

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. Our Industry certified Heavy Equipment Operator's training program provides each graduate with an Industry Certified, Heavy Equipment Operator Certificate which provides for an accelerated employment pathway into the skilled Construction Trades and Entrepreneurship. TSM's training program is currently WIOA credentialed and accepted into ETPL (2018-2024). Our training program helps prepare graduates for employment opportunities in Horizontal & Vertical Construction, including Utility & Broadband installation, manufacturing logistics and roadwork, forestry, and landscaping.

Our target market is 18-24year old, men & women, interested in learning the basics to enter the constantly growing construction field. Also, for those who do not want to attend a 2- or 4- year college program (or cannot afford it), but have the desire and grit to enter the workforce, TSM offers that pathway. We train candidates in all age groups though 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 requires only 5-6 weeks to properly learn the industry benchmarked skill sets, making this accelerated timeline achievable for most. The time investment allows a student to maintain existing part-time employment while training 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). We also strive to partner with local government agencies, regional High Schools, and Industry/Community partners. We use social media and in-person presentations/community forums to promote our training program as well as our website and YouTube Brand Video.

Our competitors are 2yr Tech Schools, 4yr colleges & Universities as well as Union training schools. We differ from all of these because of our 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 to enter the workforce, required & recognized by the industry. 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 Tim & Tamara's multi-year Business Leadership experience through-out the Corporate Business sector, and multi-year Teaching experiences, combined with Tim's 15+yr experience training and directing Diverse sectors of the community to achieve goals and provides for a great team. 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 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, and 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 struggle are to succeed, we are the better equipped to work with out Industry Partners

D. SWOT ANALYSIS.

Strengths:

1. Industry Certified Training that can be customized with Student's work schedule.
2. Achievable proven 4–5-week program curriculum to the workplace.
3. Visual and tactical learning that transitions from simulator to live equipment.
4. Training in class while working to maintain a wage.
5. Small class size with one-on-one training.
6. Provides a possible pathway to Apprenticeship through our Signatory Union based partners.

Weakness:

- a. Funding opportunities are very competitive.
- b. A greater number of potential trainees are homeless and/or couch surf.
- c. Our Students do not qualify for Pell grants .
- d. Many potential trainees lack reliable transportation.
- e. Many potential candidates suffer from extreme learning disabilities.

Opportunities:

1. We have increase industry partner engagement.
2. Our model is scalable .
3. Our model is sustainable.
4. Our Industry Leaders support program growth and are willing to provide additional scholarships due to positive results.
5. Current success breeds Industry and Community Engagement.

Threats:

- a. Little to no funding available.
- b. Securing qualified trainees who possess **grit** to work
- c. The trainee pool has more prior issues with addiction.
- d. Limited scope of program awareness
- e. Denied or Denial of EAP/DWD ETPL approvals

2024 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 our second year, we will continue to build our Industry base. The challenge is funding.
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. The success of our graduates is our story.
3. **Continue to reach out to local High Schools to introduce our 5week opportunity**
*Follow-up with collaborative partners to build & promote Youth Apprenticeship Training opportunities in High Schools to build accelerated employment pathways prior to HS graduation. Minimizing the free time between graduation and enrollment into our program, allows the graduates to see an immediate future. Our goal is to continue to engage regional high schools to introduce and grow this opportunity.

2024 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 continue to create more collaborative Tribal partnerships.
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. With a lower number of students due to competitive funding, we are not able to hire Trainers currently.
3. **Promote the EAP Approval of our Train Skills Management program**
*upon securing EAP Renewal, we will continue to focus on opening doors for opportunity to work with industry to gain more candidate sponsorships.

2024 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 to help increase our student participation. We seek to increase our current student enrollment by 20% for 2024-25 annually.
2. **Secure new Industry support**
*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**
*Encourage community and industry mentors to engage with trainees. We continue to engage Industry leaders and local community 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. We diligently engage with Industry Partners to commit to support our program. Many candidates fall into unsupported age groups and income levels, if they are already employed but are in fact, under-employed.

*We will encourage more private pay investment for Trainee funding.
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.**
*We will diligently vet each candidate for our program, and obtain a commitment from each possible trainee. Recognize a trainee's career goals and customize the program that will help ensure they succeed. It is imperative for us to be aware of each candidate's travel restrictions and desires early on.
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. This is ongoing.

E. FUTURE VISION.

Our focus is to meet the direct needs of our Industry partners. Train Skills Management's Heavy Equipment Operator Training will continue to be recognized & an 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 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 2025, we see that our TSM, 5week training model will be operational across the state of WI and perhaps operating in other states 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 this proven model. Our graduates will continue to bring their wages home, annually increasing the economic environment of the region.

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.