Broadband USA Applications Database

Applicant Name: YAS Corporation

Project Title: Broadband Career Center

Project Type: Sustainable Adoption

_____Executive Summary_____

YAS, in conjunction with its partner Avilar, proposes a unique and powerful program to retrain 50,000 unemployed and underemployed workers to take part in the build out of broadband infrastructure. The foundation of any initiative like BTOP is a well trained workforce. Using industry proven talent management software from Avilar and the Broadband experience of YAS we are laying the foundation to make this happen.

YAS has done a workforce analysis of employment information using data from the Department of Commerce and papers written on the economic impact of the broadband stimulus plan. We focused solely on jobs needed by the broadband industry and not on secondary jobs that come with improved network access. With over 900,000 jobs currently in telecommunication and broadband; the government anticipates that over 40% of this workforce will retire in the next 10 years resulting in potentially 500,000 replacement works being needed. In addition, an analysis of the Broadband Stimulus Plan showed that it will generate approximately 128,000 jobs in network construction over a four year period. YAS estimates that the rural role out will require between 30,000 and 100,000 new workers located in widely disbursed geographical areas. It is almost certain these workers will lack skills in core areas of competency required to be successful at broadband jobs.

YAS proposes a BTOP career development infrastructure called the Broadband Career Center (BCC). This career center will provide shared infrastructure with organizations, non-profits, and training institutions to assist individuals in preparing themselves for careers in the broadband industry. Our effort will be to work with educational institutions, community colleges, job centers, and private companies to aid workers to assess their skills, create an individualized educational development plan and help them through the training process. Available training resources from multiple sources will be aggregated thru the web portal providing a marketplace for free and paid training. The YAS proposal includes all hardware and software infrastructure needed to run a web portal for up to 50,000 users, help desk facilities, and training material to properly utilize the portal. The significant advantage of this shared approach is to provide a single point of contact for trainees at a lower cost and a delivery mechanism for training material from a professionally run site using proven technology.

Our innovation is to develop a comprehensive competency driven solution to the development and training of the available workforce and collect and catalog existing training resources from a wide variety of providers in a technology agnostic way. A competency driven approach to workforce

development has been shown to significantly improve the quality of the resulting workforce for any organization that uses it.

The largest beneficiaries will be the underemployed or unemployed workforce in the areas that are poorly served. We estimate this will be between 30,000 and 70,000 potential users. Additionally companies that provide broadband services will have a better trained workforce pool they can tap into. Finally state and local government, community colleges, and other institutions will be provided a common shared infrastructure to provide online workforce initiatives.

This site will use the highly respected Skills Assessment and Learning Management System from Avilar provided from a hosted data center. YAS selected Avilar's Services because they are currently used in several government and non-profit initiatives to provide a common training infrastructure and align workforce performance with business strategies and goals.

•Avilar's Webmentor Skills is used by Georgia Center for Non-Profits (www.gcn.org) to provide skills assessment services for a number of non-profit organizations.

•Avilar's Webmentor LMS is used by care Learning (www.carelearning.com), a non-profit organization of state hospital associations, to deliver training to over 350 hospitals and by the Connecticut Distance Learning Consortium (www.ctdlc.org) to provide shared infrastructure for community colleges and K-12

YAS members each have 28+ years experience in the broadband technology sector and have consulted to many successful broadband technology organizations. YAS is well positioned to help Federal and State governments meet the purposes of the Broadband Technology Opportunities Program , specifically YAS team members have deep experience in leading large efforts in broadband technologies that are similar in scope and effort to the one being proposed:

•   Organized and led the development of the first global cable industry standard for cable modems (DOCSIS) in collaboration with 100+ vendors. The standard was endorsed by the International Telecommunication Union (ITU).

• Developed a Cable Set Top Box standard for a large MSO with a team of over 50 Engineers

• Assessed wireless technologies for deployment to expand the broadband services of a large service provider

        The YAS team has successfully managed broadband programs with international scope with participation from many silicon, product , system and service provider entities worldwide , ranging from small innovative start ups (e.g., LANcity, BAS, River Delta, etc.) to multi-national entities (e.g., Intel, Cisco, Broadcom, Motorola, etc.) to broadband service providers with 10s of millions of subscribers (e.g., Comcast, Cox, etc.)

The cost of the Broadband Career Center will be approximately 2.8 million dollars year one and approximately 2.8 million dollars year 2. These costs include all personnel, required software licenses, server space, help desk, training material, competency models, project management, web development, and necessary travel. YAS and Avilar are providing a 20% reduction in standard pricing (discount) to provide its in-kind contribution to the project.