

Subject: New submission ALBANY Workforce Development Application

Date: Friday, June 16, 2023 at 1:26:21 PM Eastern Daylight Time

From: jnytko@govsol.org

To: jnytko@govsol.org

General Information
Date of application
06/16/2023
Entity name
Practice 2 Perfect Training Center, LLC
Entity TIN, EIN or Social Security Number
88-3792942
Entity physical address
255 Orange St Suite 206 ALBANY, New York 12210 United States Map It
Is the entity's mailing address different from the physical address?
No
Contact Information
Primary contact name
LaQuetta Alexander-Ellis
Primary contact title
Founder/Owner/Educator
Primary contact phone
(518) 448-8077
Primary contact email
info@practice2perfecttc.com
What is the preferred method of contact?
Email
Website (if available)
https://practice2perfecttc.com/
Entity Info and Structure
Which legal structure best describes the entity?
LLC
What was the date of the entity's establishment?
02/10/2020

If a business, what is the primary function (select best option)

Child Care, Education, Instruction

If applicable, is the business a M/WBE (Minority or Women-Owned Business Enterprise)?

No

Have you or the entity ever received any form of COVID-19 relief funds?

No

Project Information

Please provide a short summary of your proposed project including a project name, general description, total cost, reason(s) why you are pursuing the project and anticipated impact:

Executive Summary

Practice 2 Perfect Training Center, LLC is a company that specializes in Phlebotomy, EKG Technician, Certified Medical Administrative Assistant, Certified Clinical Medical Assistant, and AHA CPR/First Aid/AED training. Founded in 2020, the company is dedicated to providing high-quality education within the Capital Region, training individuals who are seeking to enter the healthcare industry. In May 2023, the company plans to launch its Certified Clinical Medical Assistant training program, further expanding upon the five other programs offered, with the goal of expanding its offerings and increasing its reach in the healthcare education market.

Company Description

Practice 2 Perfect Training Center, LLC was founded by LaQuetta Alexander-Ellis in 2020. The company's mission is to provide comprehensive and accessible Capital Region healthcare education and training to individuals seeking to enter or advance their careers in the healthcare industry. The company is currently based in Albany, NY and offers in-person training courses in Phlebotomy, EKG Technician, Certified Medical Administrative Assistant, Certified Clinical Medical Assistant, and AHA CPR/First Aid/AED. In addition, the company offers an online Phlebotomy course.

Practice 2 Perfect Training Center, LLC is committed to providing its students with the skills and knowledge necessary to succeed in their careers. The company's instructors are experienced healthcare professionals who are dedicated to providing individualized instruction and support.

Market Analysis

The healthcare education market is a growing industry, with increasing demand for healthcare professionals. According to the Bureau of Labor Statistics, employment in healthcare occupations is projected to grow 15% from 2019 to 2029, much faster than the average for all occupations. In addition, the COVID-19 pandemic has highlighted the importance of healthcare workers and the need for high-quality healthcare education and training.

Practice 2 Perfect Training Center, LLC's target market consists of individuals seeking to enter or advance their careers in the healthcare industry. This includes high school graduates, college students, and individuals seeking a career change. The company's courses are designed to meet the needs of individuals at various stages of their careers, from entry-level positions to more advanced roles.

In terms of competition, Practice 2 Perfect Training Center, LLC faces competition from other healthcare education and training providers, both online and in-person. The largest competitor in the Capital Region being BOCES Health Careers Center. However, the company differentiates itself through its experienced instructors, individualized one-on-one instruction, and focus on providing comprehensive training across multiple healthcare disciplines along with generating interpersonal relationships and genuine connection among classmates. In addition, Practice 2 Perfect Training Center, LLC is the highest rated training center with the most reviews on Google in the Capital Region.

Products

Practice 2 Perfect Training Center, LLC offers a range of healthcare education and training courses, including:

- Phlebotomy
- EKG Technician
- Certified Medical Administrative Assistant
- Certified Clinical Medical Assistant
- AHA CPR
- First Aid/AED

Each course is designed to provide students with the skills and knowledge necessary to succeed in their healthcare

careers. The courses are taught by experienced healthcare professionals who provide individualized instruction and support.

In May 2023, Practice 2 Perfect Training Center, LLC plans to launch its Certified Clinical Medical Assistant training program. This program will provide students with comprehensive training in clinical skills, medical terminology, patient care, and other essential skills needed for a career as a clinical medical assistant.

Sales and Marketing Strategies

Practice 2 Perfect Training Center, LLC currently relies on a variety of marketing strategies to promote its courses. These include:

- Word-of-mouth referrals
- Social media marketing
- Billboards
- News channel coverage
- Networking events

In addition, the company plans to expand its adverse advertising portfolio through commercials, online ads, and more.

Financial Projections

Practice 2 Perfect Training Center, LLC offers a plethora of medical training courses. However, the most consistent and year-round course enrollment is through Phlebotomy training. Because of this, Phlebotomy financial numbers will be used in the following financial statements. Below are projected financials:

- Twelve four-week Phlebotomy Courses a year with an average enrollment size of five students
 - Each student pays \$1,500
 - With an average of five students each month for twelve months, current Phlebotomy income is \$90,000

After expansions:

- Projected enrollment increase to an average class size of nine
 - Each student pays \$1,500
 - With an average of nine students each month for twelve months, future Phlebotomy income would be \$162,000

Ask

- Company Van to transport students back and forth to internship sites and tours of medical facilities.
- Staff salary such has an assistant

What amount of funding is being requested?

50,000

Does the project budget have any additional sources of funds?

No

I certify that if awarded, ARPA funding will not displace any other project funding

Yes, I certify

Project Description

Identify and describe whether funds will be used in any of the following areas. Check all that apply.

- 4. Expanding an existing program – investment in wraparound services connected to a workforce development program (i.e. childcare, transportation, etc.)
- 5. Expanding an existing program – purchase of equipment

If "4. Expanding an existing program – investment in wraparound services connected to a workforce development program (i.e. childcare, transportation, etc.)" above, describe in detail how funds will be used to support.

Products:

Practice 2 Perfect Training Center, LLC offers a range of healthcare education and training courses, including:

- Phlebotomy
- EKG Technician
- Certified Medical Administrative Assistant

- Certified Clinical Medical Assistant
- AHA CPR
- First Aid/AED

Each course is designed to provide students with the skills and knowledge necessary to succeed in their healthcare careers. The courses are taught by experienced healthcare professionals who provide individualized instruction and support.

Students will complete internship hours after taking the training course(s) and will need assistance with transportation.

If "5. Expanding an existing program – purchase of equipment" above, describe in detail how funds will be used to support..

As healthcare grows and new testing is available, new equipment will need to be purchased along with stimulating arms for blood draws.

Describe your organizations experience as a provider of workforce development/ training opportunities, including any experience in Albany County.

Yes, Practice 2 Perfect Training Center, LLC is NYS ETPL approved. We serve the community by getting them educated and out into the workforce. Albany County has been great with getting their customers approved for funding so they can complete the trainings.

List any project partners, their role, and any funding they will receive (please note project partners may also be subject to compliance and reporting requirements).

N/A

If an award is made, describe how Albany County residents will benefit. Use specific metrics where possible (e.g. number of individuals sectoral job training programs).

If an award is made to Albany County, residents can benefit in several ways, with specific metrics reflecting the impact. Here are some potential benefits and corresponding metrics:

1. Employment Opportunities: The award can lead to the creation of new jobs or support existing job growth in the county. The specific number of jobs created or sustained would be a key metric to assess this benefit.
2. Sectoral Job Training Programs: The award might enable the development or expansion of sectoral job training programs aimed at equipping residents with the skills needed for in-demand industries. Metrics to consider could include the number of individuals enrolled in these programs, successful completion rates, and subsequent job placements. For instance, the award could fund a program that trains 100 residents in advanced healthcare skills, with a target of 80% of graduates securing employment within weeks.
3. Infrastructure Improvement: If the award focuses on infrastructure development, it can lead to enhanced transportation to public medical facilities within the county.
4. Educational Opportunities: The award might support educational initiatives that benefit Albany County residents, such as scholarships, grants, or the establishment of educational programs. Metrics to track this benefit could include the number of students receiving scholarships, the increase in high school graduation rates, or the enrollment in newly created educational programs. For instance, the award could provide scholarships up to 50 high-achieving students from Albany County, enabling them to pursue higher education.
5. Community Development: The award could foster community development by supporting initiatives like affordable healthcare trainings, or cultural programs. Metrics to assess this benefit might include the number of affordable housing units created, the increase in access to healthcare services for underserved populations, or the participation rates in cultural programs.

In order to be eligible for ARPA funding, programs must serve low-to-moderate income households/communities (classified as 350% of the Federal Poverty Level) or households that experienced unemployment during the COVID-19 pandemic. Please describe specifically how your proposal will benefit unemployed or underemployed individuals meet this requirement and how you will verify this to the County.

1. Targeted Outreach: We will conduct targeted outreach campaigns to reach individuals who have experienced unemployment or are currently underemployed due to the pandemic. This could include partnering with local job placement agencies, unemployment offices, and community organizations to identify and connect with eligible individuals. We will use various channels such as online platforms, social media, local advertisements, and direct

outreach to ensure we reach the intended target audience.

2. Eligibility Criteria: We will establish clear eligibility criteria that require individuals to demonstrate their unemployment or underemployment status during the COVID-19 pandemic. This could involve providing documentation such as unemployment benefit records, termination letters, pay stubs showing reduced hours, or other relevant proof of employment status. We will work closely with the County to define the specific documentation requirements and ensure they align with the ARPA funding guidelines.

3. Collaboration with County Authorities: We will maintain open lines of communication and collaborate closely with County authorities responsible for overseeing the ARPA funding distribution. This will involve sharing regular updates, progress reports, and data on the number of individual completions served by our program. We will also ensure compliance with any additional reporting requirements or audits set forth by the County to demonstrate that our program is effectively reaching the target population.

4. Data Analysis and Reporting: We will analyze the data collected throughout the program implementation to measure and report the impact on unemployed or underemployed individuals. This could include metrics such as the number of individuals served, job placements, income improvements, or skills development.

By implementing these strategies, we will not only ensure that our proposal meets the eligibility requirements for ARPA funding but also provide a transparent and accountable process to verify the benefit provided to unemployed or underemployed individuals in Albany County.

How Will You Track Performance Goals And Define Success? Include at least two Key Performance Indicators and expected annual outcomes/impact during the reporting period (September 2023 - December 2026).

We will track relevant metrics such as the number of individuals enrolled in the program, completion rates, and participant satisfaction. These metrics will provide additional insights into the effectiveness and impact of the program.

To define success, we will set ambitious yet realistic targets for the KPIs based on the local economic context, available resources, and the needs of the target population. Success will be determined by meeting or exceeding these targets, indicating that the program is effectively addressing unemployment and underemployment in Albany County.

Throughout the reporting period, we will regularly monitor and evaluate the performance indicators, comparing them against the annual targets. Adjustments and improvements to the program can be made based on the analysis of these metrics. Our goal is to demonstrate tangible and positive outcomes, showcasing the program's success in providing employment opportunities and income improvements for the participants in Albany County.

What is the proposed project start date?

7/2023

What is the anticipated date of completion?

7/2024

Please provide key project milestones inclusive of the anticipated timelines and descriptions

Milestone	Anticipated Date	Task Description
Company Van, and Equipment	07/2023	This will focus on providing comprehensive training and skills development to the program participants. It will include classroom instruction, hands-on learning experiences, internship opportunities, and workshops tailored to specific industries or job sectors. The training will be structured to enhance participants' employability and help them acquire the necessary skills for sustainable employment.

Describe how the funding will support a sustainable workforce development initiative that will continue to serve Albany County residents after ARPA funds have been exhausted.

1. Partnership Development: The funding will be utilized to establish strategic partnerships with local businesses, industries, educational institutions, and community organizations. These partnerships will help create a network of support and resources that can continue to contribute to the initiative's sustainability. By leveraging these partnerships, the program can tap into additional funding sources, collaborate on program design and delivery, and

access job placement opportunities.

2. **Diversification of Funding Sources:** While the ARPA funds provide an initial investment, the initiative will actively seek additional funding from various sources, such as grants, corporate sponsorships, philanthropic organizations, and public-private partnerships. By diversifying funding sources, the initiative can reduce its reliance on a single funding stream, ensuring its long-term financial sustainability.

3. **Fee-for-Service Model:** The initiative can explore implementing a fee-for-service model for certain program components, such as specialized training modules or advanced career coaching services. By offering these services to individuals or organizations willing to pay, the program can generate revenue to support its ongoing operations.

4. **Alumni Engagement and Employer Partnerships:** Creating an alumni network of program graduates and fostering strong relationships with employers who have hired program participants are crucial for sustainability. Alumni can serve as mentors, provide testimonials, and act as program ambassadors, helping to attract new participants and garner ongoing support. Employer partnerships can lead to continued job placements, employer-sponsored training opportunities, and even financial contributions to sustain the initiative.

5. **Continuous Program Evaluation and Improvement:** To remain relevant and effective, the initiative will conduct regular program evaluations, gather participant feedback, and analyze employment outcomes and trends. This data-driven approach will allow for ongoing program improvement and adaptation to evolving workforce needs in Albany County. By staying responsive to the changing demands of the job market, the initiative can maintain its value and relevance to residents and employers alike.

6. **Knowledge Transfer and Capacity Building:** The initiative will focus on building the capacity of local organizations, educational institutions, and workforce development professionals to deliver similar programs in the future. This may include providing training, sharing best practices, and facilitating knowledge transfer to ensure that workforce development efforts continue even when the specific initiative funded by ARPA ends.

By implementing these strategies, the funding will support the development of a sustainable workforce development initiative that can continue serving Albany County residents beyond the exhaustion of ARPA funds. The goal is to create a lasting impact by fostering strong partnerships, diversifying funding sources, generating revenue through fee-for-service models, engaging alumni and employers, continuously evaluating the program, and building local capacity for future workforce development efforts.

Explain why arpa funds are needed to complete the project. Would the project be possible either without arpa assistance or assistance to a lesser degree?

1. **Timeliness:** The ARPA funds are particularly critical in addressing the challenges posed by the COVID-19 pandemic and its impact on unemployment and economic recovery. The timely availability of substantial funding allows the project to be launched promptly and support individuals who have been disproportionately affected by the pandemic. It enables quick action to address the urgent needs of Albany County residents during this recovery phase.

2. **Resources and Expertise:** ARPA funds provide the necessary resources to hire skilled professionals, trainers, and support staff to deliver the program effectively. The funding enables the engagement of experienced trainers, curriculum development specialists, career coaches, and other experts who can provide high-quality services to the participants. Without ARPA assistance, securing the required resources and expertise at the same level would be challenging or may require substantial financial burden on the project.

3. **Comprehensive Support Services:** The ARPA funds allow for the implementation of a comprehensive support system for program participants. This includes not only the training itself but also various support services like job placement assistance, mentorship programs, and ongoing post-employment support. These services are crucial to ensure participants' successful transition to sustainable employment and long-term economic stability. Without ARPA funding, it would be difficult to offer such comprehensive support services to the extent needed.

While it is theoretically possible to carry out a project of this nature without ARPA assistance or with reduced funding, it would significantly compromise the program's effectiveness, reach, and sustainability. Without sufficient funding, the project may have to limit its scope, reduce the number of participants served, shorten the duration of training programs, or compromise on the quality of support services provided. This would ultimately diminish the potential impact on unemployment rates, income improvements, and overall economic recovery in Albany County.

Therefore, the ARPA funds are instrumental in realizing the full potential of the project, enabling a comprehensive and sustainable workforce development initiative that can effectively address the challenges faced by unemployed and underemployed individuals in Albany County.

Are you a Workforce Development/Training Provider?

Yes

If "Yes" above, describe the industry or industries served by this program. List any specific companies who you will be partnering with.

Healthcare Education

Partnerships: St. Peter's Health, Albany Medical Center, Ellis Medicine, and Whitney M. Young.

Are you a company?

No

At the top of this page is a downloadable project budget. Please download the budget form and upload it here.

- [Workforce-Budget.pdf](#)

If you are funding a multi-year initiative, please provide a breakdown of funding level per year below:

2023	2024	2025	2026
25,000	10,000	10,000	5,000

Is any upfront funding needed to successfully implement your proposed project?

No

Explain why ARPA Funds Are Needed to Complete the proposed program/project. Would the proposal be Possible Without ARPA Assistance? Describe how your proposal would be impacted if you are awarded a smaller grant than requested?

The scale, effectiveness, and sustainability would be significantly compromised. A smaller grant would necessitate difficult choices and adjustments, potentially reducing the program's reach, resources, and long-term impact on unemployment and economic recovery in Albany County.

Tax Information

If available, please provide your Unique Entity Identifier (UEI) from SAM.gov

M4R2RFQLLFE4

Risk Assessment

Has the entity adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies?

No

Is the entity properly licensed or certified by a recognized source ?

Yes

If "Yes" above, please provide additional information.

NYS BPSS

Does the entity have a financial management system?

No

Has there been any change in the entity's key staffing positions in the last 2 years?

No

Has the entity previously done work for or received funds from the Federal government (i.e. Is the entity experienced in managing Federal funds)?

No

The County is careful about identifying and avoiding conflicts of interest, especially with grants awarded through the County. A conflict of interest arises when a person's self-interest and professional interest or public interest intersect. In this situation, there is the potential for biased professional judgment and lack of objectivity which creates a serious conflict when one of the interests can benefit financially or personally from actions or decisions made in the official capacity. A conflict of interest exists whether or not decisions are affected by a personal interest; there only needs to be the possibility of bias for a conflict. If your organization knows of a possible conflict of interest with your application for funds please disclose that information here. Otherwise write "None."

LaQuetta Alexander-Ellis

Certifications

US Treasury Reporting & Compliance Acknowledgment 1

- I Have Been Provided a Copy and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link or PDF included at the top of page)

US Treasury Reporting & Compliance Acknowledgment 2

- Should the County Allocate ARPA Funds, I am Able to and Pledge to Adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

US Treasury Reporting & Compliance Acknowledgment 3

- I Understand the County Will Contact me if/when Additional Information is Needed and that Information will be Promptly Provided to the County to Support Reporting Requirements

US Treasury Reporting & Compliance Acknowledgment 4

- If for Any Reason I am Unable to Comply with the U.S. Treasury's Compliance and Reporting Requirements I will Immediately Notify the County in writing by email or letter

US Treasury Reporting & Compliance Acknowledgment 5

- All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

I agree

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Type Name Below

LaQuetta Alexander-Ellis