



**Retrainee - Job Creation
Training Proposal for:**

CallCatchers Inc. dba FreedomVoice Systems

Small Business

ET16-0264

Approval Date: November 3, 2015

ETP Regional Office: San Diego

Analyst: S. Godin

CONTRACTOR

- Type of Industry:
 - Services
 - Communication
 - Technology/IT
 - Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 59
 - Worldwide: 65
 - Number to be trained: 60
 - Owner Yes No

- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 10%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$49,500
- In-Kind Contribution: \$100,000

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	Business Skills, Computer Skills, Continuous Improvement	54	8-100	0-50	\$770	\$15.93
				Weighted Avg: 35			
2	Job Creation Initiative SB<100	Business Skills, Computer Skills, Continuous Improvement	6	8-100	0-50	\$1,320	\$13.28
				Weighted Avg: 60			

- Reimbursement Rate: Job #'s 1 & 2: \$22 SB Non-Priority
- County(ies): San Diego
- Occupations to be Trained: Administrative Support, Customer Care Rep, R&D Staff, Software Engineer, Operations Staff, Sales Staff, Marketing/Product Development Staff, Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #1: \$1.93 per hour

SUBCONTRACTORS

- Development Services: N/A
- Administrative Services: N/A
- Training Vendors: To Be Determined

OVERVIEW

Formed in 1996, CallCatchers Inc. dba FreedomVoice Systems (CallCatchers) (www.freedomvoice.com) is a telecommunications company providing architecture, design, delivery and technical support of VoIP telephony (Voice over Internet Protocol) VoIP is a cloud-based communication service provided by the Company to over 35,000 small/medium businesses and individual entrepreneurs throughout the U.S. CallCatchers is headquartered in Encinitas with one-person satellite offices located in Georgia, Florida, Ohio, North Carolina, Arizona and Nevada.

PROJECT DETAILS

CallCatchers was an early provider of toll-free virtual telephony service for U.S. businesses and currently offers three product lines:

- CloudNumber which provides a virtual phone number in any area code or toll free number with an auto attendant, call forwarding and voicemail;
- CloudPhone, a small office phone service designed for 1-4 users with unlimited calling, auto attendant, call forwarding, and voicemail; and
- CloudPBX, a scalable, cloud-based enterprise phone system for medium sized businesses.

Technology in this industry changes rapidly. IT/Engineering and R&D staff must stay up-to-date on the platforms, technologies and solution offerings that support Company growth. Customer Support Staff must be able to provide value-added service 24/7, troubleshoot VoIP issues, and speak with acumen to the Company's products.

CallCatchers states that its personalized customer care service gives an advantage over its competitors. Wherein most VoIP telephony service companies subcontract customer care service to off-shore providers, CallCatchers does not. All customer support is provided by full-time CallCatchers company employees.

Retrainee - Job Creation

CallCatchers has experienced 10% annual growth the last several years and expects this trend to continue during the term of the proposed Agreement. CallCatchers projects that it will hire at least 10 new employees during the term of this Agreement, of which six are included in this proposed training (3 Customer Care Representatives and 3 IT/Engineering/R&D Staff). These new employees will require extensive training to develop the requisite skills needed to support the Company's growth plans.

CallCatchers represents that the date-of-hire for all Job Creation trainees (Job Number 2) will be within the three month period before contract approval or within the term-of-contract. The Company also represents that these trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

The proposed Agreement will offer training topics to employees to increase efficiencies and expand market shares.

Business Skills - Training will be offered to all occupations and focus on customer relationship building, project management, communication, sales/marketing skills, advanced product knowledge, conflict management, negotiation skills and financial strategies. Topics will improve the ability of the workforce to provide exemplary service to both internal and external customers and better manage the overall business process.

Computer Skills - Training will be offered to all occupations based on individual need and job function. Training will focus on computer networking/programming skills, software development, new web technologies and various software applications used in telecommunications design and delivery. Training will provide the skills necessary to manage the systems and software included in ETP curriculum.

Continuous Improvement – All occupations will receive training in a variety of topics designed to improve processes and efficiencies throughout the organization. Training topics include leadership skills, change/project management, problem solving/troubleshooting skills, process improvement and quality concepts. These skills will provide the competencies necessary to manage projects and implement new working processes, thereby increasing the overall efficiency of CallCatchers.

Computer-Based Training (CBT)

CallCatchers will offer up to 50 hours of CBT in Computer Skills topics to its IT/Operations, Engineering and R&D Staff. CBT training will provide a method to reinforce the training taught through the class/lab methodologies. CBT hours are capped at 50% of total training hours per individual trainee.

Range of Hours Waiver

Although small business proposals are capped at 60 hours per trainee, CallCatchers has requested a modification to increase the maximum to 100 hours per trainee. However, the weighted average number of hours for incumbent employees will be 35 and the weighted average for Job Creation will be 60. The higher maximum is needed for approximately 15 trainees involved with software development, architecture and web technologies. This modification is consistent with the maximum number of CBT hours (50) some trainees will complete.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab Hours

8-100

Trainees may receive any of the following:

BUSINESS SKILLS

- + Coaching/Mentoring Skills
- + Facilitator/Train-the-Trainer Skills
- + Communication Skills
- + Customer Relationship Building
- + Project Management
- + Product Knowledge
- + Sales/Marketing Skills
- + Conflict Management
- + Negotiation Skills
- + Presentation Skills
- + Financial Strategies
- + Time Management
- + Strategic Planning

COMPUTER SKILLS

- + Computer Networking Skills
 - o LAN (Local Area Networks)
 - o WAN (Wide Area Networks)
 - o MAN (Metropolitan Area Networks)
 - o Network Management
 - o Certified Novell Assistant (CAN)
 - o Certified Network Engineer (CNE)
 - o World Wide Web (WWW)
 - o Network Engineering Skills
 - o Computer Controlled Telephony Skills
 - o VoIP (SIP/RTP) Skills
 - o Networking Concepts
 - o Blade Server/Chassis Technology Skills
- + Computer Programming Skills
 - o Managed Platforms (Java JVM, C++, .NET, CLR)
 - o Middleware and AppServer.NET
 - o Data Sources and Databases
- + Microsoft Office Suite
- + Software Applications
 - o Virtualization
 - o Hypervisors
 - o Various Operating Systems

CONTINUOUS IMPROVEMENT

- + Critical & Strategic Thinking
- + Problem Solving/Decision Making Skills
- + Quality Concepts
- + Leadership Skills
- + Process Improvement
- + Teambuilding

- + Standard Operating Procedures
- + Managing Change

CBT Hours

0-50

COMPUTER SKILLS

- + Cisco CCIE RS v5 All-in-One: 6.0 Infrastructure Services (12hrs)
- + Cisco CCIE RS v5 All-in-One: 5.0 Infrastructure Security (16hrs)
- + Juniper JNCIA-Junos JN0-102 (24hrs)
- + EMC Information Storage and Management (43hrs)
- + F5 BIG-IP Local Traffic Manager (41hrs)
- + CCNA Collaboration 210-065 CIVND1 (11hrs)
- + Cisco CCIE RS v5 All-in-One: 4.0 VPN Technologies (35hrs)
- + Cisco CCNP Routing/Switching 300-135 TSHOOT (40hrs)
- + Palo Alto Networks Firewall (34hrs)
- + Cisco CCNP TSHOOT 300-135 Hands-On Labs Exam Prep (34hrs)
- + Citrix NetScaler 10.5 1Y0-253 (33hrs)
- + NetApp Certified Storage Associate NS0-145(47hrs)
- + Cisco CCNP Routing/Switching 300-115 SWITCH (41hrs)
- + Cisco Virtual Internet Routing Lab (21hrs)
- + Cisco CCNP Routing/Switching 300-101 ROUTE (38hrs)
- + Cisco CCNP Route 3001-101 Hands-On Labs Exam Prep (24hrs)
- + Cisco CCNP Data Center 642-980 DCUFT (22hrs)
- + GNS3 1.x Fundamentals (11hrs)
- + Cisco CCNP Hands-On Labs Using Wireshark & CNS3 (37hrs)
- + Cisco CCNP Security 300-208 SISAS (21hrs)
- + Juniper Networks Certified Specialist Security JN0-332 (22hrs)
- + CompTIA Storage+ SG0-001 (50hrs)
- + Professional Course: Building a Network Design that Works (16hrs)
- + Cisco CCNP Security 300-209 SIMOS (23hrs)
- + Cisco CCIE RS v5 All-in-One: 2.0 Layer 2 Technologies (14hrs)
- + Cisco CCNP Security 300-206 SENSS (27hrs)
- + CompTIA Security+ SY0-401 (36hrs)
- + Cisco CCNA 640-878 SPNGN2 (27hrs)
- + Cisco CCNP Data Center 642-997 DCUFI (3hrs)

Note: Reimbursement for retraining is capped at 100 total hours per-trainee, regardless of method of delivery. CBT is capped at 50% of total training hours, per-trainee.