



**Retrainee - Job Creation
Training Proposal for:
Berrett-Koehler Publishers, Inc.**

Small Business

ET16-0413

Approval Date: March 25, 2016

ETP Regional Office: San Francisco Bay Area

Analyst: V. Estrada

CONTRACTOR

- Type of Industry:
 - Manufacturing
 - Multimedia/Entertainment
 - Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 30
 - Worldwide: 30
 - Number to be trained: 34
 - Owner Yes No

- Out-of-State Competition: Competitors Outside CA NAICS Code Eligible
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 4%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$45,240
- In-Kind Contribution: \$50,000

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, Continuous Improvement	30	8 – 60	0	\$1,300	\$17.02
				Weighted Avg: 50			
2	Retrainee SB<100 Priority Rate Job Creation	Business Skills, Computer Skills, Continuous Improvement	4	8 – 60	0	\$1,560	\$14.19
				Weighted Avg: 60			

- Reimbursement Rate: Job #'s 1 & 2: \$26 SB Priority
- County(ies): Alameda
- Occupations to be Trained: Administrative Staff, Sales Staff, Marketing Staff, Technical Staff, Operations Staff, Editorial Staff, Production Staff, Supervisors, Managers, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #1: \$4.02 per hour Job #2: \$1.19 per hour

SUBCONTRACTORS

- Development Services: Sallyanne Monti Consulting in San Francisco assisted with the development for a flat fee of \$1,600.
- Administrative Services: Sallyanne Monti Consulting will also assist with administrative services for an amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined.

OVERVIEW

Berrett-Koehler Publishers, Inc. (BKP) (www.bkconnection.com) was founded in 1992 and located in Oakland. The Company is an independent publisher that designs, assembles and distributes literary publications to a variety of industries. BKP is an ethically conscious organization whose primary focus is publishing content that motivates stewardship, sustainability, quality, partnerships, and other values in support of a healthy community.

This is BKP's first ETP Agreement. ETP-funded training will help the Company transition from providing print-driven literature to multi-media products like digital subscriptions, audio books, and video content. Training will enable the Company to train new and current employees in the industry of electronic publishing, thus, modernizing their company and connecting to a broader client base. The delivery of training will be provided by in-house staff and outside vendors, experienced in the subject matter that they are instructing.

BKP is advancing the publishing industry by giving customers an enhanced reading experience through their new Video Subscription service. This service will provide subscribers access to visual recordings that are on-demand and include author readings, real-time interviews, presentations and workshops. The content in these new products will be updated on a regular basis which will encourage customers to pay subscription fees. In addition, BKP will upgrade their accounting infrastructure by using Acumen Accounting System, designed specifically to accommodate the needs of book publishers. Acumen will streamline BKP's accounting, inventory, and sales files so the Company can increase its operational efficiency. Further topics will be covered in the curriculum so BKP can meet their expansion goals and strengthen the skills of their workforce.

Retrainee – 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. As a priority Small Business, BKP will receive the \$26 reimbursement rate.

In 2015, the Company recently hired a total of 3 new employees and has committed to hiring 4 new employees (Job Number 2). The date-of-hire for all trainees in the Job Creation program will be within the three-month period before contract approval or within the term-of-contract. These trainees will be hired into “net new jobs” as a condition of contract. As BKP expands their product offerings and reaches out to new customers, new employees are essential to the growth of the Company, therefore they must hire additional staff. BKP has the capacity to accommodate their current staff at its present location, with available work stations on the premises to accommodate the new-hires identified in this proposal.

Training Plan

Trainees will receive the following courses via Class/Lab and E-Learning:

Business Skills - Training will be provided to all occupations. Trainees will be given an assessment to measure their business skills so their training can be tailored for each individual. Topics include selling techniques, leadership skills, project management and product knowledge. This training will result in better strategy and communication skills for Managers and improve operational flow for Production and Technical Staff with the launch of the new products.

Computer Skills - All occupations will receive this training and it will be tailored based on the trainees' job function. Training will include Acumen Accounting Systems, Adobe Creative Suite software, Filmmaker Pro 14 and a variety of new equipment such as Apple MacBook Air, MacBook Pro, and a Megapath phone system. Some topics will focus on their new audio books, eBooks, and video subscriptions.

Continuous Improvement - All occupations will participate in this training, focusing on implementing Quality Systems for their new products. Topics will include Defining Quality, Identifying Quality Check Points, and Quality Control Techniques. Trainees will enhance their analytical skills by improving their ability to read data, forecast sales, compare information, and find solutions to business-related issues.

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

- ✚ Customer Service, Sales & Marketing for New Products
- ✚ Leadership Skills
- ✚ Project Management

COMPUTER SKILLS

- ✚ Audio/Video Conferencing Technology
- ✚ Acumen Accounting Software
- ✚ Adobe Creative Suite
 - InDesign
 - Illustrator
 - Photoshop
- ✚ Existing Software Integration for New Products
- ✚ Filemaker Pro 14

CONTINUOUS IMPROVEMENT SKILLS

- ✚ Quality Systems for New Initiatives
 - Defining Quality
 - Identifying Quality Check Points
 - Implementing Quality Systems
 - Quality Control Techniques

MANUFACTURING SKILLS

- ✚ Equipment & Processes for New Products
 - Audio Books
 - EBooks
 - Video Subscriptions
- ✚ Production Improvements

E-Learning Hours

8 – 60

BUSINESS SKILLS

- ✚ B-Corporation Certification Standards
- ✚ Customer Service, Sales & Marketing for New Products
- ✚ Leadership Skills
- ✚ Project Management

COMPUTER SKILLS

- ✚ Audio/Video Conferencing Technology
- ✚ Acumen Accounting Software
- ✚ Adobe Creative Suite
 - InDesign
 - Illustrator
 - Photoshop
- ✚ Existing Software Integration for New Products
- ✚ Filemaker Pro 14

CONTINUOUS IMPROVEMENT SKILLS

- ✚ Quality Systems for New Initiatives
 - Defining Quality
 - Identifying Quality Check Points
 - Implementing Quality Systems
 - Quality Control Techniques

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