



RETRAINEE - JOB CREATION

Training Proposal for:

Bluebeam, Inc.

Agreement Number: ET17-0149

Panel Meeting of: July 22, 2016

ETP Regional Office: North Hollywood

Analyst: E. Wadzinski

PROJECT PROFILE

Contract Attributes:	Retrainee Priority Rate Job Creation Initiative	Industry Sector(s):	Technology/IT Services Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Los Angeles, San Diego	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: 196	U.S.: 223	Worldwide: 228
<u>Turnover Rate:</u>	10%		
<u>Managers/Supervisors:</u> (% of total trainees)	16%		

FUNDING DETAIL

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Program Costs</td></tr> <tr><td style="text-align: center;">\$120,288</td></tr> </table>	Program Costs	\$120,288	-	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">(Substantial Contribution)</td> <td style="text-align: center;">(High Earner Reduction)</td> </tr> <tr> <td style="text-align: center;">\$0</td> <td style="text-align: center;">\$0</td> </tr> </table>	(Substantial Contribution)	(High Earner Reduction)	\$0	\$0	=	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Total ETP Funding</td></tr> <tr><td style="text-align: center;">\$120,288</td></tr> </table>	Total ETP Funding	\$120,288
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In-Kind Contribution:	100% of Total ETP Funding Required	\$367,082
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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, Computer Skills, Mgmt. Skills	176	8-200	0-100	\$558	\$23.08
				Weighted Avg: 31			
2	Retrainee Priority Rate Job Creation	Business Skills, Computer Skills, Mgmt. Skills	24	8-200	0-100	\$920	\$23.08
				Weighted Avg: 46			

Minimum Wage by County: Job Number 1: \$16.48 per hour for Los Angeles and \$16.46 for San Diego. Job Number 2 (Job Creation): \$13.73 per hour for Los Angeles and \$13.72 for San Diego

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 the ETP Wage.

Wage Range by Occupation

Occupation Titles	Wage Range	Estimated # of Trainees
Job Number 1		
Marketing Staff		25
Professionals (Administration/Training/IT/Operations)		40
Product Specialist		3
Developers		4
Manager		20
Senior Manager		10
Software Professional I		46
Software Professional II		28
Job Number 2 (Job Creation)		
Marketing Staff		3
Professionals (Administration/Training/IT/Operations)		5
Product Specialist		1
Developers		1
Manager		1
Senior Manager		1
Software Professional I		6
Software Professional II		6

INTRODUCTION

Founded in 2002 and headquartered in Pasadena, Bluebeam, Inc. (Bluebeam) (www.bluebeam.com) is a software company that specializes in designing tools for creating, editing, collaborating and sharing PDF documents. It also develops innovative desktop, mobile and cloud solutions for digital collaboration. Bluebeam's solutions are used by architectural, engineering and construction firms, oil and gas companies, manufacturers, government agencies and municipalities. Bluebeam has offices in San Diego, Chicago and Manchester. Only the San Diego and Pasadena offices will participate in Bluebeam's first ETP Agreement.

PROJECT DETAILS

Bluebeam is experiencing significant expansion of its client base; both geographically and by industry. This growth has led to an increase in revenue of approximately 35% annually since 2009. The Company has achieved this by expanding its sales globally and increasing staff and products to meet demand. Bluebeam needs to hire and train staff, as well as develop and expand current employees' skillsets. Trainees require skills in the development of new products and customer support initiatives for Bluebeam to grow market share. Training is also focused on better customer service to retain clients.

Retrainee - Job Creation

To meet customer demand due to Bluebeam's global expansion, the Company needs to create additional positions. 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. However, Bluebeam is not requesting the lower post-retention wage for Job Creation trainees.

To support its 35% new and expanded business demand Bluebeam will hire 24 new employees (Job Number 2). Training will equip new employees with skills to develop and support new software products.

The date-of-hire for these trainees will be within the three-month period before contract approval or within the term-of-contract. Trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

Training will take place at the Company's two facilities in Pasadena and San Diego. It will be delivered by a combination of in-house subject matter experts and outside training vendors (to be identified during the contract term). All trainees will be offered Computer-Based Training (CBT). CBT courses will supplement class/lab training based on training plans developed with Managers. CBT is not done as a group and is not scheduled training; CBT will allow trainees to complete and schedule training at their own pace allowing workers more flexibility to schedule training. Due to constant advancements and changes in technology, additional CBT courses will be added throughout the term of the Contract.

Business Skills (35%) – Training will be offered to all occupations. This training will focus on customer service, communication, product knowledge, time management and job specific skills related to each occupation. Trainees will learn techniques to improve customer relations throughout all business activities to ensure the Company remains competitive.

Computer Skills (45%) – Training will be offered to Software Professionals, Product Specialists and Developers. Training will focus on Bluebeam’s product development.

Management Skills (20%) - Training will be offered to Managers. This training will aid Managers to lead departments, and foster additional company growth.

Commitment to Training

ETP funds will not displace the existing financial commitment to training. The Company spends approximately \$390,000 annually on ongoing training in orientation, mandatory compliance training and on-the-job training as needed.

➤ Training Infrastructure

Bluebeam will begin training upon Panel approval, with qualified in-house trainers in place. The Company plans to hire outside training vendors if necessary. Bluebeam has four internal employees to oversee the administration and implementation of training (Training Director, Training Assistant and two Training Support Specialists).

RECOMMENDATION

Staff recommends approval of this proposal.

DEVELOPMENT SERVICES

BDO Company in Los Angeles assisted with development for a flat fee of \$5,000.

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum

Class/Lab Hours

8 - 200 Trainees may receive any of the following:

BUSINESS SKILLS

- Industry knowledge
- Competitive landscape
- Business communications
- Business basics
- Customer centric/concierge approach
- Project management
- Time management
- Job-specific master classes
- Customer service training

COMPUTER SKILLS

- Bluebeam Revu
- Other Bluebeam software
- Communication software
- Concur
- Excel and other office applications (Intermediate or Advanced)
- Project management software
- CRM software
- DocuSign
- Video conferencing software
- Design software
- Programming languages
- Programming frameworks
- Networks
- Security

MANAGEMENT SKILLS (Managers/Supervisors only)

- Leadership skills
- Strengthsfinder training
- Effective feedback
- Mentoring
- Interviewing skills for hiring managers
- Manager/Supervisor training

CBT Hours

0-100

BUSINESS SKILLS

- Time management tips (33m)
- Time management fundamentals (2h 51m)
- Critical thinking (1h 6m)
- Organization communication (1h 20m)
- Leading productive meetings (1h 22m)
- Managing for results (1h 21m)
- Project management simplified (1h 19m)

- Delegating tasks to your team (50m)
- Enhancing your productivity (45m)

COMPUTER SKILLS

- Practical design patterns in JavaScript (3h 10m)
- Full stack web development with Python (3h 2m)
- Rapid ES6 training (4h 16m)
- InDesign secrets (21h 15m)
- Motion graphics for video editors: working with storyboards (1h 57m)
- After effects tips and techniques: rendering and exporting (2h 26m)
- HTML5 web storage, IndexedDB and File System (5h 29m)
- SEO fundamentals (3h 27m)
- Real-time Web with Node.js (5h 23m)
- Excel 2016: pivot tables in depth (3h 42m)

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