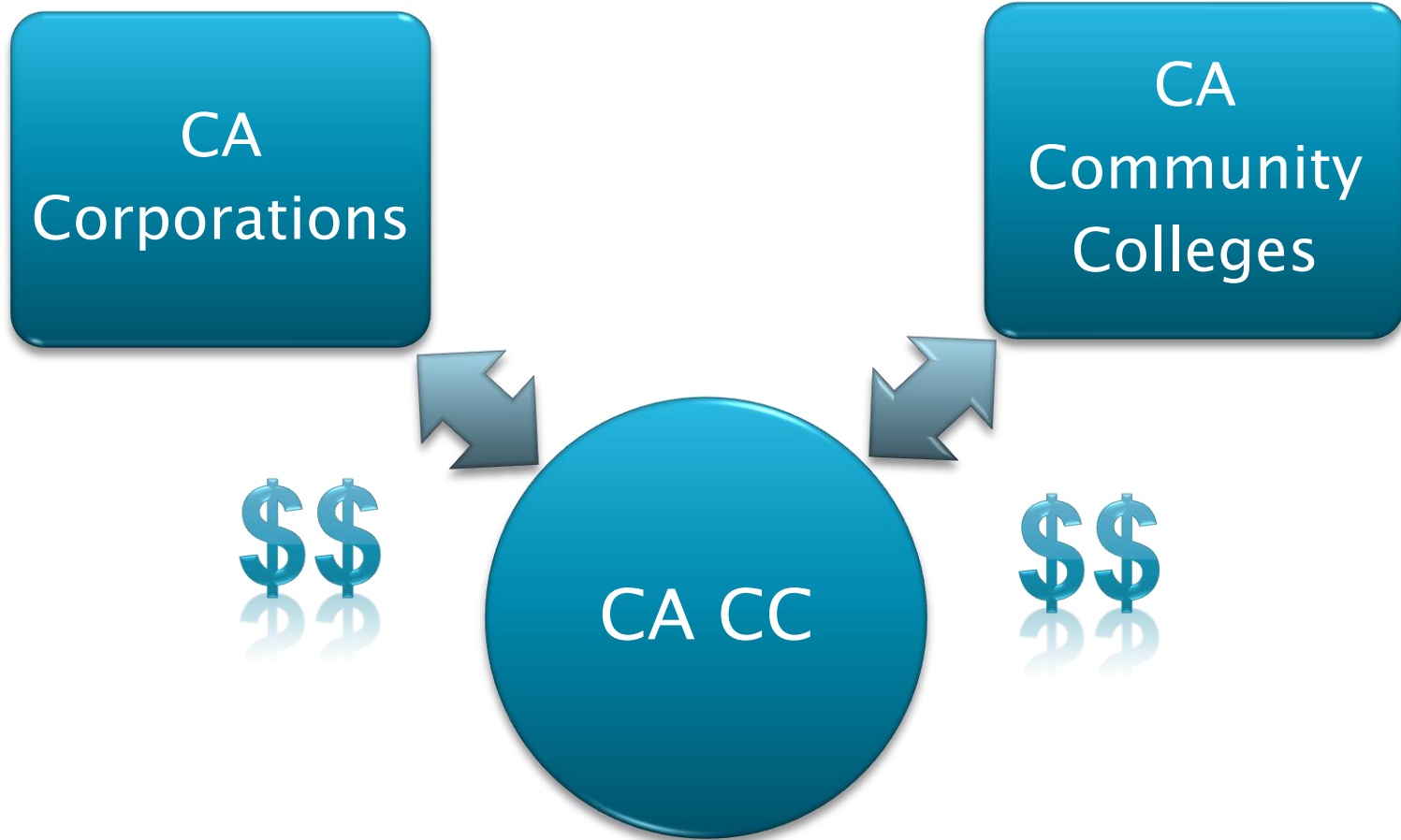




CALIFORNIA CORPORATE COLLEGE

A new road to prosperity

The Concept



Why Now?

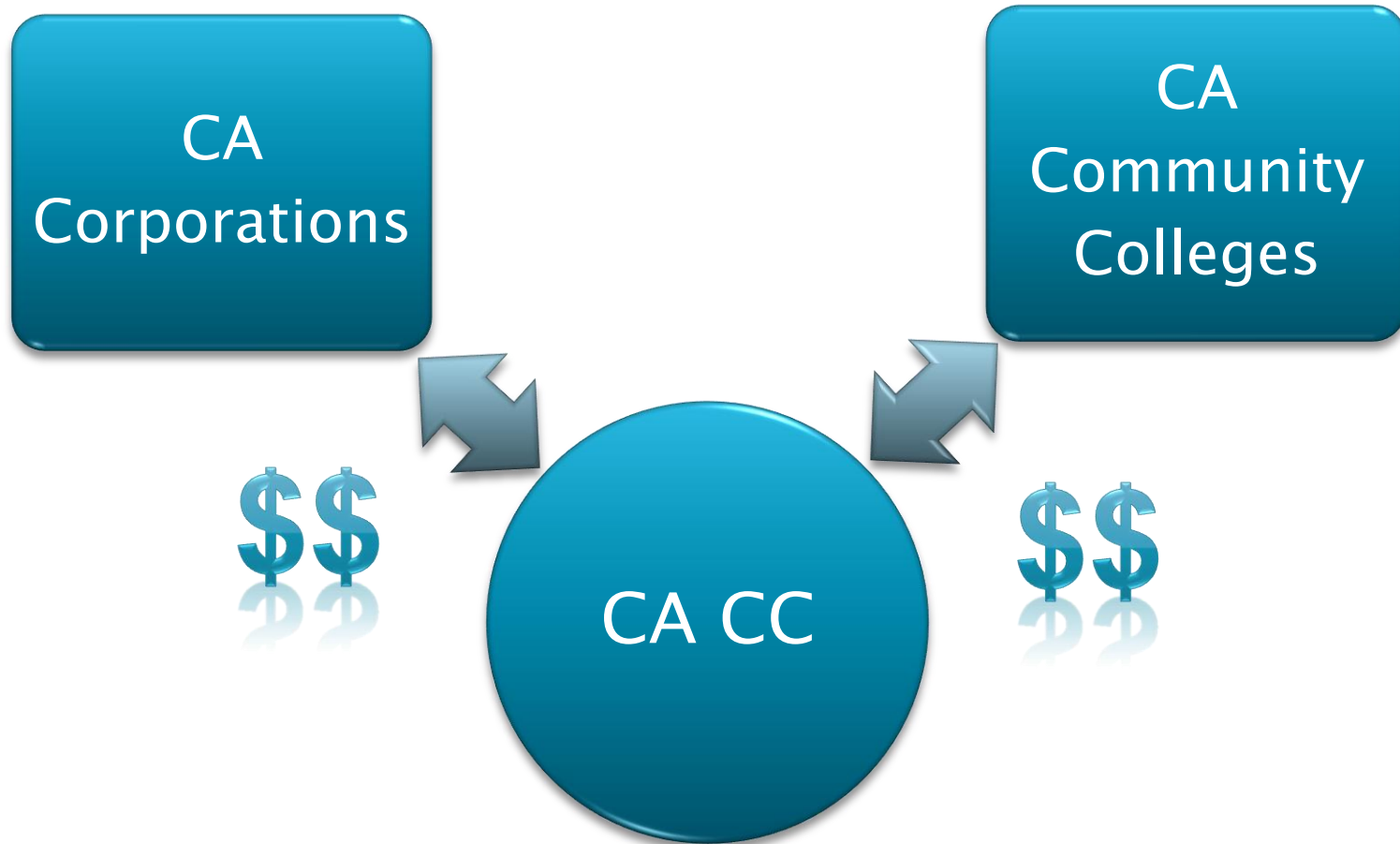
- ▶ CA Corporations still spending on training
 - Projections for 2009: \$2 billion with outsourced training providers
- ▶ CCC's have competitive advantages
 - Sustainability
 - Breadth and depth of solutions
 - Access to stimulus dollars
- ▶ CCC's seeking sources of discretionary revenue

The Road Traveled

- ▶ System Strategic Plan Action Item C1(B)
- ▶ Action Planning Group (APG) formalized
- ▶ Create Operations Plan
- ▶ Secure “start-up” funding
- ▶ Operations Plan and Recommendations complete – Jan ‘09
- ▶ IDRC Grant application complete – Apr ‘09
Passed - Not Funded
- ▶ RTF Grant application complete – Aug ‘09
Passed – Funded



The Concept



CA CC Functions



- ▶ Branding, Marketing, Outreach
- ▶ Business Development/Sales
- ▶ College Delivery Coordination
- ▶ Contract Management
- ▶ Product/Services Management
- ▶ Post Training Evaluation/ROI

District Functions

CA Community
Colleges

- ▶ Assign CA CC Liaison
- ▶ Respond to requests in timely manner
- ▶ Deliver services
- ▶ Refer appropriate leads
- ▶ Pay \$500 annual assessment fee

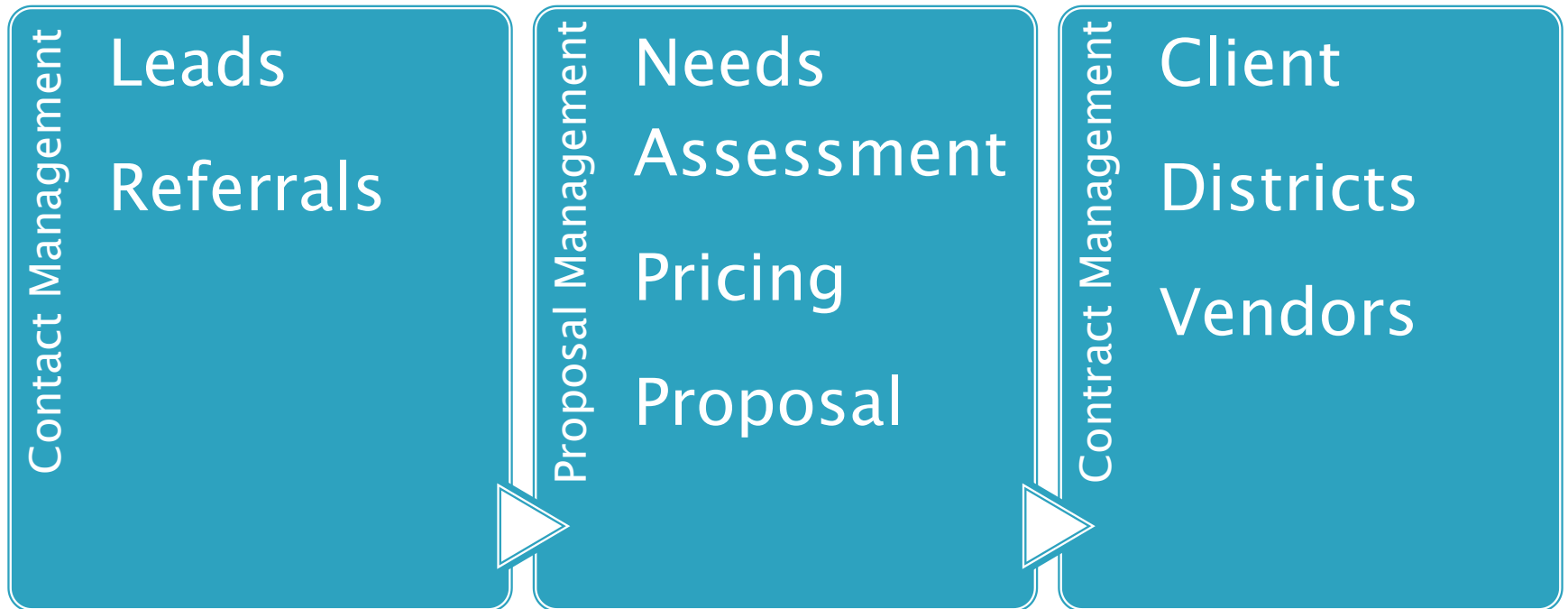
District Financial Considerations



CA Community
Colleges

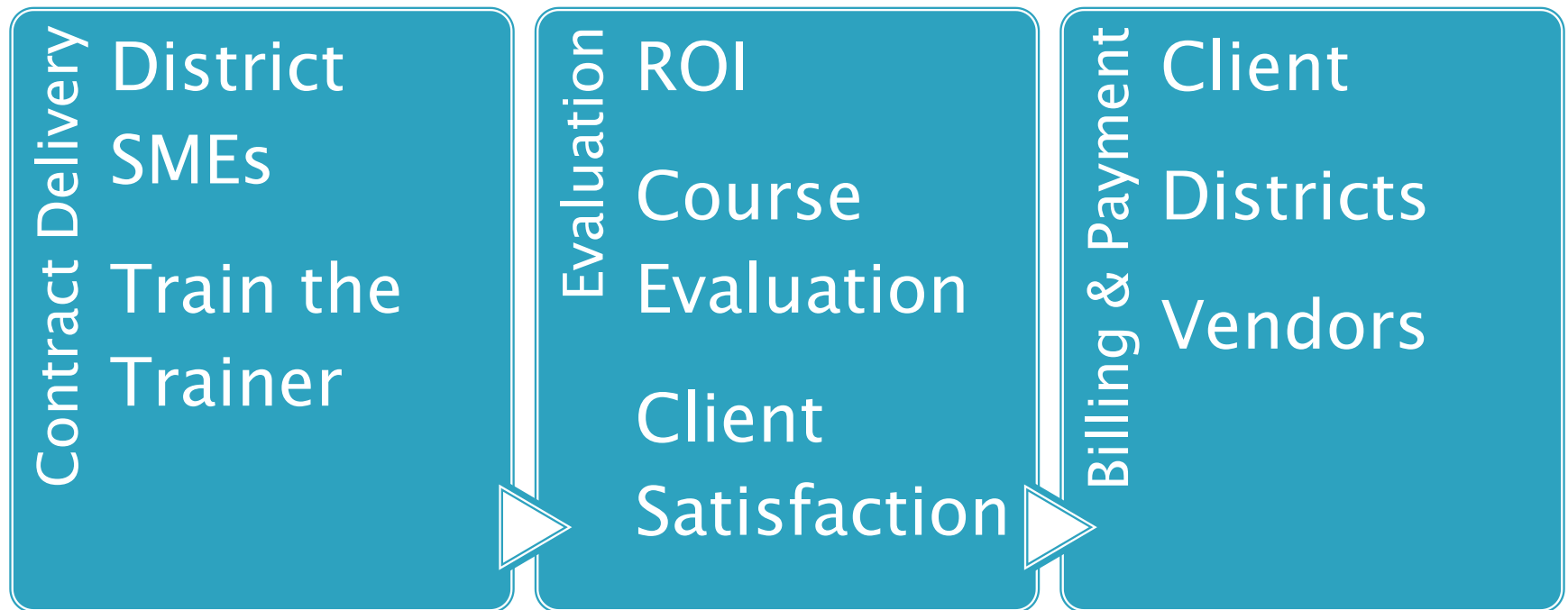
- ▶ **Contract Delivery**
 - Fee reimbursement for:
 - SME + benefits, if applicable
 - Administrative Support Time
 - Dean/Director Time
 - 35% mark-up
- ▶ **Referral Fees**
 - 5% on first time contracts
 - 2% on additional contracts
- ▶ **Surplus Distribution**
 - Paid out after CA CC reaches retained revenue goal
- ▶ **Annual Assessment Fee (\$500)**

CA CC Contract Process



CA CC Contract Process

(cont)



XYZ Company

English as a Second Language: \$104,000

Contact Management

Referral from Los Rios CCD

LRCCD: 5% Referral fee

\$5,200

Proposal Management

Customized Curriculum

40 hour ESL Training

13 sites

~500 students

Contract Management

Client: \$104,000

- Curriculum Development

- Train the Trainer

- Program Delivery

CD & T4T District: \$10,500/\$3,675 Net

Delivery Districts: \$2,205 +

Travel/\$772 Net

Vendors: \$14,000

XYZ Company (cont)



Become a Participating District

- ▶ Complete Memorandum of Understanding
 - Assign District Liaison
 - Acknowledge Understanding of Standards of Good Practice
 - Pay or incur \$500 Assessment Fee
 - Benefits immediately available



CA CC Advisory Board

CHAIR

Rick L. Hodge, Director
Pasadena City College

FISCAL LIAISON

Catherine Swenson, Director
Training and Development

Brad Banghart, Dean
Shasta College

George Boodrookas, Dean
Modesto Junior College

Dr. Richard Della Valle, Director
Northern California ETC

Walter Di Mantova, Director
Los Rios CCD

Kristin Houser, Director
College of the Canyons

Rick Kuhn, Director
De Anza College

Barbara Maxey, Asst. Dean *Retired*
Butte College

Ginger Neel, Director
North Orange County CCD

STAFF

Leslie Larrabee, CA CC Executive
Director

Questions



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