



**Training Proposal for:  
Vital Research, LLC**

**Small Business**

**ET16-0303**

**Approval Date:** December 11, 2015

**ETP Regional Office:** North Hollywood      **Analyst:** M. Reeves

**CONTRACTOR**

- Type of Industry: Services
- Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 22
  - Worldwide: 22
  - Number to be trained: 22
  - Owner  Yes  No
- Out-of-State Competition: Customers Outside CA
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 1%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$11,616
- In-Kind Contribution: \$23,189

**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	Business Skills, Commercial Skills, Computer Skills, Continuous Imp., Mgmt. Skills	22	8-60	0-30	\$528	\$20.00
				Weighted Avg: 24			

- Reimbursement Rate: Job #1: \$22 SB Non-Priority
- County(ies): Los Angeles
- Occupations to be Trained: Clerical/Administration Staff, Data Entry Staff, Project Manager, Director, Research Assistant, Research Associate, Information Technology Staff, Programmer, Owner
- Union Representation:  Yes  
 No
- Health Benefits: N/A

**SUBCONTRACTORS**

- Development Services: Judith’s Training Services (JTS) in Los Angeles assisted with development for a flat fee of \$600.
- Administrative Services: JTS will also provide administrative services for a fee not to exceed 10% of payment earned.
- Training Vendors: To Be Determined

**OVERVIEW**

Founded in 1982, Vital Research, LLC (Vital Research) is a consulting firm specializing in research and evaluation. Based in Los Angeles, the Company provides expertise in research design, customized survey development, and statistical analysis for a variety of service areas. Vital Research’s primary areas of focus include aging and disabilities; consumer feedback surveys; community service evaluation programs; and education and evaluation research. The Company’s clients include state government agencies, school districts, utility companies, universities, and various foundations/associations.

Vital Research is growing rapidly as it takes on several new projects. For example, the Company is currently working on the Ohio Nursing Homes Project, conducting 30,000 interviews from 1,500 nursing homes in that state. Vital Research is also currently working on projects for state agencies in Colorado, Mississippi, and Minnesota, and was recently awarded a contract with the state of Delaware.

## Need for Training

Vital Research retained a consultant during 2014/2015 to help the Company outline a strategic plan for growth, and to find effective ways to meet new challenges in the industry. The outcome of this planning helped Vital Research revitalize its purpose and vision. The Company has set financial goals for the next five years and has refined its focus in the areas of human resources, marketing, and project development.

The Company's staff is primarily comprised of researchers who possess strong academic training. However, from a business training perspective, Vital Research has identified a need to train its employees to work more efficiently and collaboratively with clients across multiple service areas. Vital Research is involved with diverse projects, and its staff needs to be trained on all facets of communication, data collection, marketing, and client services. Staff also needs training on security issues pertaining to the sensitive nature of the information that the Company collects. Two specific pieces of legislation that directly impact the Company's confidentiality protocol are: the Health Insurance Portability and Accountability Act (HIPPA) and the Health Information Technology for Economic and Clinical Health Act (HITECH).

The proposed training will focus on strategic planning, communication, time management, network and data security, teambuilding, data visualization, and the use of statistical programs.

## Training Plan

Training will take place at the Company's location in Los Angeles, and will be provided by both in-house subject matter experts and outside vendors to be identified during the contract term. The majority of training will be delivered via class/lab; however, a small percentage of training will be conducted via computer-based training (CBT) to reinforce learning. CBT training will focus on survey development, data analysis, and web services applications.

**Business Skills** – Training will be offered to Project Managers, Research Associates, Administration Staff, and Research Assistants. Trainees will learn to strategically launch new projects from conception through completion. In addition, this training will teach employees how to properly gather information from clients, conduct research accurately, and present data properly in the form of reports and content evaluation.

**Commercial Skills** – Training will be offered to Research Associates. Trainees will learn to properly capture and visualize data, as well as use multiple statistical programs for data analysis.

**Computer Skills** – Training will be offered to Information Technology Staff, Programmers, Research Assistants, Data Entry Staff, and Clerical/Administration Staff. This training will include office automation, software applications and security, computer networking (hardware/software), scheduling, data entry, and systems programming. This training is designed to provide workers with the business application tools to perform their respective job duties more efficiently.

**Continuous Improvement** – Training will be offered to all occupations. This training will help workers stay current on HIPPA and HITECH confidentiality measures. Training will also cover company-specific programs and project management skills.

**Management Skills** – Training will be offered to Project Managers. This training will equip the Company's leadership team with the skills to manage rapid growth, motivate employees, and promote team-oriented productivity throughout the organization.

**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 Administration
- Strategic Planning, Evaluations, Monitoring
- Marketing
- Business Plans
- Communications
  - Report Writing (Editing and Negotiating)
  - Content Analysis
  - Research
  - Evaluation
  - Client Interfacing

**COMMERCIAL SKILLS**

- Data Visualization
- Statistic Programs (SPSS – Social Sciences, SAS – Statistical Analysis, R)

**COMPUTER SKILLS**

- Office Automation
- Computer Networking (hardware, software)
- Information Technology (scheduling, data entry)
- Website Security
- Data Transmission
- Microsoft Certified Systems
- Cisco, Certified Network Associate
- Security Software

**CONTINUOUS IMPROVEMENT**

- HIPPA Compliance
- Confidentiality
- HITECH Requirements
- Data Handling
- Programs (PACE)
- Project Management (Strategic planning, evaluations, monitoring, scheduling, data, Census, interviewing/surveys)

**MANAGEMENT SKILLS**

- Leadership
- Decision Making
- Motivation
- Teambuilding
- Time Management

**CBT Hours**

0 – 30

**CBT – COMMERCIAL SKILLS*****SurveyGizmo***

- Email Campaigns (1hr)
- Open-text Questions (1 hours)
- Automated Email Communication (1hr)
- Piping and Repeating Questions (1hr)
- Survey Style: Branding Your Survey (1hr)
- Summary Reports (1hr)
- Data Analysis Tools (1hr)
- Comparison and Cross-tab Data Analysis – Best Practices (1hr)
- Asking the Right Questions – Best Practices (1hr)

**CBT – CONTINUOUS IMPROVEMENT*****Lynda.com***

- Google Analytics Essential Training (3hr 35min)
- Communication Tips (3hr 22min)
- Working Remotely (32min)
- Organization Communication Fundamentals (1hr 20min)
- Prezi Essential Training (1hr 34min)
- Tableau 9 Essential Training (2hr 55min)

**CBT – COMPUTER SKILLS*****Pluralsight***

- Exploratory Data Analysis with R (2hr 30min)
- Amazon Web Services (AWS) Fundamentals for System Administrators
  - Getting Started (47min)
  - Introduction to AWS (31min)
  - Understanding AWS Global Infrastructure (29min)
  - Understanding AWS Security Measures (37min)
  - The AWS Free Tier (43min)
  - Working with ASW Storage: Ephemeral and S3 (33min)
  - Working with ASW Storage: EBS and Glacier (33min)
  - AWS Compute Options (28min)
  - Understanding EC2 Pricing (32min)
  - Understanding AWS Networking, CloudWatch, and Auto Scaling (49min)
  - Amazon Database Options, APIs, and Lambda (36min)
  - Amazon Simple Service (24min)
  - CloudFront, CloudFormation, Elastic Beanstalk, and CloudTrail (21min)

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