

**DELEGATION ORDER**



**Training Proposal for:  
EI Clasificado  
Small Business: ET10-0245**

Approved: **November 2009-1**

ETP Regional Office: **North Hollywood**

Analyst: M. Paccerelli

**CONTRACTOR:**

- Type of Industry: Manufacturing
  
  - Contractor's # of Full-Time Employees
    - *California:* 99
    - *Worldwide:* 99
    - *Number to be trained:* 62
  
  - Turnover Rate: 13%
  
  - Repeat Contractor:  Yes  No
- Priority Industry:  Yes  No

**CONTRACT:**

- Training Project Profile: Priority/Retrainee
- ETP Funding Amount: \$38,688
- In-Kind Contribution: \$57,155
- Average Cost per Trainee: \$624
- Post Retention Wage: \$14.18
- Health Benefits: \$1.38 per hour
- Occupations to be Trained: Administrative Staff, Circulation Staff, Sales Staff, Editorial Staff, Events & Marketing Staff, Human Resources Staff, Information Technology Staff, Production Staff, Finance Staff, Strategic Management Staff

- Training Menu:
 

<input checked="" type="checkbox"/> Business Skills	<input type="checkbox"/> Literacy Skills
<input type="checkbox"/> Commercial Skills	<input checked="" type="checkbox"/> Management Skills
<input checked="" type="checkbox"/> Computer Skills	<input type="checkbox"/> Manufacturing Skills
<input checked="" type="checkbox"/> Cont. Improvement	<input type="checkbox"/> Other:
  
- Range of Hours: 8-60 Weighted Average: 24
- Multiple Job Numbers:  Yes  No
- County(ies) Served: Los Angeles
- Union Representation:  Yes  No
- Subcontractor: N/A
- Third Party Services: N/A

**INTRODUCTION**

Founded in 1988, El Clasificado is a Spanish language print and online publication in California.

This proposal will focus on new training to address the company’s rapid growth and significant market changes. Despite the decline of print publishing and advertising, El Clasificado continues to grow with the shift to online media and digital technologies. In the past year, El Clasificado added a new online Digital Media Sales department to grow online sales, and is cross-selling print, events, and mobile products. As a result of the shift to digital, the company must invest in new complex training in such areas as internet marketing, interactive web page design, and selling multi-platform products. The anticipated training hours in these new training areas account for 50% of the total proposed training hours.

This will be the fourth ETP Agreement between El Clasificado and ETP within the last five years.

**RECOMMENDATION**

For the reasons set forth above, staff recommends approval of this proposal by the Executive Director in consultation with the Panel Chair (Delegation Order 2009-1).

**PRIOR PROJECTS**

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

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned
ET08-0134	Los Angeles	07/06/07 - 07/05/09	\$73,876	\$73,876 (100%)
ET06-0100	Los Angeles	07/05/05 07/04/07	\$49,720	\$48,093 (97%)
ET04-0417*	Los Angeles	08/01/03 – 12/31/04	\$24,560	\$15,200 (62%)

*\*ET04-0417 – Several trainees completed training, but were dropped for not meeting the ETP minimum wage requirement at the end of the retention period.*

Comments may be submitted by email at [delegationorder@etp.ca.gov](mailto:delegationorder@etp.ca.gov).  
You must identify the ET10 Number for this proposal in the subject line of your email.  
The deadline for submitting comments on this proposal is November 18, 2009.