

1.10 INSTITUTIONAL PLANNING

B. MARKET.

Train Skills Management, LLC (TSM) is an innovative, technology-skills based, hands on Heavy Equipment Operator training program, utilizing a blended learning approach with hi-tech simulation and live equipment training opportunities. Our Industry certified Heavy Equipment Operator's training program provides each graduate with an Industry Certified, Heavy Equipment Operator Certificate which can provide an accelerated employment pathway into the skilled Construction Trades and Entrepreneurship. TSM's training program is currently WIOA credentialed and accepted into ETPL (2018-2023). Our training program helps prepare graduates for employment opportunities in the Horizontal & Vertical Construction sectors, including Utility & Broadband installation, manufacturing logistics and roadwork, forestry, and landscaping, including multiple entrepreneurial sectors.

Our existing/potential customer base initially targets 18 to 24year old, men & women, interested in learning the basics to enter the ever-growing construction employment opportunities. We find that this is one demographic that is seeking this type of accelerated, Industry Certified, employment pathway with an achievable 5week timeline commitment. We train candidates in all age groups through the mid-fifties, as the employment opportunities presented upon graduation, require physical stamina and excessive labor demands on the individual.

Candidates are motivated to enroll in our training program, because our training timeline only requires 5-6 weeks to properly learn the industry benchmarked skill sets, making this accelerated timeline achievable for most. This time investment allows one to maintain part-time employment while training and therefore creates less debt or loss of income during the training process.

We collaborate with Workforce Investment Board partners and their community agencies, Tribal Labor organizations such as TLAC, (Tribal Labor Advisory Committee), VRNA (Vocational Rehab for Native Americans) and with local government agencies, local High Schools and Industry/Community partners through social media and in-person presentations to promote our training program as well as with our website and YouTube Brand Video and supplemental video cache.

Our competitors are 2yr Tech Schools, 4yr colleges & Universities as well as Union training schools. We differ from all of these, because we offer a 5week, Industry certified program that is not currently being provided to candidates through these other avenues. The Union training centers require a candidate to be sponsored into the Union, by a supporting business. Our program is a first step program, that introduces, trains, and prepares each graduate with hands-on skill sets required & recognized by the industry, to enter the workforce. We engage weekly with collaborating Industry partners.

C. MANAGEMENT.

TSM's Management Team consists of Owner, Tim D'Jock working collaboratively with Tamara Hopwood, as Administrators of this program. Tamara Hopwood is our acting Office Manager and Compliance Director. With both of Tim & Tamara's multi-year Business Leadership experience through-out the Corporate Business sector, Entrepreneurship, and multi-year Teaching experiences, combined with Tim's 15yr experience training and directing Diverse sectors of the community to achieve goals and desired end results through diverse & intense, environmental challenging situations, with the Siren Fire/Rescue Department as a WI Certified Firefighter. Our diverse backgrounds lead, administer and position the school by "thinking outside the silos of workforce development" that exist in today's training opportunity sector.

Currently, we do not utilize an advisory board. We have structured "our model advisory collaborative contacts" in a less restrictive organized model to ensure that we can remain fluid to change and improvements in a much more accelerated timeline to ensure that our model does not get tied into restrictive silos of ideals, "because that's the way, things have always been done in the past."

Our passion, and ability to recognize, address and define continual refining of our model ensures that it meets or exceeds student/Industry expectations, we continue to maintain a program that is truly achievable; we can engage directly with students, Industry/Community Mentors and advisors. We meet regularly with Educators, Workforce groups, and Industry partners to make sure that our program is always on the leading edge of Innovation and that we search out continual process improvements to help our training candidates meet or exceed the expectations of the workforce to become successfully onboarded into an employment pathway that creates opportunity to earn Family Sustaining wages throughout their careers. We have determined that by listening to the needs of potential training candidates learning what their personal struggles & hurdles to succeed are, then working directly with Industry partners to listen and define what their Industry requirements are and taking note of employer struggles, we reach out to multiple workforce providers to learn how they have addressed these issues to date. Our findings, usually point to multiple organizations continually working in silos and red tape, taking much too long to react and help change the trajectory of each problem. We focus on Industry needs, vet prospective training candidates that have the will and desire to work and find a pathway out of their current life situations. We also work directly with Tribal partners who are just trying to cut through the quagmire of "this is the way it's always been done" and are eagerly looking for direction to interest, engage and provide an accelerated pathway to success for their communities. We feel that our program completes this need, across the board.

D. SWOT ANALYSIS.

Strengths:

1. Accelerated training timeline (5wks)
2. Local opportunity not available prior to our program
3. Ability to receive extensive “hands-on” training
4. This is an achievable training program
5. Small class size
6. Provides a possible pathway to Apprenticeship

Weakness:

- a. Our current scope is one program; we are regional
- b. We are a 2-person shop for all departments
- c. Our Students do not qualify for Pell grants
- d. We lack a large promotional staff
- e. Because of our “Disruptive model” we are not given merit

Opportunities:

1. Collaborating Partners want to learn more
2. Our model is scalable
3. Our model is sustainable
4. Our Industry Leaders support program growth
5. Current success breeds expanded success

Threats:

- a. Limited funding options for students
- b. Securing qualified trainees who possess grit to work
- c. Risk of Burnout by TSM Administration
- d. Limited scope of program awareness
- e. Denied or Denial of EAP/DWD ETPL approvals

2023 Goals for Strengths:

*How we will address these goals:

1. **Continue to build collaborative partnerships with Industry partners**
*By expanding and triangulating our territory reach, we continue to build collaboration. In year one, we will attempt to build 2 new regional partnerships & 2 new Industry partnerships.
2. **Continue to create regional awareness of our successful program**
*By working with Tribal partners, who are eager to learn more about our program, we will expand our scope, build our capacity and build sustainability. By securing our EAP renewal, we continue to engage & work with new groups previously not able to work directly with our training program, e.g.: The Veterans Administration. New door of opportunity opens.
3. **Continue to reach out to local High Schools to introduce our 5week opportunity**
*Follow-up with newly created collaborative partners to build & promote Youth Apprenticeship Training opportunities in their High Schools to build accelerated employment pathways prior to HS graduation. Thus, minimizing the free time between graduation and enrollment into a program such as our 5week Heavy Equipment Training program. We successfully secured a HS partner following our first year of EAP approval. Our goal is to continue to engage other regional high schools to introduce and grow this opportunity.

2023 Goals for Weaknesses:

1. **Continue to promote our 5week Training Program**
*We will continue to share our program with increased collaborative partnerships by promoting “train the trainer” opportunities at our Siren, WI venue to help promote sustainable growth. We focus to help set-up and guide the process to create one collaborative Tribal partner to purchase the required training equipment package, train a Tribal Trainer and consult and maintain the integrity of our Train Skills Management Training program within a newly approved training site.
2. **Increase our Staff membership**
*As our training capacity grows, we will work within our core Administrative Team, to search, vet, and create an opportunity for a more complete support staff. We will seek one new hire (an independent contractor or employee depending on position created due to immediate need) to help us focus more time on growing the business model.
3. **Promote the EAP Approval of our Train Skills Management program**
*upon securing EAP Renewal, we will continue to focus on opening doors or opportunity to provide training to Veterans.

2023 Goals for Opportunities:

1. **Build our consulting opportunities to create sustainable growth for the future.**

*We continue to engage directly with Tribal partners & co-enroll whenever possible with organizations such as TLAC to help increase our student participation. We seek to increase our current student enrollment by 20% for 2023-24 annually.

2. **Secure new Industry support**

*Our proven graduate results have created direct industry interest, and we will continue to have an increased impact within the industry. By securing the collaborative partnership of at least one new recognized Industry leader we help strengthen the economic impact of the area by providing higher annual wages coming back to the region.

3. **Scale up our capacity**

*Secure at least one new training partner to mentor our trainees and introduce new innovative hands-on training curriculum to help expand each graduate's onboarding opportunity, directly meeting current industry needs. We continue to engage Industry leaders to attend pre-graduate networking sessions and share insider jobsite information, safety, and videos.

Goals for Threats:

1. **Secure additional funding opportunities for all age groups**

*Continue to build collaborative relationships with TLAC, GLITC, NWCEP, Workforce Resource to co-enroll whenever possible to increase funding opportunities for an additional 20% of enrolled trainees. Many candidates fall into unsupported age groups and income levels, if they are already employed but are in fact, under-employed.

2. **Refine our vetting process with multiple interviews to find the best path forward for each individual trainee. Define the intent of each individual and match with workforce goals.**

*Continue to improve our current interview system, to recognize each candidate's career choice and goals more aptly. Recognize everyone's career goals sooner and customize the training program that will help each of them succeed. It is imperative for us to be aware of each candidate's travel restrictions and desires early on. We intend to meet or exceed our candidate's starting wages, whenever possible.

3. **Complete our EAP renewal process, retain our EPTL listing for DWD Job Service & WIOA credentials, and build new partnership opportunities.**

*We intend to complete our EAP renewal process and therefore open the door to additional growth & capacity building by continuing to reach out to the Department of Veteran Affairs as a recognized provider to train Veterans and introduce them to our program model.

E. FUTURE VISION.

Train Skills Management's Heavy Equipment Operator Training will be a recognized & accepted, alternative accelerated workforce employment pathway for the entire region, directly impacting communities representing the top third of the State of WI.

The Establishment representing 2year & 4year institutions will finally recognize that TSM's model allows for an accelerated opportunity for individuals to enter the skilled trades workforce, and that we are not a threat to education, but a first step to obtaining a career for those who have been non-conformists in following the currently accepted educational pathways.

In 5years from this date, in 2023, we see that our TSM, 5week training model will be operational across the state of WI and perhaps operating in the state of MN as well. This model will provide the skilled workforce that each employer requires. Our hands-on training program will continue to grow and add additional curriculum to the proven model.

With the creation of a localized, skilled workforce, there will be a direct economic development "positive impact" in each of these collaborative partnership regions. Tribal Nations will thrive as they will now have their own community training centers that will provide the path for secure the retention of their Tribal Nation youth. Communities win and Industry wins. This model, which is achievable in just 5weeks can provide the catalyst to secure generational change in these regions that were previously economically distressed. Our goal is to increase annual income of these areas through the new found higher wage employment.

Working in collaboration as a Team, the program will continue to grow, and the incomes will increase in each participating region. Communities will again thrive.