



Training Proposal for:
Jewish Vocational Service of Los Angeles

Agreement Number: ET15-0479

Panel Meeting of: June 26, 2015

ETP Regional Office: North Hollywood

Analyst: M. Webb

PROJECT PROFILE

| | | | |
|---|--|---------------------|--|
| Contract Attributes: | New Hire At-Risk Youth Multiple Barriers SET HUA | Industry Sector(s): | Services Priority Industry: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| Counties Served: | Los Angeles, Orange, San Diego, Ventura, Kern, San Bernardino, Riverside | 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 |
| \$593,000 | | \$56,830 12% | | \$649,830 |

| | | |
|------------------------------|-----------------------------------|----------|
| In-Kind Contribution: | 50% of Total ETP Funding Required | Inherent |
|------------------------------|-----------------------------------|----------|

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 | New Hire SET Multiple Barriers | Commercial Skills, Other Titles-Job Readiness Skills | 160 | 8-260 | 0 | \$3,419 | \$12.33 |
| | | | | Weighted Avg: 156 | | | |
| 2 | New Hire SET Multiple Barriers At-Risk Youth | Commercial Skills, Other Titles-Job Readiness Skills | 20 | 8-260 | 0 | \$3,419 | \$10.10 |
| | | | | Weighted Avg: 156 | | | |
| 3 | New Hire SET Multiple Barriers HUA | Commercial Skills, Other Titles-Job Readiness Skills | 10 | 8-260 | 0 | \$3,441 | \$10.10 |
| | | | | Weighted Avg: 157 | | | |

Minimum Wage by County: Job Number 1 (SET-MB): \$13.31 for Los Angeles County, \$13.35 for Orange County, \$13.28 for San Diego County, and \$12.33 for Ventura, Kern, San Bernardino, and Riverside Counties.

Job Number 2 (SET-MB/At-Risk Youth) and Job Number 3 (SET-MB/HUA): \$10.10 for Los Angeles, Orange, San Diego, Ventura, Kern, San Bernardino, and Riverside 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.

Wage Range by Occupation

| Occupation Titles | Wage Range | Estimated # of Trainees |
|--|------------|-------------------------|
| Certified Nurse Assistant/Home Health Aide | | 35 |
| Maintenance Technician/Handyman/Porter/ Groundskeeper | | 25 |
| Banker/Teller/Cashier | | 104 |
| Customer Service & Sales Representative | | 26 |

INTRODUCTION

Founded in 1931, Jewish Vocational Service of Los Angeles (JVS) (www.jvsla.org) provides workforce development and career services to the community. JVS is a full resource assisting job seekers to attain professional goals and employers to fulfill business goals. Vocational training is provided through the organization to help individuals' secure entry level positions.

This will be the fourth ETP Agreement for JVS. Under their last Agreement (ET13-0241), approximately 395 trainees received training and job placement with 100% performance. This

project will give trainees skill sets through JVS' BankWorks and HealthWorks training programs as well as their newest program, ApartmentWorks.

PROJECT DETAILS

JVS plans to provide three training programs: BankWorks, HealthWorks, and ApartmentWorks. Trainees enrolled in JVS programs face economic and social barriers that create hardships in obtaining employment. They may be dislocated workers, unemployed adults, at-risk youth, first-time workers, or individuals with disabilities. Services provided are based on comprehensive case management and service integration to ensure trainee employment needs are met.

Once a trainee is enrolled in one of JVS' programs, they attend training on a weekly basis to complete the minimum hour requirement designated for their chosen program. All trainees are provided Job Readiness Skills training to familiarize them with job interviews and professionalism. Following completion of a training program, trainees are provided assistance with job placement to secure work with JVS partners or other entities within the banking, healthcare, and apartment industry.

➤ BankWorks

The financial industry faces an ongoing need for qualified workers to fill available positions. To meet this need, JVS offers an eight-week/168 hour training program that will prepare trainees to become Bankers, Tellers, Customer Service/Sales Representatives, and Cashiers. Representatives of financial institutions worked alongside JVS staff to ensure the training program is precise and up-to-date in training methods and curriculum topics to fulfill industry needs. Curriculum topics are delivered in four modules: Problem Solving, Banking Terms, Handling Sales Objections and The Various Types of Financial Institutions. Trainees who complete this program receive a JVS BankWorks Certificate of Completion.

➤ HealthWorks

As the elder population continues to grow, the demand for services in long-term care, assisted living facilities, and acute care also increases. JVS offers a 170-hour training program that will prepare trainees to become Certified Nurse Assistants and Home Health Aide Workers. They will learn resident care skills and rehabilitative/restorative care. The curriculum is developed and mandated by the State of California Department of Health and Human Services. Those who complete this program receive a State of California Certified Nurse Assistant Certificate.

➤ ApartmentWorks

Aided by representatives of the National Apartment Association, JVS conducted interviews and industry round-tables to identify hiring needs for apartment community owners and property management firms in the area. The ApartmentWorks training program will teach trainees maintenance and repair skills in the following: heating, ventilation, air conditioning, plumbing, electrical, interior and exterior repairs, and appliances. Trainees who complete the 120-hour curriculum and pass the final exam will be awarded a certificate by the National Apartment Association. Final occupations include Maintenance Technicians, Handymen, Porters, and Groundskeepers.

Training Plan

Experts in each industry were consulted and assisted in the development of curriculum. Communication with employers remains ongoing in order to critique and update training topics.

Commercial Skills (75%) Training will be offered to all occupations to improve job skills and gain employment. Trainees are provided basic job skills to secure entry level positions in the financial, healthcare, and apartment industry.

Job Readiness Skills (25%) Training will be offered to all occupations. Training in Job Readiness Skills will familiarize trainees with the interview process and new workplace environments, including basic computer skills.

Commitment to Training

JVS represents that ETP funds will not displace the existing financial commitment to training. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

➤ Training Infrastructure

JVS has assigned 8 staff members to administer the ETP program. As a repeat contractor, the organization is familiar with tasks required such as enrollment, data entry, scheduling, and training documentation.

Marketing and Support Costs

JVS's Marketing Department and Directors recruit for its programs through community colleges, public service announcements, local high schools, the County of Los Angeles Department of Social Services, and other social service and community organizations. JVS' relationships with community organizations such as the Urban League of Los Angeles and Goodwill establish JVS as a referral and resource for their clients to increase job skills and obtain employment.

JVS seeks full support costs to fund training assessment processes and recruitment of trainees and participating employers. Panel regulation allows support costs of up to 12% for recruitment, as well as assessment of employer-specific job requirements for multiple employer contractors that include At-Risk Youth.

SET/ Multiple Barriers

Under Special Employment Training (SET), trainee employment history is waived, and trainees may receive a higher proportion of Job Readiness Skills (up to 50%). SET will apply to all trainees. Also, all trainees are designated as facing two or more barriers to employment (e.g., mental or physical disability, limited English proficiency, limited math skills). For eligibility as At-Risk Youth (Job Number 2), JVS must document that the trainees are: between 18 and 23 years of age and not in school or employed full-time at time of recruitment. In addition, trainees in Job Number 3 will work in a High Unemployment Area (HUA) with unemployment exceeding the state average by at least 25%.

JVS requests the following SET wage and retention modifications:

➤ Wage Modifications

Based on their multiple barriers to employment, all trainees qualify for the ETP Minimum Wage rather than the higher SET standard wage. The 30 trainees in Job Numbers 2 (At-Risk Youth) and 3 (HUA) also qualify for a modification of up to 25% below the ETP Minimum Wage: \$10.10 for Los Angeles, Orange, San Diego, Ventura, Kern, San Bernardino, and Riverside Counties.

For Job Number 3 (At-Risk Youth), training will open up opportunities for good paying jobs for trainees of the local community.

➤ **Retention Modification**

Retention for At-Risk Youth trainees (Job Number 2) may be satisfied by employment of at least 30 hours a week for at least 90 days. For occupations in which workers are hired for short-term jobs, retention may be satisfied by employment of at least 500 hours within 180 days. Incidental placement of at-risk youth with public and non-profit entities is permissible but cannot exceed 35% of the number to retain in employment, by job number. Trainees in an HUA (Job Number 3) may satisfy retention by working a minimum of 35 hours per week for at least 90 days out of 120 consecutive days with up to three employers.

Tuition Reimbursement

In accordance with Title 22, CCR, Section 4412.1, JVS 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.

PRIOR PROJECTS

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

| Agreement No. | Location (City) | Term | Approved Amount | Payment Earned \$ % |
|---------------|-----------------|-----------------------|-----------------|------------------------|
| ET13-0241 | Statewide | 02/25/13- 02/24/15 | \$512,850 | \$512,850 (100%) |
| ET11-0201 | Statewide | 04/06/11- 04/05/13 | \$398,280 | \$384,616 (96%) |

ET13-0241: Based on ETP Systems, 55,807 reimbursable hours have been tracked for potential earnings of \$512,850 (100% of approved amount). The Contractor projects final earnings of 100% based on training tracked and final payments submitted to ETP in May 2015.

DEVELOPMENT SERVICES

N/A

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

American Red Cross of Glendale has been retained to provide training for a fee of \$1,500 per trainee for Certified Nurse Assistants/Home Health Aides and Jon Q Home Construction and Remodeling of Northridge has been retained for \$40 per hour for instruction in apartment maintenance. Other trainers will be identified for ETP record-keeping purposes as they are retained.

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-260

Trainees may receive any of the following:

COMMERCIAL SKILLS**BankWork\$™ (Teller, Cashier, Personal Banker, Universal Banker, Customer Service and Sales Representative, Cashier)**

- Introduction to BankWork\$™ Training Program
 - Ice Breaker
 - Classroom Rules
 - Job Description
 - Agenda
 - Investment
 - Expectations

- Module 1 - The ABC's of the Corporate Workplace
 - Dress Code
 - Attendance and Punctuality
 - The World of Etiquette Corporate style
 - What's My Communication Style?
 - Effective Listening
 - Courtesy and Interpersonal Quiz
 - Body Language
 - Problem Solving
 - Expectations in the Work Environment
 - Ethical Behavior
 - E-mail Etiquette
 - Telephone Etiquette
 - Voice Mail

- Module 2 – Banking 101
 - Introduction
 - Types of Financial Institutions
 - Career Opportunities
 - The Federal Reserve System
 - Regulations
 - Identity Theft
 - What is a Checking Cccount?
 - How to Read a Check
 - Things We Need to Know About Bank Accounts
 - How to Fill Out a Deposit Slip
 - How to Maintain a Check Register
 - What is a Debit Card?
 - What is a Wire Transfer?
 - What is an ACH?
 - Instructions for the Check Register
 - How Do You Balance a Checkbook?
 - The Bookkeeping of Banking

Handling Money
 Security
 Confidentiality
 Bank Robberies
 Banking Terms

- Module 3 – Customer Service and Sales
 - Customer Service
 - Greeting Customers
 - Meet Your Customers' Needs
 - Selling
 - Selling Benefits
 - Get to Know Your Customer
 - Cross-Selling
 - Checklist for Cross-Selling
 - Handling Sales Objections
 - Handling Customer Complaints
 - The Difficult Customer
 - The Very Difficult Customer
- Module 4 – Making the Transition
 - The First Day on the Job
 - Memory Techniques
 - What to Expect on the First Day
 - Constructive Criticism
 - Managing Your Boss
 - Do's and Don'ts
 - Probation

HealthWorks™ (Certified Nurse Assistant, Home Health Aide)

- Introduction to CNA/HHA
- Patient Rights
- Communication and Interpersonal Skills
- Safe Environment
- Body Mechanics
- Principles of Asepsis
- Weights and Measures
- Resident Care Skills
- Vital Signs
- Nutrition
- Emergency Procedures
- Long Term Care Resident
- Rehabilitative/Restorative Care
- Observation & Charting
- Death and Dying

ApartmentWorks™ (Maintenance Technician, Handyman, Porter, Groundskeeper)

- Inside the Apartment Business
- People, Projects and Profits
- Interior and Exterior Maintenance and Repair
- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning Maintenance and Repair
- Appliances Maintenance and Repair

ALL PROGRAMS—ALL OCCUPATIONS

JOB READINESS SKILLS

(cannot exceed 50% of the trainee's total training hours)

- Career Planning & Assessment
- Resume Building
- Interviewing Skills
- Workplace Etiquette
- Presentation/Appearance
- Personal Financial Records & Planning
- Customer Service/Bed Side Manners
- Basic Computer Literacy

Safety Training cannot exceed 10% of total training hours per-trainee

Note: Reimbursement for new hire training is capped at 260 total hours per trainee, regardless of method of delivery.