



**Retrainee - Job Creation
Training Proposal for:
Fidelis Marketing, Inc.**

Small Business ≤ \$50,000

ET16-0100

Approval Date: May 27, 2015

ETP Regional Office: Sacramento

Analyst: M. Jones

CONTRACTOR

- Type of Industry: Services
Technology/Other
Priority Industry: Yes No
- Number of Full-Time Employees
California: 9
Worldwide: 9
Number to be trained: 14
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: \$16,146
- In-Kind Contribution: \$11,000

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 Priority Rate SB <100	Business Skills, Commercial Skills, Computer Skills	9	8-60	0	\$1,144	\$15.75
				Weighted Avg: 44			
2	Job Creation Initiative Priority Rate SB<100	Business Skills, Commercial Skills, Computer Skills	5	8-60	0	\$1,170	\$15.00
				Weighted Avg: 45			

- Reimbursement Rate: \$26 SB Priority
- County(ies): Sacramento
- Occupations to be Trained: Accounting Staff, Graphic Designer, Operations Staff, Owner, Sales Staff
- Union Representation: Yes
 No
- Health Benefits: Job #1 only: \$2.70 per hour

SUBCONTRACTORS

- Development Services: Sierra Consulting Services of Cameron Park developed the proposal for a flat fee of \$1,500.
- Administrative Services: Sierra Consulting Services will also provide administration for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 2007 and established in Folsom, Fidelis Marketing, Inc. (Fidelis) (<http://www.nicefido.com>) provides services such as custom social media management and promotion, direct mail marketing, custom websites, and mobile-optimized websites. Its primary customers are in the automobile industry.

Need for Training

Fidelis has been a direct mail marketing company since its inception; however, it recently expanded its operations to include technology solutions services such as custom mobile applications and custom website development. The Company has developed platforms using Instant Data Share (for lead tracking) and Point of Sale. Additionally, the Company has invested in new technology. Digital Variable VIN Match takes a car’s Vehicle Identification Number (VIN), matches it to a VIN database and then obtains an image of a similar car. This new technology has already drawn widespread interest from large auto manufacturers and car

dealerships. Trainees will need to learn how to use these technologies in order to successfully launch marketing campaigns.

Fidelis also plans to expand to new industries such as insurance, real estate, and small business. Trainees will need to learn more about these industries in order to market to and attract these customers.

Retrainee - Job Creation

The Panel is offering incentives to companies that commit to hiring new employees. Training will be reimbursed at a higher rate and trainees will be subject to a lower post-retention wage.

The Company is growing; sales have increased 30-40% per year and are projected to continue. The Company must hire to help with current workloads as the Company also has several new contracts with auto dealers in the works. For this proposal, the Company has committed to hiring 5 new employees (Job Number 2). Fidelis represents that 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. The Company also represents that these trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

Business Skills – Training will be offered to Accounting Staff, Operations Staff, Owner and Sales Staff. Staff will learn people skills and project management to help them work with customers. Training topics will include courses such as Business Communication, Customer Service, Cost Control, Product Knowledge and Strategic Planning.

Commercial Skills - Training will be offered to Accounting Staff, Operations Staff, Owner and Sales Staff. Training will allow for better understanding of new technology services. Training topics will include Digital Variable VIN Match, Instant Data Share, Point of Sale and QR Codes.

Computer Skills - Training will be offered to Graphic Designers to learn the technology and computer software programs as well as understand new sales marketing campaigns. Training topics will include GoldMine and Hyper Text Markup Language (HTML)

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

- Business Communication
- Business Writing
- Behavior Style Strategies
- Conflict Resolution
- Creative Marketing
- Customer Relationship Management
- Customer Service
- Communication Styles
- Cost Control
- Dealing with Difficult People
- Employee Coaching
- Interpersonal Communications
- Leadership
- Marketing/Sales Techniques
- Negotiating
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Retaining Customers
- Relationship Building
- Strategic Planning
- Time Management

COMMERCIAL SKILLS

- Digital Variable VIN Match
- Instant Data Share
- Point of Sale
- QR Codes

COMPUTER SKILLS

- GoldMine
- HTML

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