



Corporate Certificate School
1970 Chalon Glen Ct
Livermore, CA 94550
<http://corpcertificate.org>

July 2020

Guest Lecturer Opportunities

Corporate Certificate School (CCS) is a new Tuition Free school for people over 18 who are seeking to learn workplace skills in the area of content creation and media distribution technology that is part of the mission of Roadway Intelligence. The school is the educational group inside Roadway Intelligence which has reincorporated as a 501c3 non-profit corporation. The school is offering a hybrid technology teaching format incorporating traditional in-person lecture, hands-on learning with current generation professional software & hardware tools, interactive distance learning, and featuring the creation of a broadcast accredited production portfolio through internship programs. The in-person lectures are presented at the San Leandro Adult School in the San Francisco East Bay Area.

The recent changes in the national workplace have resulted in a both recent graduates, and people with established careers looking for new opportunities for employment, which starts with education. The courses are designed on a fast turnaround basis of a certificate completion in just 10 weeks. Because of the Pandemic, the majority of educational facilities are shifting to self paced on-line courses focusing on older technology solutions that were established close to a decade ago, rather than the newer tools and workflows that are the core of the media and content creation markets.

CCS has certified trainers for the products they are teaching. CCS is focusing on skills for the broadcast, corporate video, and training video applications for video capture, video editing, media storage, color correction, multi-format output, MAM, audio capture, audio editing, motion capture, along with live and green screen production.

The Guest Lecturer program is pretty straight forward and has been designed to fit in the boundaries of the current economic environment. The key aspects are:

1. Each of the classes has a structure that supports up to FOUR (4) classes with industry speakers and experts. A core of the classroom structure is an emphasis on practicality and applicability of knowledge and experience for the career path beyond the school. This requires students both be exposed to industry leaders and learn to relate to them as peers.
2. The logistics on these talks is a 30 min slot, optimally 20 min of presentation / demo and 10 min Q&A. The balance of the class sessions are lead by the instructors to context the presentation of the guest lecturer.
3. The exposure of the Guest Lecture Slots are:
 - Live classroom audience of approx 25 people
 - Video recording of the presentation and demo in the class
 - Production of the presentation and demo from the class including captioning & B-roll insertion
 - Inclusion of a portion of the final video into one of the Roadway Media Productions television and VOD programs. These programs are aired on :
 - Comcast

- BNC
 - Vimeo
 - YouTube
 - other OTT
- Priority on inclusion for preferential placement in future TVOD events
 - Option for creation (teleplay and production) of long run broadcast / streaming content at discounted production rates.

NOTE: While architected for a targeted semester, we are coordinating multi-year agreements.

CY2020 presents a unique opportunity from a financial perspective as a result of the CARES ACT and the 501c3 charitable non-profit status of Corporate Certificate School to maximize the ROI for the guest lecture participation on a multi-year or semester basis (3 semesters per year) with the high limit on tax deduction for contribution prior to the end of CY 2020.

Let me know when you are available for a telcon or video call to discuss this potential partnership.

Sincerely,



Pallab Chatterjee

Founder & Chief Strategy Officer, Roadway Intelligence, Inc.



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Internship Sponsorship Opportunities

Corporate Certificate School (CCS) is a new Tuition Free school for people over 18 who are seeking to learn workplace skills in the area of content creation and media distribution technology that is part of the mission of Roadway Intelligence. The school is the educational group inside Roadway Intelligence which has reincorporated as a 501c3 non-profit corporation. The school is offering a hybrid technology teaching format incorporating traditional in-person lecture, hands-on learning with current generation professional software & hardware tools, interactive distance learning, and featuring the creation of a broadcast accredited production portfolio through internship programs. The in-person lectures are presented at the San Leandro Adult School in the San Francisco East Bay Area.

The recent changes in the national workplace have resulted in a both recent graduates, and people with established careers looking for new opportunities for employment, which starts with education. The courses are designed for concurrent corporate certificate completion and Internship experience in just 10 weeks. Unlike a self-guided course on-line, the coursework focuses on practical skills and repeated use experience by the end of the 10 weeks cycle. The practical skills experience is being organized under class projects and the internship program.

CCS has certified trainers for the products they are teaching. These teachers are also industry professionals that can provide both mentorship and guidance for the the projects and internships. The Internship/apprenticeship program is pretty straight forward and has been designed to fit in the boundaries of the current economic environment. The key aspects are:

1. The program is designed such that an Apprenticeship program is TWO back to back semesters of Internship programs. A number of the certification programs being offered have multiple pieces that must be taken in a sequence. The Apprenticeship Programs are designed so the Corporate supporting company, can get continuity as well as planning/resource allocation capability for individuals while they complete the multiple certifications. The Apprenticeship program can included sponsoring company content creation, as well as on-site activity, if the sponsor is located in the SF Bay area.
2. The Internship Program has four simultaneous goals –
 - (A) Expose the students to real world media work (long run content and short run news style -NOT scripted performance) that can be listed on a resume and verified by third parties.
 - (B) Collect a re-viewable portfolio of efforts used in the classes and the internship program that is electronically available for potential employers.
 - (C) Workflow performance metrics and result QOE metrics for use in predicative analytic models to be used to create future projects, budgets, manpower, and resource allocations.
 - (D) Shifts in HR regulations for hiring, probation and termination have shifted, including cost of management oversight, to being on the order of 200% of first year total package. The prospective employers get a chance to not only observe the work of the students, but also their style and team dynamics. These observations significantly reduce the cost of recruitment by finding high probability hires, without employer the cost of the probation/termination process.

3. Scope of the Internship Program:

A core of the practical experience in the CCS coursework is the opportunity to gain this knowledge and hone their skills on real projects. Roadway Media Productions, will be providing some of the Internship work, however with the large number of students

4. A portion of the activities of the program will be related to long run content production of shows for broadcast TV & OTT with Roadway Media. We are interested in also using sponsor provide projects for direct to streaming and direct to video production. We are looking for sponsor relevant project in the short run length application for the VOD or Streaming use. The Sponsor projects can also be mentored activities provided there are multiple internships involved with the same project and semester.

5. The market visibility of the Internship Program are:

- Live classroom audience of approx 25 people and Project Overview presentation (5 min)
- Video recording of the presentation and demo in the class
- Credits on production–Recognition by the School of the Internship/Apprenticeship Sponsorship
- Perpetual Lobby plaque (at CCS and Sponsor Company) of years and number of Students Sponsored
- On Commercial for School, will include recognition by the School of the Internship/Apprenticeship Sponsorship and VOD programs.

These programs are aired on :

- Comcast
- BNC
- Vimeo
- YouTube
- other OTT
- Priority on inclusion for preferential placement in future TVOD events
- Option for creation (teleplay and production) of long run broadcast / streaming content at discounted production rates.
- Right of first refusal on employment discussions with Internship student.

NOTE 1: While architected for a targeted semester, we are coordinating multi-year agreements. CY2020 presents a unique opportunity from a financial perspective as a result of the CARES ACT and the 501c3 charitable non-profit status of Corporate Certificate School to maximize the ROI for the guest lecture participation on a multi-year or semester basis (3 semesters per year) with the high limit on tax deduction for contribution prior to the end of CY 2020.

NOTE 2: Attachment A has an outline for CA Recommended HR policy for probation/termination.

Let me know when you are available for a telcon or video call to discuss this potential partnership.

Sincerely,



Pallab Chatterjee

Founder & Chief Strategy Officer, Roadway Intelligence, Inc.

**Attachment A -
Highlights of CA HR Policies for New Hires**

- The 6 or 12 month time frame for probation is tied to hours worked. For example a half-time employee on a 6-month probation period will need to work 12 months at half-time to pass probation.
- In addition to the calendar time of 6 or 12 months, an employee must also work a certain number of hours. This means if an employee who is on probation is missing work during their probation period there are circumstances under which you can extend their probation period.
- It is as important to provide employees with feedback both when they are doing a good job as well as when they are not.
- Rejection during probation is not a "punitive" action (no matter what it feels like); it is the final phase of the selection process. An employee has rights and due process if they are rejected during probation; they have the burden to show that it was a —bad faith action based on discriminatory factors. Bottom line, it is far easier to reject an employee during probation than to take disciplinary action against an employee who has permanent civil service status.
- Even though it is not punitive and the burden of proof is on the employee, a supervisor must be able to show that the employee —could have, should have, would have known their performance was deficient and the measures they needed to take to bring their performance up to a successful level.
- Document, document, document. As a supervisor it is your job to evaluate performance during the probation period. While there are specific time frames and forms that are required, you are not limited to utilizing these formal tools. You should identify a method to document and file your observations (both good and bad) on a regular ongoing basis, not just at the probation report date. Various tools can be utilized such as emails to yourself documenting performance, written notes to your "supervisor file", of draft and final work products, emails from other supervisors or staff, etc. Setting up a process to compile and analyze this information will help insure probation reports are accurate and well documented.

California Code of Regulations

- § 324. Duty to Reject Probationer. - If the conduct, capacity, moral responsibility, or integrity of the probationer is found to be unsatisfactory, it shall be the duty of the appointing power to reject that probationer from the position.

Government Code

- 19172. During the probationary period the appointing power or his or her officially delegated representative shall evaluate the work and efficiency of a probationer in the manner and at such periods as the Department of Personnel Administration rules may require.
- 19173. (a) Any probationer may be rejected by the appointing power during the probationary period for reasons relating to the probationer's qualifications, the good of the service, or failure to demonstrate merit, efficiency, fitness, and moral responsibility, but he or she shall not be rejected for any cause constituting prohibited discrimination as set forth in Sections 19700 to 19703, inclusive.



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Guest Lecturer and Internship Opportunities 2020-2021

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In Fall 2020, there will be four courses presented, that are “paired” classes as two instructional offerings – Electronic Presentation and Video Editing. The class sizes are limited to 15 people per class as a result of social distancing. In 2021, the full curriculum will be 8 classes for winter and spring, and then 12 classes in Fall 2021. Class Size should return to standard 20-22 people per class.

Semester	Class Name	Guest Lecturer		Students/class	Internship	Apprenticeship
Fall 2020	Video Editing	Video = 4	Strg - 4	15	8	4
Fall 2020	Electronic Presentation	Appr = 4	Msg = 4	15	8	4
Fall 2020	Total per Semester	PrtA = 8	Prt B = 8	30	16	8
Winter 2021	Classes C1 – C4	PrtA = 4	Prt B = 4	20	10	5
Winter 2021	Total per Semester	PrtA = 16	Prt B = 16	80	40	20
Spring 2021	Classes C1 – C4	PrtA = 4	Prt B = 4	20	10	5
Spring 2021	Total per Semester	PrtA = 16	Prt B = 16	80	40	20
Fall 2021	Classes C1 – C8	PrtA = 4	Prt B = 4	22	11	5
Fall 2021	Total per Semester	PrtA = 32	Prt B = 32	176	88	40
	Rate / Event & Student	\$2,500.00			\$4,000.00	\$7,500.00

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Let me know when you are available for a telcon or video call to discuss this potential partnership.

Sincerely,

Pallab Chatterjee
 Founder & Chief Strategy Officer, Roadway Intelligence, Inc.
pallab@roadwayintel.com, 925-980-1848 cell