



Training Proposal for:
Brand Consulting Group, LLC dba Brand College
Agreement Number: ET16-0215

Panel Meeting of: November 5, 2015

ETP Regional Office: North Hollywood

Analyst: M. Paccereilli

PROJECT PROFILE

Contract Attributes:	Retrainee Priority Rate SB <100 SET HUA	Industry Sector(s):	Technology/IT Technology/Other Manufacturing Services Retail Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Statewide	Repeat Contractor:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Turnover Rate:	≤20%		
Managers/Supervisors: (% of total trainees)	≤20%		

FUNDING DETAIL:

Program Costs	+	Support Costs	=	Total ETP Funding
\$832,000		\$57,630 8%		\$889,630

In-Kind Contribution:	50% of Total ETP Funding Required	\$963,200
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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	Advanced Technology	105	8-200	0	\$2,224	\$15.07
				Weighted Avg: 80			
2	Retrainee	Advanced Technology	125	8-200	0	\$1,882	\$15.07
				Weighted Avg: 80			
3	Retrainee Priority Rate SB<100	Advanced Technology	30	8-200	0	\$2,224	\$15.07
				Weighted Avg: 80			
4	Retrainee Priority Rate HUA SET	Advanced Technology	30	8-200	0	\$2,224	\$15.07
				Weighted Avg: 80			
5	Retrainee SET Priority Rate	Advanced Technology	70	8-200	0	\$2,224	\$20.55
				Weighted Avg: 80			
6	Retrainee SET	Advanced Technology	70	8-200	0	\$1,882	\$27.40
				Weighted Avg: 80			

Minimum Hourly Wage by County: *Job Numbers 1-4:* \$15.97 per hour for Los Angeles County; \$16.02 per hour for Orange County; \$15.93 per hour for San Diego County; and \$15.07 per hour for Kern, Ventura, San Bernardino and Riverside Counties

SET: \$20.55 in Job Number 5 and \$27.40 in Job Number 6 statewide

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

Participating employers may use health benefits to meet the Post-Retention Wage.

Wage Range by Occupation

Occupation Titles	Wage Range	Estimated # of Trainees
Desktop Support		42
System Engineer		36
Network Administrator/ Engineer		85
NOC Technician/Engineer/Operator		60
Data Engineer		32

System Administrator/Analyst		27
PC Technician/Administrator		25
Shoretel Engineer		20
Support Technician		26
Technical Support/Engineer/Analyst		27
IT Manager (Job Numbers 1-3 only)		20
IT Supervisor (Job Numbers 1-3 only)		20
Owner (Job Number 3 only)		10

INTRODUCTION

This will be the fifth Agreement between ETP and Brand Consulting Group, LLC dba Brand College (Brand College) (www.brandcollege.edu). Founded in 2004, Brand College is a training agency that provides Information Technology (IT) courses designed to help IT professionals and businesses succeed in today's technology-driven environment. Brand College is eligible to contract with ETP as a private for-profit training agency.

Brand College is dedicated to facilitating the career development of highly qualified professionals trained to design, implement, and maintain information systems. Participating employers qualify as high-tech companies, software publishing, broadcasting, internet publishing, web hosting/search portals, telecommunications, and other companies facing out-of-state competition. This proposal will also utilize Special Employment Training (SET) funds for frontline workers who earn at least the Statewide Average Hourly Wage in businesses that do not face out-of-state competition.

PROJECT DETAILS

Employer Demand

Brand College provides training aligned with the requirements and expectations of the technology industry and California employers. Curriculum development entails participation by the school staff, educators, hiring managers and graduating students. Feedback is solicited during exit interviews of previous participating employers and their employees to allow for continuous improvement of the training programs.

Based on employer surveys, companies are increasingly dependent on network infrastructure and data analysis. Employers are seeking training in IT solutions that will allow their companies to streamline processes, secure valued system data, and minimize down time. As the computer market enters into a new era of automation, business needs are being re-evaluated to take advantage of new complex and sophisticated technologies that require support personnel with advanced training and skills.

Curriculum Development

The proposed curriculum was developed and reviewed by Brand College's Program Advisory Committee (PAC) which consists of IT professionals and employers. Utilizing their current industry knowledge and expertise, the committee evaluated each training program and recommended modifications and enhancements. Based on the PAC's recommendation, Brand has made several adjustments in the program which resulted in overall improvements in student's academic success as well as their ability to secure and retain employment.

Advanced Technology (100%)

Brand College requests the ETP Advanced Technology (AT) reimbursement of \$26 per hour for priority industries and \$22 for non-priority industries based on the high cost of instructor time; use of expensive, high-tech equipment and software; and cost of technical books and manuals.

The proposed curriculum consists of AT courses designed to improve the technical expertise of IT professionals. With the adoption of new mobile technologies, these trainees will need to upgrade their skills, not only to familiarize and educate computer users, but also to manage, upgrade and customize complex computer systems. The trainer-to-trainee ratio is 1:10 for AT, to allow in-depth coverage and personal attention from the instructor.

The curriculum is directly related to the complexity of the work and requires lengthier training programs in network architecture and related systems infrastructure. The extensive training hours in this proposal will ensure that trainees are current on the most advanced network solutions applications in the IT industry.

Marketing and Support Costs

Through its many years of experience in providing IT training to private sector, Brand College has accumulated a database of over 300 companies across various industries. Brand College also receives a large number of business referrals from key partners such as Microsoft and Cisco. In addition, Brand College relies on valuable contact data gathered from potential clients who frequently visit the school website receiving an average of 32 leads a week online.

Brand College continuously markets their training programs in a variety of ways including personal contact, telephone calls and direct mail to recruit companies. Brand College is requesting 8% support costs for this proposal to cover the cost of recruiting additional employers and assessing employer-specific job training requirements. Employer recruitment, including the recruitment of small businesses, and assessment activities will continue throughout the contract term.

Impact/Outcome

Trainees may earn the following certifications: Microsoft Certified System Engineer, Linux Certified Administrator, Cisco Certified Network Administrator, Cisco Certified Network Professional, Cisco Certified Security Professional, Certified Desktop & Network Specialist, Certified Multi-Platform Network Specialist, Certified LAN & WAN Specialist, Cisco Certified Network Expert, and Certified Network Technologies Expert.

Training Infrastructure

Training will be center-based at the Brand College's facility in Glendale. All classes will be delivered in-house by top industry professionals with several years of experience. Brand College has two staff dedicated to employer marketing, recruitment, and needs assessments; class scheduling; and ETP administration. The School Director with several years of ETP experience will oversee the day-to-day program operations.

Commitment to Training

ETP funds will not displace the existing financial commitment to training of participating employers. These employers have a strong commitment to training their employees but lack the necessary resources to fully train them. Some companies are small and do not have a significant training budget; other larger, more established companies have stretched their training budgets to the

limits and cannot provide the level of training they would like their employees to receive. ETP funds will augment participating employer budgets, which are used primarily for basic job skills, and help these companies provide needed training to targeted staff.

Safety training is, and will continue to be, provided by the participating employers in accordance with all pertinent requirements under state and federal law.

Special Employment Training

To qualify under SET, trainees must be earning at least the statewide average hourly wage at the end of the retention period. However, trainees working in a High Unemployment Area are allowed to qualify at the ETP Standard Minimum Wages.

High Unemployment Area

Trainees in Job Number 4 work in a High Unemployment Area (HUA) with unemployment exceeding the state average by at least 25%. The participating employees who qualify are located in Los Angeles, Orange, Kern, Riverside, Ventura, and San Bernardino Counties. These trainees qualify for the Standard ETP Minimum Wage rather than the SET Priority Statewide Average Hourly Wage of \$20.55. Brand College has requested this wage modification for trainees in Job Number 4.

Training Agency Certification

Brand College is eligible as a training agency based on the following:

- BPPE licensure valid until March 31, 2018;
- Accreditation granted by Accrediting Commission of Career Schools and Colleges (ACCSC);
- Successful past performance with ETP (see Prior Project table).

Tuition Reimbursement

Students enrolled in the ETP-funded program will not be charged tuition, fees, or any other costs associated with training. The representation will be made a condition of the Agreement.

RECOMMENDATION

Staff recommends approval of this proposal.

ACTIVE PROJECTS

The following table summarized performance by Brand College under an active ETP Agreement:

Agreement No.	Approved Amount	Term	No. Trainees (Estimated)	No. Completed Training	No. Retained
ET14-0312	\$802,047	03/01/14-02/28/16	316	223	115

Based on the ETP Systems on 9/25/15, 25,664 reimbursable hours have been tracked for potential earnings of \$653,073 (81% of approved amount). The Contractor projects final earnings of 100% based on training in progress and currently committed through November 2015.

PRIOR PROJECTS

The following table summarizes performance by Brand College under ETP Agreements that were completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET13-0108	Glendale	09/01/12 – 08/31/14	\$598,380	\$568,920 (95%)
ET11-0274	Glendale	06/01/11 – 05/31/13	\$359,877	\$359,877 (100%)
ET09-0459	Glendale	03/09/09 – 03/08/11	\$190,513	\$190,513 (100%)

DEVELOPMENT SERVICES

N/A

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

N/A

Exhibit B: Menu Curriculum

Class/Lab Hours

8-200

Trainees may receive any of the following:

ADVANCED TECHNOLOGY

- CompTIA A+ (PC Hardware Technician)
- Microsoft Certified System Engineer (MCSE)
- Linux+ (Linux Certified Professional)
- Cisco Certified Network Administrator (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Security Professional (CCSP)
- Certified Desktop & Network Specialist (CDNS)
- Certified Multi-Platform Network Specialist (CMNS)
- Certified LAN & WAN Specialist (CLWS)
- Cisco Certified Network Expert (CCNE)
- Certified Network Technologies Expert (CNTE)
- VMware Certified Professional on vSphere 5 (VCP5)

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

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215
Reference No: 15-0665 Page 1 of 10

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Aer Spring

Address: 6060 Sepulveda Blvd., Suite 220

City, State, Zip: Van Nuys, CA 91411

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 180

Total # of full-time company employees in California: 132

Company: Arecont Vision

Address: 425 E. Colorado Street

City, State, Zip: Glendale, CA 91205

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 9

Total # of full-time company employees worldwide: 180

Total # of full-time company employees in California: 150

Company: Boingo Wireless

Address: 10960 Wilshire Blvd., Suite 800

City, State, Zip: Los Angeles, CA 90024

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 160

Total # of full-time company employees in California: 145

Company: Brown George Ross

Address: 2121 Avenue of the Stars, Suite 2400

City, State, Zip: Los Angeles, CA 90020

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 36

Total # of full-time company employees in California: 36

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

Reference No: 15-0665

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Company: CBS

Address: 7800 Beverly Blvd. 3

City, State, Zip: Los Angeles, CA 90036

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 14

Total # of full-time company employees worldwide: 1,100

Total # of full-time company employees in California: 450

Company: CU Cooperative Systems

Address: 9692 Haven Ave.

City, State, Zip: Rancho Cucamonga, CA 91730

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 9

Total # of full-time company employees worldwide: 675

Total # of full-time company employees in California: 325

Company: Digital Network Groups

Address: 100 Colombia

City, State, Zip: Aliso Viejo, CA 92656

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 121

Total # of full-time company employees in California: 121

Company: Direct TV

Address: 12800 Culver Blvd.

City, State, Zip: Los Angeles, CA 90066

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 12

Total # of full-time company employees worldwide: 20,000

Total # of full-time company employees in California: 1,500

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: Dolby Laboratories Group

Address: 100 Potrero Ave.

City, State, Zip: San Francisco, CA 94013

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 10

Total # of full-time company employees worldwide: 1,700

Total # of full-time company employees in California: 1,050

Company: East West Bank

Address: 135 N. Los Robles, 8th Floor

City, State, Zip: Pasadena, CA 91101

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 6

Total # of full-time company employees worldwide: 2,637

Total # of full-time company employees in California: 350

Company: Engineering Employees Services

Address: 888 S. Figueroa Street

City, State, Zip: Los Angeles, CA 90017

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 95

Total # of full-time company employees in California: 81

Company: ICS, INTELESYS

Address: 3155-B E. Sedona CT.

City, State, Zip: Ontario, CA 91764

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 25

Total # of full-time company employees in California: 25

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: Insight Global

Address: 725 S. Figueroa Street, Suite 3250

City, State, Zip: Los Angeles, CA 90017

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 8

Total # of full-time company employees worldwide: 1,533

Total # of full-time company employees in California: 1,533

Company: J2Global

Address: 6922 Hollywood Blvd., Suite 500

City, State, Zip: Hollywood, CA 90028

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 9

Total # of full-time company employees worldwide: 359

Total # of full-time company employees in California: 359

Company: K & B Surgical Center

Address: 9033 Wilshire Blvd., Suite 210

City, State, Zip: Beverly Hills, CA 90211

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 12

Total # of full-time company employees worldwide: 1,502

Total # of full-time company employees in California: 1,502

Company: LA Network

Address: 15301 Ventura Blvd.

City, State, Zip: Sherman Oaks, CA 91403

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 11

Total # of full-time company employees worldwide: 25

Total # of full-time company employees in California: 25

Participating Employers in Retrainee Multiple Employer Contracts

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Company: Lanair

Address: 620 N. Brand Blvd., Sixth Floor

City, State, Zip: Glendale, CA 91203

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 39

Total # of full-time company employees in California: 28

Company: Latham & Watkins

Address: 555 West 5th Street, Suite 800

City, State, Zip: Los Angeles, CA 90013

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 3

Total # of full-time company employees worldwide: 6,000

Total # of full-time company employees in California: 2,000

Company: Life Care

Address: 21600 Oxnard Street, Suite 1500

City, State, Zip: Woodland Hills, CA 91367

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 6

Total # of full-time company employees worldwide: 209

Total # of full-time company employees in California: 209

Company: Meruelo Media Holdings

Address: 9550 Firestone Blvd., Suite 105

City, State, Zip: Downey, CA 90241

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 82

Total # of full-time company employees in California: 82

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: Minolta

Address: 11190 Valley View Street

City, State, Zip: Cypress, CA 90630

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 41

Total # of full-time company employees in California: 41

Company: Nexus IS

Address: 27202 Turnberry Lane, Suite 100

City, State, Zip: Valencia, CA 91355

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 752

Total # of full-time company employees in California: 541

Company: Paciolan Systems

Address: 5171 California Ave.

City, State, Zip: Irvine, CA 92617

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 200

Total # of full-time company employees in California: 160

Company: Preferred Long Distance

Address: 16830 Ventura Blvd., Suite 350

City, State, Zip: Encino, CA 91436

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 34

Total # of full-time company employees in California: 34

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: Riot Games

Address: 2450 Broadway

City, State, Zip: Santa Monica, CA 90404

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 20

Total # of full-time company employees worldwide: 1,400

Total # of full-time company employees in California: 1,124

Company: Security Services

Address: 865 S. Figueroa Street, Suite 2300

City, State, Zip: Los Angeles, CA 90017

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 9

Total # of full-time company employees worldwide: 3,000

Total # of full-time company employees in California: 1,500

Company: Sinabro Corp.

Address: 712 N. Valley Street, Suite H

City, State, Zip: Anaheim, CA 92801

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 10

Total # of full-time company employees in California: 10

Company: Smart & Final

Address: 600 Citadel Drive

City, State, Zip: Commerce, CA 90040

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 700

Total # of full-time company employees in California: 700

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: TechI Tel

Address: 144 N. Glendale Ave., Suite 301

City, State, Zip: Glendale, CA 91206

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 3

Total # of full-time company employees worldwide: 10

Total # of full-time company employees in California: 10

Company: Technicolor

Address: 4050 Lankershim

City, State, Zip: N. Hollywood, CA 91608

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 9

Total # of full-time company employees worldwide: 438

Total # of full-time company employees in California: 347

Company: TechVerb

Address: 645 W. 9th Street, Suite 110-377

City, State, Zip: Los Angeles, CA 90015

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 9

Total # of full-time company employees in California: 9

Company: The Los Angeles Film School

Address: 6363 Sunset Blvd.

City, State, Zip: Hollywood, CA 90028

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 6

Total # of full-time company employees worldwide: 333

Total # of full-time company employees in California: 333

Participating Employers in Retrainee Multiple Employer Contracts

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Company: Unitas

Address: 453 S. Spring Street, Suite 201

City, State, Zip: Los Angeles, CA 90013

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 8

Total # of full-time company employees worldwide: 50

Total # of full-time company employees in California: 40

Company: Veterinary Centers of America

Address: 12401 W. Olympic Blvd.

City, State, Zip: Los Angeles, CA 90064

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 87

Total # of full-time company employees in California: 87

Company: Wesco Aircraft

Address: 27727 Avenue Scott

City, State, Zip: Valencia, CA 91355

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 10

Total # of full-time company employees worldwide: 1,078

Total # of full-time company employees in California: 508

Company: Wescom Credit Union

Address: 123 S. Marengo

City, State, Zip: Pasadena, CA 91101

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 102

Total # of full-time company employees in California: 102

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Brand Consulting Group, LLC dba Brand College CCG No.: ET16-0215

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Company: West Coast Catalog

Address: 1605 W. Olympic Blvd., Suite 600

City, State, Zip: Los Angeles, CA 90015

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 2,279

Total # of full-time company employees in California: 2,279

Company: West Lake Distributors

Address: 5301 Rivergrade Road

City, State, Zip: Irwindale, CA 91706

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 1

Total # of full-time company employees worldwide: 48

Total # of full-time company employees in California: 34

Company: Yellow Pages

Address: 611 N. Brand Blvd.

City, State, Zip: Glendale, CA 91203

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 12

Total # of full-time company employees worldwide: 5,736

Total # of full-time company employees in California: 2,194
