



**Training Proposal for:
The Warden's Office, Inc.**

Small Business \leq \$50,000

ET15-0292

Panel Meeting of: August 22, 2014

ETP Regional Office: Sacramento

Analyst: J. Basquez

CONTRACTOR

- Type of Industry: Retail

 - Number of Full-Time Employees
 - California: 39
 - Worldwide: 39
 - Number to be trained: 36

 - Out-of-State Competition: No OSC
 - Special Employment Training (SET): Yes No
 - High Unemployment Area (HUA): Yes No
 - Turnover Rate: 9%
 - Repeat Contractor: Yes No
- Priority Industry: Yes No
- Owner Yes No

FUNDING

- Requested Amount: \$22,968
- In-Kind Contribution: \$25,000

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 SET HUA	Computer Skills, Continuous Improvement, Business Skills	36	8-60	0 - 13	\$638	\$14.90
				Weighted Avg: 29			

- Reimbursement Rate: \$22 SB Non-Priority
- County(ies): Stanislaus
- Occupations to be Trained: Administration Staff, Customer Service Staff, Design Staff, Frontline Supervisors, Sales Staff, Warehouse/Delivery Staff
- Union Representation: Yes
 No
- Health Benefits: \$1.40 per hour
- LMS: N/A

SUBCONTRACTORS

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

OVERVIEW

The Warden’s Office, Inc. (Warden’s) is a small, locally-owned (only 2 offices) office furniture and supply business operating in the Modesto area since 1965. The Company also provides office planning and design, moving, and set-up services to small- and medium-sized businesses including manufacturers, banks, and insurance companies primarily in California.

Warden’s faces competition from “big-box” competitors, such as Staples and Office Depot. In order to compete, the Company must train staff and improve processes. The Company is striving for superior customer service, prompt local delivery, competitive pricing, and easy transactions, all of which require specialized training. The Company is also providing new technologies training to improve operations.

Training will be provided at both Modesto locations as well as vendor locations in the Stockton/Modesto area, to be determined at a later date. Only frontline workers will participate.

Training Plan

This will be Warden's fourth ETP Agreement. This proposal will concentrate on employee communication, customer service, and advanced computer skills. Some of Warden's goals from the three previous ETP Agreements were product knowledge, inventory control, process improvement and increasing sales. Wardens' customers expect them to remain ahead of the curve and are qualified experts on the latest products. With the help of ETP funding this training will enable Warden's to strengthen their business and continue to build their current customer base.

Business Skills - Training will be job specific and offered to all occupations. Training will include furniture sales techniques, purchasing and accounting skills, analytical/mathematical problem solving, communication and negotiation skills to improve sales and customer service.

Computer Skills - Training will be job specific and offered to all occupations. Training will include graphical skills, advanced Microsoft Office, website and mobile skills training.

Continuous Improvement - Training will be job specific and offered to all occupations. Training will include sales prospecting, paperless workflow, industry best practices and customer retention skills.

SET/HUA

Warden's operates in a specific geographic region and does not face out-of-state competition. Therefore, this project will be funded under Special Employment Training. All 36 trainees in Job Number 1 work in a High Unemployment Area, a region with unemployment exceeding the State average by at least 25%. Hence, they qualify for the ETP minimum wage of \$14.90 per hour for Stanislaus County instead of the Statewide Average Hourly Wage.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by Warden's under an ETP Agreement that was completed within the last five years.

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET13-0424	Modesto	6/24/2013 – 6/23/2014	\$30,492	\$24,541 (80%)
ET12-0440	Modesto	6/26/2012 – 6/25/2013	\$23,100	\$23,100 (100%)
ET11-0164	Modesto	2/21/2011- 2/20/2012	\$32,560	\$17,504 (54%)

According to Warden's representative, the 54% performance in the prior ETP project ET11-0164 was due to two factors: 1) The Agreement was the Company's first. The Company hired a subcontractor to assist with the implementation of a training program; however, the subcontractor was not available to help the Company execute it. Without the subcontractor's help, the Company was not able to handle implementation. 2) The loss of one of the owners. Since the ET11 project, the Company has learned how to develop a viable training program (without subcontractors) and performance has improved moving forward.

Exhibit B: Menu Curriculum

Class/Lab Hours

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Cutting-Edge Furniture Sales Techniques
- Innovative Workstation Skills
- Advanced Purchasing/Accounting Skills
- Influencing Sales Skills
- Business Analysis
- Written Communication Skills

COMPUTER SKILLS

- Database Graphical Skills
- Advanced Microsoft Office Skills
- Website Development
- Mobile Development

CONTINUOUS IMPROVEMENT

- Sales Prospecting Skills
- Paperless Work Flow
- Total Quality Management
- Documentation Skills
- Industry Best Practices
- Customer Relationship Skills
- Industry Specific New products
- Customer Retention Skills
- Communication Skills

CBT Hours

0-13

BUSINESS SKILLS

- DDMS Industry Specific (8hrs)
- Safety Training (3hrs)
- Mastery Google Analytics (2hrs)

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. CBT is capped at 50% of total trainee hours