



Employment Training Panel

Memorandum

To: ETP Policy Committee
Gretchen Newsom, Chairperson
Janice Roberts, Member
Rick Smiles, Member

Date: June 18, 2020

CC: Executive Staff
Peter Cooper, Assistant Director

From: Lis Testa, Policy Manager

Subject: ETP Policy Committee Meeting Agenda Item 4.a.
Proposal to Policy Committee Re: Eligibility Checklist

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- I. Brief Issue Statement: In the fall of 2019, Committee expressed interest in developing a type of 'eligibility checklist' that could be posted on our website for easy access, and included in marketing materials, for potential new ETP applicants. This checklist would enable potential customers to see some general eligibility requirements at a glance, to give them a better understanding of their likelihood of being determined eligible to contract with ETP.

ETP does not currently have a checklist of this sort, however, we do maintain a FAQ on our website.

II. Options:

- a. In November, 2019, Program Projects Unit (PPU) staff developed a sample checklist that could be posted to the website. Please see Attachment: Eligibility Checklist. This checklist outlines some important eligibility requirements (not being an individual looking for training, training CA based employees, being registered to do business within CA, etc.). It also highlights industries we fund and those we do not fund.

If potential customers utilized this checklist, it could help to limit the number of pre-apps we receive, for example, those from individuals seeking training. It can also help to give customers an idea of the types of information that will be asked of them during their eligibility determination.

- b. PPU staff also recommended a second option: to simply add additional questions to our FAQ. Please see Attachment: FAQ Sample Questions. The current FAQ can be found on our website here: <https://etp.ca.gov/faq/>

There are currently 19 questions on our FAQ, dealing with issues such as: how ETP is funded, when training can begin, union letter requirements, various training limitations, recordkeeping requirements, and more. There are no eligibility specific questions, however, there is one question (#18) directing individuals looking for training to both our training providers list and to EDD's Job Services website. The answer to another question (#1) indicates that only companies subject to the ETT are eligible for ETP contracts.

In the FAQ Sample Questions attachments, questions similar to those contained in the Eligibility Checklist attachment have been added, and question #18 relating to individuals looking for training has been moved closer to the start of the questions listing. Additionally, all eligibility related questions are placed closer to the top of the FAQ, so that the FAQ reflects the chronological order of the ETP process.

III. Request

Staff would like to know which of these options Committee prefers. We can then add this material to our website and marketing materials.

Benefits and drawbacks of the Eligibility Checklist:

- This is a stand-alone document that can be included in our marketing materials.
- By being a separate document, it can be targeted towards only new potential customers, and not clutter up the FAQ. With these additional questions added to the FAQ, the total number of questions goes from 19 to 27.
- It is short, succinct, and good for visual organization.
- It is a stand-alone document, and would therefore need its own page within our website.

Benefits and drawbacks of adding to the FAQ:

- All FAQ type questions will be in one single location.
- We can give more detailed information within the FAQ responses.
- The FAQ will greatly increase in size.
- The FAQ will be more open in scope, whereas now it addresses mostly questions regarding already existing contracts and some general information.
- There will not be a separate document to include in marketing materials.
- We will not need to add an additional page to the website.

A third option would be to do both of these: have a stand-alone checklist, and also add to the FAQ.