



**Training Proposal for:  
Feather River College**

**Agreement Number: ET15-0405**

**Panel Meeting of:** March 27, 2015

**ETP Regional Office:** Sacramento

**Analyst:** M. Mazzone

**PROJECT PROFILE**

Contract Attributes:	Priority Rate Retrainee SB<100 HUA Entrepreneurial SET	Industry Sector(s):	Manufacturing Services Agriculture Engineering  Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Butte, Del Norte, Humboldt, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, and Tehama	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" 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:**

<b>Program Costs</b>	+	<b>Support Costs</b>	=	<b>Total ETP Funding</b>
\$99,508		\$6,890 8%		\$106,398

In-Kind Contribution:	50% of Total ETP Funding Required	\$115,000
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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, Continuous Impr, Literacy Skills, Mgmt Skills	30	8-200	0	\$770	\$15.07
				Weighted Avg: 40			
2	SB<100 Priority Rate Retrainee	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	50	8-60	0	\$1,251	\$15.07
				Weighted Avg: 45			
3	SB<100 Retrainee SET	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	1	8-60	0	\$941	\$27.40
				Weighted Avg: 40			
4	SB<100 Priority Rate SET	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	1	8-60	0	\$1,112	\$20.55
				Weighted Avg: 40			
5	SB<100 Retrainee SET HUA	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	13	8-60	0	\$941	\$15.07
				Weighted Avg: 40			
6	SB<100 Entrepreneurial Priority Rate	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	6	8-60	0	\$583	N/A
				Weighted Avg: 21			
7	SB<100 Entrepreneurial	Business Skills, Continuous Impr, Literacy Skills, Mgmt Skills	6	8-60	0	\$494	N/A
				Weighted Avg: 21			

**Minimum Wage by County:** Job Numbers 1 and 2: \$15.07 per hour for Butte, Del Norte, Humboldt, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, and Tehama Counties.

Job Number 3(SET/Statewide): \$27.40

Job Number 4(SET/Priority): \$20.55

Job Number 5(SET/HUA): \$15.07 per hour for Butte, Del Norte, Humboldt, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, and Tehama Counties.

**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.

<b>Wage Range by Occupation</b>		
Occupation Titles	Wage Range	Estimated # of Trainees
Administrative Staff		12
Customer Service Representative		13
Sales Representative		10
Production Staff		6
Technician		5
Maintenance Staff		4
Logistical Support Staff		5
Export Administrator		5
Agricultural Worker		10
Engineer		4
Analyst		7
Supervisor/Manager (Range 1)		7
Supervisor/Manager (Range 2)		7
Entrepreneur (Owner)		12

## **INTRODUCTION**

Feather River College (FRC), located in Quincy, was founded in 1968 ([www.frc.edu](http://www.frc.edu)). The institution is a 2 year community college, accredited by the Accrediting Commission for Community Junior Colleges (ACCJC) of the Western Association of Schools and Colleges (WASC). FRC offers general education classes to the local community.

In addition to servicing the general population, FRC works directly with businesses within surrounding communities to provide training to incumbent workers. Employers in the core group are primarily agricultural, manufacturers, or professional services providers.

## **PROJECT DETAILS**

FRC conducted a survey of businesses located in Northern California to determine their business and training needs. It was determined that many of the companies in this area are in need of training to increase their worldwide competitiveness.

The training plan, developed by FRC and the Center for International Trade Development (CITD), will focus on business skills necessary to export goods to customers worldwide. Trainees will learn to deal with international shipping costs, complex regulations, foreign currency, government agencies, language barriers, financing to work with foreign customers.

In addition, companies have requested Literacy Skills training to improve internal communication; Management Skills training to ensure lead employees effectively lead the workforce; and Continuous Improvement to improve production efficiencies and quality.

## Training Plan

**Business Skills (50%):** Training will be provided to all occupations. Training will focus on skills which are critical in nature to compete internationally and nationally. Training will be delivered on global business skills, communication skills, customer service skills, sales skills, and marketing skills.

**Literacy Skills (10%):** Training will be provided to Production Staff, Technicians, Maintenance Staff and Agricultural Workers. Trainees will receive English as a Second language (ESL) training from a certified ESL instructor to improve communication and understanding on the job.

**Management Skills (20%):** Training will be provided to Managers, Supervisors and Entrepreneurs. Training will focus on the management skills necessary to compete globally as well as the skills necessary to ensure that staff is engaged and focused.

**Continuous Improvement (20%):** Training will be provided to Production Staff, Technicians, Maintenance Staff, Analysts, Supervisors, Managers, and Entrepreneurs. Training will improve productivity and product quality.

## Commitment to Training

FRC represents that ETP funds will not displace the existing financial commitment to training. Safety training will continue to be provided in accordance with all pertinent requirements under state and federal law. Training by participating employers is job specific and may include new hire orientation, sexual harassment prevention, best practices, first-aid, and legal compliance.

## High Unemployment Area

Some trainees may work in a High Unemployment Area (HUA), defined as any area with unemployment exceeding the state average by 25%. FRC is not requesting a wage modification in this proposal; however, since Job Number 5 has a SET/HUA attribute, it qualifies for the standard minimum wage instead of the State Average Hourly Wage.

## Impact/Outcome

Training is expected to improve participating employers' competitiveness globally. After completion, participating employers will be able to successfully market and sell their products worldwide. With an increase in demand for their products worldwide, training will lead to a greater job certainty and ultimately job creation in Northern California.

## Marketing and Support Costs

FRC is requesting 8% support costs to assist with recruitment, employer outreach, assessments of employer-specific job requirements, creation of unique training curriculums, and obtaining highly specialized trainers. Marketing efforts will be done through online newsletters, social media, local press, personal on-site visits, telephone calls, emails, networking, and the college systems' websites. FRC aims to market in the 10 county region of Northern California to over 250 businesses.

CITD and Gnosis Communications will also assist FRC with marketing. Their responsibilities include: contacting prospective participating employers to market the program, analyzing and tracking employer need assessments, developing the training, obtaining subject matter experts

to be trainers, scheduling trainings, creating class handouts, and ensuring that trainee attendance is logged on ETP rosters.

### **Trainer Qualifications**

Training for the proposed curriculum will be delivered by specialists from within the California Community College system and from UC Davis and Chico State. It is also anticipated that training will be delivered by subject matter experts from outside vendors. Some training may also be provided by experienced trainers who work for participating employers. FRC is estimating that 50% of training will be delivered by outside training vendors and 50% of training will be delivered by specialists from within the college system.

### **Tuition Reimbursement**

In accordance with Title 22, CCR, Section 4412.1, FRC represents that 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.

### **DEVELOPMENT SERVICES**

FRC retained Sierra Consulting Services in Cameron Park to assist with development of this proposal for a flat fee of \$8,900.

### **ADMINISTRATIVE SERVICES**

FRC also retained Sierra Consulting Services to 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 Job Number 1

8-60 Job Numbers 2-7

Trainees may receive any of the following:

**BUSINESS SKILLS**

- ✦ Business Assessment and Growth Strategies
- ✦ Business Fundamentals
- ✦ Business Structure and Finance
- ✦ Brand Identity and Global Markets
- ✦ Business Process Re-engineering
- ✦ Business Writing
- ✦ Collaboration
- ✦ Conflict Resolution
- ✦ Corporate/Department Budgeting and Forecasting
- ✦ Cost Control
- ✦ Communication Styles
- ✦ Creative Marketing
- ✦ Customer Relationship Management
- ✦ Customer Service Skills
- ✦ Dealing with Difficult People
- ✦ Financial Analysis
- ✦ Funding Strategies
- ✦ Global Business Skills
- ✦ Identifying New Markets
- ✦ Import/Export (Regulations & Procedures)
- ✦ Leadership
- ✦ Marketing/Sales Techniques
- ✦ Multiculturalism
- ✦ Negotiating
- ✦ Online Platforms and Affiliate Marketing
- ✦ Operational Skills
- ✦ Personal Effectiveness (Problem Solving, Decision Making, Taking Ownership)
- ✦ Planning, Organizing, and Goal Setting
- ✦ Presentation Skills
- ✦ Product Knowledge
- ✦ Project Requirements Analysis and Specifications
- ✦ Retaining Customers
- ✦ Relationship Building
- ✦ Target Markets and Market Research
- ✦ Wrap-up and Launch Strategy

**CONTINUOUS IMPROVEMENT**

- ✦ Project Management Skills
- ✦ Time Management Skills
- ✦ Lean Manufacturing
- ✦ Process Improvement
- ✦ 5S
- ✦ Problem Solving

**LITERACY SKILLS**

- ✦ Vocation English as Second Language: Basic English Language Skills/Reading/Comprehension and Basic Mathematics

**MANAGEMENT SKILLS** (Managers and Supervisors only)

- ✦ Change Management
- ✦ Corporate Finance for Managers
- ✦ Delegation
- ✦ Developing a Successful Corporate Culture
- ✦ Essential Skills for a New Manager
- ✦ Leadership Skills
- ✦ Managing a Department
- ✦ Team Building
- ✦ Strategic Planning

Literacy Training cannot exceed 45% of total training hours per-trainee

Note: Reimbursement for retraining is capped at 200 total hours per trainee for Job Number 1 and 60 total hours per trainee for Job Numbers 2-7, regardless of method of delivery.

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

CCG No.: ET15-0405  
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PRINT OR TYPE IN ALPHABETICAL ORDER

Company: AB Medical

Address: 20272 Skypark Drive

City, State, Zip: Redding, CA 96002

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 10

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

Company: Advanced Concepts

Address: 2952 Bechelli Ln.

City, State, Zip: Redding, CA 96002

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: AJA Video Systems, Inc.

Address: 180 Litton Drive

City, State, Zip: Grass Valley, CA 95945

Collective Bargaining Agreement(s): No

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: 45

Company: Alambic Inc.

Address: 3001 South State St. #35

City, State, Zip: Ukiah, CA 95482

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

CCG No.: ET15-0405  
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Company: B & D Precision

Address: 19818 Canpom Court

City, State, Zip: Redding, CA 96003

Collective Bargaining Agreement(s): No

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: Bianca's Gourmet & Lupina LLC

Address: P O Box 967

City, State, Zip: Mt. Shasta, CA 96067

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Big Bluff Ranch

Address: 12480 Colyer Springs Rd

City, State, Zip: Red Bluff, CA 96080

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Butte View Olive Co.

Address: 2950 Louis Avenue

City, State, Zip: Oroville, CA 95966

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

CCG No.: ET15-0405  
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Company: Contract Manufacturing Inc.

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Address: 571 Searls Avenue Suite D

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City, State, Zip: Nevada City, CA 95959

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 5

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Total # of full-time company employees in California: 5

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Company: Country Connection

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Address: P. O. Box 1115

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City, State, Zip: Berry Creek, CA 95916

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 3

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Total # of full-time company employees in California: 3

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Company: David Hull & Associates

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Address: 4330 Cedar Street, Suite M

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City, State, Zip: Eureka, CA 95503

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 1

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

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Company: Eigen Inc.

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Address: 13366 Graca Valley Avenue #A

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City, State, Zip: Grass Valley, CA 95945

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 7

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Total # of full-time company employees in California: 7

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**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

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Company: High Sierra Electronics, Inc.

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Address: 155 Spring Hill Drive #106

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City, State, Zip: Grass Valley, CA 95945

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 15

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Total # of full-time company employees in California: 3

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Company: Humboldt Hotsauce

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Address: 1966 Elmwood Place

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City, State, Zip: Arcata, CA 95521

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 2

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

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Company: Liqua-Tech Corporation

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Address: 3501 North State Street

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City, State, Zip: Ukiah, CA 95482

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 19

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Total # of full-time company employees in California: 19

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Company: M&M Molds

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Address: 6250 Lancaster Drive

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City, State, Zip: Paradise, CA 95969

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 3

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Total # of full-time company employees in California: 3

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**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
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CCG No.: ET15-0405  
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Company: Microphor Inc.

Address: 452 East Hill Road

City, State, Zip: Willits, CA 95490

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 50

Total # of full-time company employees in California: 50

Company: Op-Test

Address: 1246 Redwood Blvd

City, State, Zip: Redding, CA 96003

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 20

Total # of full-time company employees in California: 20

Company: Orchids For The People

Address: 1975 Blake Road

City, State, Zip: McKinleyville, CA 95519

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 1

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

Company: Organic Essence

Address: 629 Bertsch Avenue

City, State, Zip: Crescent City, CA 95531

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

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Company: Organic Horseradish Company

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Address: 7890 County Road 120

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City, State, Zip: Tulelake, CA 96134

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 30

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Total # of full-time company employees in California: 30

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Company: Orland Farmstead Creamery

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Address: 4721 Road L

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City, State, Zip: Orland, CA 95963

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 10

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

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Company: Redwood Burl, Inc.

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Address: 200 Aldergrove Rd

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City, State, Zip: Arcata, CA 95521

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 8

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Total # of full-time company employees in California: 8

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Company: Redwood Executive Training

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Address: 1556 Tantara Lane

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City, State, Zip: McKinleyville, CA 95519

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 2

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

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**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Feather River College  
Reference No: 15-0242

CCG No.: ET15-0405  
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Company: RiddleFixer

Address: 726 Damrow Lane

City, State, Zip: Paradise, CA 95969

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 1

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

Company: Roplast Industries

Address: 3155 South 5<sup>th</sup> Avenue

City, State, Zip: Oroville, CA 95965

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 19

Total # of full-time company employees in California: 19

Company: Solace Graphics

Address: P O Box 1947

City, State, Zip: Grass Valley, CA 95945

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 3

Total # of full-time company employees in California: 3

Company: Spirit Art Glass

Address: 5251 Avenue of the Giants

City, State, Zip: Miranda, CA 95553

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee  
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Company: Stein Design

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Address: 10591 Belford Place

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City, State, Zip: Truckee, CA 96161

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 5

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Total # of full-time company employees in California: 5

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Company: Sweet Grass Organics

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Address: 257 Guidici Lane

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City, State, Zip: Oroville, CA 95966

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 1

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

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Company: Ted Pella, Inc.

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Address: 4595 Mountain Lakes Boulevard

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City, State, Zip: Redding, CA 96003

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 100

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Total # of full-time company employees in California: 100

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Company: Turri Family Farms

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Address: P O Box 2158

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City, State, Zip: Flournoy, CA 96029

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Collective Bargaining Agreement(s): No

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

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Total # of full-time company employees worldwide: 1

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

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**Participating Employers in Retrainee  
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Company: Vapolution INC

Address: 1692 Mangrove Avenue

City, State, Zip: Chico, CA 95926

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 7

Total # of full-time company employees in California: 7

Company: Vision Care Devices, Inc.

Address: 6100 Belevue Ln.

City, State, Zip: Anderson, CA 96007

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 35

Total # of full-time company employees in California: 35

Company: Wing Inflatables, Inc.

Address: 1220 5<sup>th</sup> Street

City, State, Zip: Arcata, CA 95521

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 19

Total # of full-time company employees in California: 19

Company: Wonder Metals Corp.

Address: 4351 Caterpillar Road

City, State, Zip: Redding, CA 96003

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 19

Total # of full-time company employees in California: 19