



State of California  
**Employment Training Panel**

Training Proposal for:  
**Link\_A\_Media Devices Corporation**

**Agreement Number: ET09-0190**

Panel Meeting of: **July 25, 2008**

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

Analyst: R. Jackson

**PROJECT PROFILE**

Contract Type: Priority/SB<100

Industry Sector(s): High-Tech Services

Counties Served: Santa Clara

Repeat Contractor:  Yes  No

Union(s):  Yes  No

Priority Industry:  Yes  No

No. Employees in CA: 82

No. Employees Worldwide: 82

Turnover Rate %	Manager/Supervisor %
8%	18%

**FUNDING DETAIL**

Program Costs	Substantial Contribution	Total ETP Funding
\$109,746	\$0	\$109,746

In-Kind Contribution
\$150,000

**TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Average No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Priority/SB<100	Continuous Improvement Management Skills	67	8-200		\$1,638	\$15.00
				Weighted Avg: 63			

**Minimum Wage by County:** Santa Clara \$14.02

**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

Although employer provides health benefits they are not being used to meet Post-Retention Wage. The current lowest wage is higher than ETP’s minimum wage requirement.

**Other Benefits:** 401K, Vacation.

Wage Range by Occupation	
Occupation Title	Wage Range
Managerial Staff	
Technical Staff	
Administrative Staff	

**INTRODUCTION**

In this proposal, Link\_A\_Media Devices Corporation (Link\_A\_Media) seeks funding for retraining as outlined below:

Link\_A\_Media serves the peripheral data storage device industry primarily in the U.S. and Japan by developing custom semi-conductor chips. The company was founded in March 2004 to deliver solutions to the continuing demands for higher capacities and lower costs for Hard Disk Drives (HDDs) and other storage technologies, such as Solid State Drives, which are used in consumer goods, including computers and iPODs.

The semiconductor chips designed by Link\_A\_Media integrate several functional blocks that in previous generations were implemented as separate chips. These integrated chips are called Systems-on-Chip (SoCs). The SoC solution offered by Link\_A\_Media integrates the read/write channel, disk controller functions, microprocessor(s), and memories, along with servo processing for HDD application.

Link\_A\_Media is privately-held and located in Santa Clara, where the training will take place.

This company is eligible for funding as a computer design service under out-of state competition provisions outlined in Title 22, California Code of Regulations, Section 4416 (i).

## **PROJECT DETAILS**

With ETP's assistance, Link\_A\_Media would like to transition its existing ad hoc training program to a more formal and broader program that better meets the company's goal of remaining competitive. As a result of the training, Link\_A\_Media intends to become a high performance workplace. The emphasis of the proposed training plan is on expanding trainee skills sets to improve efficiency and enhance leadership. No new equipment is involved or necessary for the proposed training program.

The 67 trainees in this proposed project will receive between 8-200 hours of Classroom/Lab training in the following areas:

### **Continuous Improvement Skills:**

#### Quality Management –

This training is designed to work with the latest and most innovative technology and ideas. It is also designed to reduce waste, reduce defects, improve team-work, and support innovation. Therefore, the company's goal is to establish a solid process foundation that will reduce defects significantly.

#### Customer Satisfaction –

This training will assist employees to identify problems related to processes or products and provide the customer with the best solution in a timely manner.

### **Management Skills:**

The 12 manager trainees will also receive training in Leadership/Coaching. This will enable new and existing managers to develop their managerial skills and assist team members.

## **COMMITMENT TO TRAINING**

On an ongoing basis, Link\_A\_Media plans to continue to provide training to enhance and expand in order to remain competitive. The company's current training efforts include new hire orientation, compliance training, health and safety training, and core skills training.

Link\_A\_Media represents that the proposed training would not be possible without ETP's assistance. Link\_A\_Media also represents that ETP funds will not displace its existing financial commitments to training. Indeed, Link\_A\_Media anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area.

Link\_A\_Media represents that safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

## **RECOMMENDATION**

For the reasons set forth above, staff recommends approval of this proposal. In doing so, staff notes that this is a small business in a priority industry sector.

## **DEVELOPMENT SERVICES**

N/A

**ADMINISTRATIVE SERVICES**

N/A

**TRAINING VENDORS**

CMC West of San Diego has been retained to provide training for an unknown fee. Other trainers will be identified for ETP record-keeping purposes, as they are retained by Link\_A\_Media.

**Exhibit B: Menu Curriculum**

**Class/Lab Hours**

8-200

**CONTINUOUS IMPROVEMENT**

-  Quality Systems Management
-  Quality Systems Implementation Planning
-  Process Mapping and Flowcharting
-  Process Thinking
-  Developing Functional Processes and Procedures
-  Quality Systems Implementation ISO 9001
-  Quality Awareness Training
-  Internal Auditor Training
-  Preventing Design and Development Defects
-  Managing Organizational Change
-  Principles and Practices of Total Quality Management
-  Project Management

**MANAGEMENT SKILLS**

**(Management Skills are limited to Managers)**

-  Communication Practices for Better Results
-  Team Dimensions
-  Essential Skills of Leadership
-  Leadership Effectiveness