



**Training Proposal for:  
XYZ Graphics, Inc.**

**Small Business**

**ET16-0260**

**Approval Date:** November 19, 2015

**ETP Regional Office:** San Francisco Bay Area

**Analyst:** R. Jackson

**CONTRACTOR**

- Type of Industry:
  - Manufacturing
  - Services
  - Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 56
  - Worldwide: 56
  - Number to be trained: 56
  - Owner  Yes  No
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 14%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$34,944
- In-Kind Contribution: \$90,720

**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 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Cont. Imp.	56	8-60	0-30	\$624	\$20.00
				Weighted Avg: 24			

- Reimbursement Rate: \$26 SB Priority
- County(ies): San Francisco, Los Angeles
- Occupations to be Trained: Senior Production Artist, Junior Production Artist, Sales Account Director, Sales Development Associate, Senior Project Lead Producer, Junior Project Lead Producer, Administrative Staff, Managers, Owners
- Union Representation:  Yes  
 No
- Health Benefits: N/A

**SUBCONTRACTORS**

- Development Services: Training Funding Source (TFS) of Seal Beach developed this proposal for \$2,900.
- Administrative Services: TFS will also provide administrative services for an amount not to exceed 13% of amount earned.
- Training Vendors: Heidi Kraft, San Francisco, Business Skills

**OVERVIEW**

XYZ Graphics, Inc. (XYZ) provides creative services, image creation, and post-production studio services. From its San Francisco and Los Angeles facilities, this small business creates and alters still and motion imagery using state-of-the-art technologies. XYZ's clients include advertising agencies such as Goodby Silverstein & Partners, Venable Bell & Partners, and brands such as; Cisco, Williams Sonoma, Logitech, Audi and Virgin America.

This is XYZ's third ETP proposal in the last five years. The most recent ETP Agreement provided training to respond to action and fast-paced commercials and advertising. The print and pre-press services XYZ offers are being replaced by motion graphics and post production work. Therefore, XYZ is actively transitioning from print to digital technology to remain competitive. Additionally, the Company is expanding services by adding digital prototyping, augmented reality and creative/design consulting.

Technology changes in pre-press, motion graphics, mobile technologies and trends require significant routine skill upgrades. For example, software platforms such as Maya are updated annually. XYZ and similar companies then tweak the upgraded software by writing Java scripts to customize and enhance it to their own specifications to better meet customer demands. Furthermore, changes in business culture require more negotiation with clients directly rather than through conventional ad agencies. Consequently, project management and creative direction are managed radically differently today. As technology changes quickly in high tech fields, skills must be updated to remain competitive. ETP-funded training will provide a skills upgrade designed to keep the company competitive.

## **Training Plan**

XYZ will provide company-wide training to expand upon its earlier ETP-funded plan. Class Lab and Computer-Based Training (CBT) will be provided.

Any topics repeated from the prior Agreement will only be attended by new employees or employees that have not attended before. Training will be delivered by subject matter experts in-house or by California based vendors.

**Business Skills:** Training will be provided to all occupations to build competencies that maintain and support business growth objectives. Topics will include sales and marketing development, project management techniques, customer service, financial planning and leadership and development. This training will enable the organization to better service new clients, while managing outcomes.

**Commercial Skills:** Training will be provided to Production Artists, Project Lead Producer and Managers. Training will help create the proper architecture of software, hardware and production equipment and familiarizes staff with creating and implementing architectures for newer technology to better serve clients.

**Computer Skills:** Training will be provided to all occupations to increase efficiency and productivity. Computer and software knowledge is critical to all positions within XYZ. For the operation and sales, topics include the use of standard software and programs. Topics will cover ways to input, review, design and present information. For the production, topics include how to transform images for print, video, web, mobile devices or interactive kiosks using many types of software programs.

**Continuous Improvement:** Training will be provided to all occupations. All employees will be provided with training in communication and team building to assist the company in meeting leadership and quality improvement goals which includes sharing new ideas and best practices. XYZ topics focus on the establishment of working relationships which the company represents is core to being effective and efficient.

## **Computer-Based Training (CBT)**

Computer Skills delivered through CBT will be provided to all occupations.

Software programs are critical; CBT offers a helpful self-paced course option for learning new skills. XYZ has purchased \$10,000 dollars in state-of-the-art CBT software. Topics include administration tools such as MS Word for compensation reports and financial statements to software design programs. CBT hours will not exceed 50% of the total training hours per trainee.

**RECOMMENDATION**

Staff recommends approval of this proposal.

**PRIOR PROJECTS**

The following table summarizes performance by XYZ under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET13-0106	Los Angeles, San Francisco	8/14/12 – 8/13/13	\$49,504	\$39,675 (80%)
ET11-0299	Los Angeles, San Francisco	6/7/11 – 6/6/12	\$15,730	\$15,730 (100%)

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

8-60

Trainees may receive any of the following:

**BUSINESS SKILLS**

- + Appraisal Skills
- + Customer Service
- + Coaching/Feedback
- + Developing Sales & Marketing Strategies
- + Emerging Technology
- + Financial Literacy
- + Inventory Control
- + Leadership
- + Managing Innovation
- + Negotiating Skills
- + Performance Management
- + Planning
- + Presentation Skills
- + Project Management Techniques
- + Quality Assurance
- + Research and product Development
- + Team Building
- + User Interface Design Business Strategies

**COMMERCIAL SKILLS**

- + Equipment Operations & Maintenance
- + Color Management Workflows
- + Production Practices
- + Structural Design of Boxes

**COMPUTER SKILLS**

- + 3D Design
- + Accounting Systems
- + Adobe Creative Suites
- + ADP Payroll Services Software
- + Application Enhancement Customization
- + Asset Management Software
- + Client Relations Database
- + Data Base Management
- + MS Office
- + File Maker
- + Flash – a2D Graphics/Motion – Web Banners
- + Hypertext Mark-Up Language
- + Invoicing Database
- + Job Log – Software for Tracking Billable Hours to Clients
- + Mechanical Building
- + Modo Motion Graphics Software
- + Peach Tree
- + 3d Max
- + Payroll Systems
- + Programming Language and Coding
- + Project Tracking Database

- + Publisher and Printer Database
- + Retouching
- + Software Development Platforms
- + Sound Design (sound booth, soundtrack pro)
- + SQL\*Plus
- + Supplier Database
- + Swift 3D
- + User Interface & User Design
- + Video Production (Final Cut Pro, After Effects)
- + WebLogic
- + Website Design
- + Intermediate and Advanced Word 2007/2010
- + XHTML
- + XMLTopic

### **CONTINUOUS IMPROVEMENT**

- + Communication Skills
- + Creative and Innovative Thinking
- + Effective Teams Process Improvement
- + Leadership Skills
- + Listening Skills
- + Quality Improvement
- + Team Building

### **CBT**

0 – 30

### **COMPUTER SKILLS**

- + 3d Max 2009 Essential Training (9 hrs)
- + 3ds Max 2010 Essential Training (15 hrs)
- + After Effects CS6 Essential Training (8.5 hrs)
- + Best Practices for Flash-Based Banner Ads (4 hrs)
- + C# Essential Training (6.75 hrs)
- + CINEMA 4D R11.5 Essential Training (9 hrs)
- + Concepts & Techniques (HDR) Photography (5 hrs)
- + Effective Meeting (1.25 hrs)
- + Excel for Mac 2011 Essential Training (4.75 hrs)
- + File Maker (20 hrs)
- + Foundations of Programming: Fundamentals (4.75 hrs)
- + Foundations of Programming: Object-Oriented Design (3 hrs)
- + Furniture Design Video Tutorial (1.75 hrs)
- + High Resolution Sculpting and Color Map Painting (.5 hr)
- + HTML5 First Look (4.5 hrs)
- + Illustrator CS6 New Features (1 hr)
- + In Maya 2011: Modeling a Character (3 hrs)
- + In Photoshop CS6 (10.5 hrs)
- + InDesign CS Essential Training (10.5 hrs)
- + Invaluable Building Professional Connections (1 hr)
- + Java Essential Training (7 hrs, 16 mins)
- + JavaScript Essential Training 2011 (5.5 hrs)
- + Learning QuickTime 5 Pro (3 hrs)
- + LinkedIn Essential (2.5 hrs)
- + Luxology Modo C9 (5 hrs)
- + Maya 6.5 Essential Training (8.5 hrs)

- ✚ Modeling a Character (3 hrs)
- ✚ Resolution Sculpting Texting and Rendering (1.25 hrs)
- ✚ Modo 301 Signature Courseware (14 hrs)
- ✚ Modo 501 Essential Training (7.5 hrs)
- ✚ Objective-C Essential Training (6 hrs)
- ✚ Photoshop CS6 for Photographers (12.25 hrs)
- ✚ Practical and Effective JavaScript (5.5 hrs)
- ✚ Premier Pro CS6 Essential Training (7 hrs)
- ✚ Project Management Fundamentals (2 hrs)
- ✚ Setting-Up a Database in Excel (.5 hrs)
- ✚ Social Media Marketing Facebook/Twitter (5.5 hrs)
- ✚ Wood 2010 New Features (2 hrs)
- ✚ Wood 2010 Styles (3.25 hrs)
- ✚ WordPress Essential Training (6.5 hrs)

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.