



**Training Proposal for:  
Golden Communications, Inc.**

<b>Small Business</b>
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**ET16-0416**

**Approval Date:** March 22, 2016

**ETP Regional Office:** San Diego

**Analyst:** H. Bernard

**CONTRACTOR**

- Type of Industry: Technology/IT Services  
Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 38
  - Worldwide: 40
  - Number to be trained: 30
  - Owner  Yes  No
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 0%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$15,600
- In-Kind Contribution: \$13,115

**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	Priority/Retrainee SB<100	Business Skills, Computer Skills, Continuous Improvement	30	8 - 60	0	\$520	\$16.51
				Weighted Avg: 20			

- Reimbursement Rate: Job #1: \$26 SB Priority
- County(ies): Orange
- Occupations to be Trained: Senior Back End Developers; Back End Developers; Front End Developers; Customer Service & Support Staff; Marketing Staff; Project Managers; Owner
- Union Representation:  Yes  
 No
- Health Benefits: N/A

**SUBCONTRACTORS**

- Development Services: NA
- Administrative Services: NA
- Training Vendors: To Be Determined

**OVERVIEW**

Golden Communications Inc. (GoldenComm) started in 1995 in CEO Jason Levin's garage before opening its first office in Orange County with three employees in 1999. Today, GoldenComm provides Internet Programming and Marketing Services to over 500 customers. The Company has grown from a simple web development firm to a "one-stop-shop" for internet programming and marketing services including custom websites, internet programming web personalization, e-commerce and marketing/strategic planning.

GoldenComm designs and develops websites for a variety of companies from many industries including automotive distributors, restaurants, fitness studios, law firms, identity security firms and medical offices. The Company provides custom programming for mid-range e-commerce systems to companies with \$1M to \$500M in annual sales. These e-commerce services include product listing ads, marketplaces, customer loyalty programs and social media strategies. Additionally, GoldenComm provides marketing planning services to their customers. These services include increasing sales through their business-to-business (B-2-B) e-commerce system, in which the marketing team drives new sales; improves marketing efficiencies; marketing automation; and assists companies with Google relevancy.

## Training Plan

GoldenComm has a company culture in which training is encouraged by executive and management staff and the Company provides training daily. Apart from the job skills training that its staff needs to perform their job functions, GoldenComm also encourages extensive cross-training as well as employee professional development. The Company's need for training is driven by constant changes to website and internet technologies. The primary focus of the Company's ETP-funded training initiative is the improvement of technical computer skills for all employees. Non-technical staff will receive basic training in computer programming and e-commerce, allowing staff to assist customers, and market services to potential clients. Front & back end web developers will receive highly technical and extensive programming training to stay current with new technology trends.

Additionally, the Company is currently engaged in a process improvement initiative to maximize efficiencies across all departments. A primary focus of this initiative includes the implementation of new project management methodologies and processes. GoldenComm staff will receive ETP-funded training on the Scrum project management methodology in which, development team's work together toward a common goal/project outcome. To complement the new methodology, the Company is utilizing a new project management software tool, Jira, on which staff will be trained.

The Company is committed to creating a better customer experience. Because the customer service team is the first line of communication with clients, they will need extensive training to ensure the highest level of customer satisfaction. Staff will be trained on communication, conflict resolution, and telephone skills. Staff will also be cross-trained in other departments including marketing and programming so they can provide comprehensive information to customers.

**Business Skills** - This training will be offered to all occupations and will include Project Management, Product Knowledge, Communication Skills, Strategic Planning, Customer Relations and Time Management. Training will increase employee's abilities to effectively manage projects and deal effectively with customers.

**Computer Skills** – This training will be offered to all occupations. Senior Back End Developers, Back End Developers and Front End Developers will receive the most training in Computer Skills as they must be continually trained on new code and programming software, including JavaScript, Coding Standards, Sass, Git, and Magento. Other staff will receive Computer Skills training as it relates to the Project Management software and any cross training on coding and programming software that will assist them in their job function.

**Continuous Improvement** - This training will be offered to all occupations as a part of the Company's process improvement initiative. This will include training on updated Standard Operating Procedures, Quality Improvement and Leadership Skills.

The above training will be provided by both in-house and outside training vendors. GoldenComm is in the process of selecting vendors.

## **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**

- + Project Management
- + Strategic Planning
- + Product Knowledge
- + Account Management
- + Advanced Product Knowledge
- + Customer Service
- + Telephone Skills
- + Conflict Resolution
- + Communication Skills
- + Time Management
- + Marketing and Business Development

**COMPUTER SKILLS**

- + Computer Programming
  - o Coding Standards
  - o Javascript
  - o Sass
  - o Git
  - o Magento
  - o Web Accessibility
  - o Kentico
  - o Wordpress
  - o SQL
  - o NopCommerce
- + Advanced Microsoft Office Suite
- + E-Commerce Skills
- + Website Development

**CONTINUOUS IMPROVEMENT**

- + Teambuilding
- + Process/Quality Improvement
- + Standard Operating Procedures
- + Leadership Skills

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