This is Annie's first ETP Agreement and will only include the headquarters facility in Berkeley.

PROJECT DETAILS

General Mills is an international corporation with over 16,000 U.S. employees whereas Annie's has 234. The two organizations have different operational structures and employee skillsets. Becoming a wholly-owned subsidiary of General Mills requires Annie's employees to adopt General Mills' processes, standard of operating procedures, SAP implementation, and learn various systems and software to address changes in business functions. The training herein will assist the Company in its transition.

Training Plan

Business Skills (74%): This training will be offered to all occupations focusing on brand marketing, change management, communication, leadership, presentation, project management, and strategic planning. The goal is to improve leadership skills, communication skills, understand department spending, measure return on investment, and recognize emerging trends.

Commercial Skills (1%) – Training will be offered to Research & Development Staff focusing on food sensory. Trainees will learn to understand discrimination test methods and perceived differences between samples, different types of consumer test panel, how to monitor a panelists performance, how to validate panel data, and understand flavor profiles.

Computer Skills (16%): Training will be offered to all occupations focusing on Adobe, intermediate/advanced MS PowerPoint, Access, and Excel. Trainees will learn advanced formulae and tables to build databases and presentations. Some Computer Skills courses will be delivered via Computer-Based-Training (CBT). CBT hours are capped at 50% of total training hours per-trainee.

Continuous Improvement (9%): Training will be offered to all occupations to learn problem solving techniques, process improvement, and quality assurance. The goal is for employees to understand the concept and processes of continuous improvement to increase market share and product quality.

Commitment to Training

Annie's has an annual training budget of \$55,000 for the California location used for basic computer skills, demand planning, ZAP designer, Concur software, effective writing, Excel, and compliance training, etc. ETP funds will not displace the existing financial commitment to training. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

➤ Training Infrastructure

The Senior Manager of Talent Acquisition and Development will oversee the implementation of the training project. In addition, The IM Group will assist with project administration.

RECOMMENDATION

Staff recommends approval of this proposal.

DEVELOPMENT SERVICES

Annie's retained in The IM Group in Fairfield, CT to assist with development of this proposal for a flat fee of \$5,000.

ADMINISTRATIVE SERVICES

The IM Group will perform administrative services in connection with this proposal for a fee not to exceed 13% of payment earned.

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum

Class/Lab Hours

8 - 200

Trainees may receive any of the following:

BUSINESS SKILLS

- Brand Marketing
- Business Analytics
- Business Writing
- Change Management
- Conflict Management
- Decision Making
- Effective Communication
- Finance Acumen
- Leadership Skills
- Management Skills
- Marcom (Marketing Communications)
- Marketing & Product Development
- Meeting Facilitation
- Presentation Skills
- Project Management
- Strategic Planning

COMPUTER SKILLS

- Adobe Software
- Intermediate & Advanced MS PowerPoint
- Intermediate & Advanced MS Access
- Intermediate & Advanced MS Excel
- SAP Software

COMMERICAL SKILLS

- Food Sensory

CONTINUOUS IMPROVEMENT

- Problem Solving
- Process Improvement
- Quality Assurance

CBT Hours

0 – 24

COMPUTER SKILLS

- Adobe Illustrator, custom modules 1-6 (1 hr. per module)
- Adobe Photoshop, custom modules 1-6 (1 hr. per module)
- Intermediate MS PowerPoint (2 hrs.)
- Advanced MS PowerPoint (2 hrs.)
- Intermediate MS Access (2 hrs.)
- Advanced MS Access (2 hrs.)
- Intermediate MS Excel (2 hrs.)
- Advanced MS Excel (2 hrs.)

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery. CBT is capped at 50% of total training hours, per trainee.