



CHC Training Makes Groundbreaking Advancement in Asbestos Compliance Training

CHC Training

Best Advance in Compliance Training

October 2018



Company Background



Headquarters	Denver, Colorado
Year Founded	2016
Revenue	\$619,488 (FY '17); \$246,604 (first quarter of FY '18).
Employees	Three full-time employees; four part-time employees.
Global Scale (Regions that you operate in or provide services to)	USA
Customers/Output, etc. (Key customers and services offered)	Enterprise, corporate, small business, government and industrial.
Industry	Construction, hazardous material, demolition, remediation/restoration, environmental, air quality control and property management.
Stock Symbol	N/A
Website	www.chctraining.com



Budget and Timeframe

Budget and Timeframe	\$20,000 and 24 months.
Overall budget	\$50,000 (original quotes came in at \$2.2 million; bootstrapped to get cost down).
Number of (HR, Learning, Talent) employees involved with the implementation?	2
Number of Operations or Subject Matter Expert employees involved with the implementation?	4
Number of contractors involved with implementation	3
Timeframe to implement	30 months
Start date of the program	June 1, 2017

Business Conditions and Business Needs

After eight years of researching educational and vocational trends in the environmental training and certification industry, it was clear to CHC Training that compliance training was entrenched in 20th century methodologies and concepts. Antiquated course guides full of technical, bureaucratic and confusing curriculums made learning government regulations less appealing to the kinesthetic skilled-trades learner. Moreover, students had to take time off work, sometimes driving long distances, to take classes held in warehouses or other uncomfortable locations. Training was often a time-consuming, dreaded undertaking with instructors telling “war stories” instead of teaching practical information.

With the construction and hazardous material management industries experiencing labor shortages year over year, attracting Millennial labor is a primary concern. Modernization of skills training and compliance management will provide a necessary foundation for organizations to add to their workforce growth objectives.

Overview

CHC Training (CHC) saw a need for converting highly regulated courses existing only in paper and classroom formats into digital eLearning ones. Starting with the highly outdated Asbestos Hazard Emergency Response Act (AHERA) disciplines, CHC pioneered



a way for licensed individuals to maintain current accreditations easily by taking renewal classes online. CHC's eCourses provide a higher level of value to stakeholders, maintain 100% regulatory compliance and add innovation and technology into a sector of the economy that is struggling to attract new talent and completely change the way an industry has operated for 30 years.

Background

CHC wanted to create a digital classroom that added value in a way that was both different and superior than within a live classroom setting. The company committed to building an eLearning space that was going to solve industry problems, focus on the uniqueness of the learner and provide the student with a convenient alternative to a traditional classroom setting. CHC also set a goal of building a platform that a minimum of 20% of state regulatory air quality departments would accept.

The company's ground-breaking instructional method has a proven 95% student success rate as the classes fit a variety of learning styles. Additionally, at a time when CHC's target industries are facing a six-year labor shortage, this asbestos compliance training program increases the capacity of an organization's existing workforce, as well as supports their workforce growth objectives.

Goals and Method of Achievement

- **Compliance/Applicable** — Must be valid in at least 20% of US states to be valuable to industry.
 - CHC has maintained contact with representatives of all 50 states' environmental and air quality departments. Initial development started with a review of current processes and existing recertification options available to students. Working directly with the regulators, CHC developed a series of eCourses that fit the needs of the state departments while still appealing to the end user. This method of collaborative development has resulted in the asbestos regulatory industry accepting CHC's courses in a record 22 states.
- **Compliance/Applicable** — Must comply with the EPA model accreditation plan and offer a comparable — if not superior — alternative to existing classroom-based training options.



- CHC's eCourse development was meticulous, including starting with a quality control plan and a multi-step checklist and resulting courses fully complied with EPA requirements.
- **Unique** — Must fit the needs of the learner while addressing the needs of other stakeholders, including employers and compliance regulatory agencies.
 - CHC's eCourses appeal to students who learn better using free-exploratory methods. As the classes are not fully video-based, learners are able to visit course topics and spend as much or as little time as needed. Concept comprehension is proven through benchmark quizzes and final examinations. Secondly, as it is common for classroom settings to be a gathering of competing organizations, the anonymity created by the online setting of CHC's courses provides a safe economic space where questions and discussions are more fluid and organic.
- **Accessible** — Must be easy to use and accessible by new-to-technology individuals. Must have high student success rates.
 - Students can use a loaner computer which they return upon course completion. Guides and navigation videos are included throughout the course to help new-to-technology students succeed.
- **Valuable** — Must solve an industry problem in a new and creative way. Must make existing resources more valuable or available.
 - CHC deploys SCORM-compliant classes in a collegiate-level learning management system (LMS). Over 8 MB of industry guidance documents are easily accessible within the system. The student is able to access each state's regulations all within one class, whereas before they were forced to take a class in each state should they desire to work in different states. Regulatory representatives as well as employers are able to audit classes remotely, saving hours and money.

Design and Deployment of the Program

The design process, utilizing "main point analysis," takes the often technical, bureaucratic and antiquated concepts of government regulations and curriculums and revamps them using an injection of modern technologies. Core student objectives are identified and



verified, then relayed in a succinct, distilled manner focusing on exactly how the applicability of the regulation to the learner's job duties. A complete realignment of training materials and course curriculum allows students to successfully finish and meet their goals. By keeping the end goals in mind, CHC worked backward and built curriculums to make the students' objectives attainable. Courses go beyond simple lectures and include videos, slideshows, demonstrations, hands-on activities, gamification and infographics.

The approach asks not only what knowledge and processes the student must leave the classroom with, but also asks how the concepts can best be presented to ensure engagement and retention. For students whose goal is the practical application of classroom knowledge in the field, the utilization of main point analysis cuts through dense government regulation and provides students with the must-know information to achieve day-to-day success, safety and compliance on the jobsite. With a 95% student success rate over the past 18 months, CHC Training is positioned to change the landscape of risk management and construction training, offering a solution to better fit the needs of the kinesthetic student and the industry.

Change Management Efforts

Many other online training courses available today are presented through a single-use URL or website, which can be limiting. Students who are training with CHC's online courses gain access to a customized LMS. CHC Training insisted on building its courses within Canvas, a highly utilized educational program, to create the best possible user experience.

With an LMS, students experience organized content by state, regulation or industry. They gain 24/7 access to content such as regulations, standards and industry guidance documents plus fun and interactive course content such as games, worksheets and virtual reality modules. Moreover, they experience a comfortable learning environment where communication can be both public and one-on-one between peers and instructors. In addition, they get instant grading and feedback on examinations, as well as instant printing of course certification (once examinations are graded, time spent is verified and student identity is verified).

Measurable Benefits

Internal (CHC): It was imperative that the compliance advancement training development was completed as cost-effectively as possible. To do this, CHC Training CEO Danaya Benedetto learned how to author SCORM content alongside a freelance instructional designer. Therefore, simple edits could be completed in-house, limiting the development spending. ROI was measured continuously, and on an average the company sees revenue after approximately 180 students. With minor edits required annually, CHC can realize an 85% profit margin each year following the initial deployment year. Bootstrapping the development and deployment was prioritized by several members of the CHC team being involved continuously throughout the entire process.

External (Client): Using an average billable manhour rate of \$85 per hour, it costs companies such as Northstar Demolition and Abatement Inc. approximately \$680 per laborer each year in lost income just to comply with asbestos certification renewal requirements.

Using CHC's online AHERA refresher worker or supervisor classes, however, the laborers can complete their refresher at their own pace anywhere in the world and without interrupting billable work hours. If this solution was adopted by just 500 of Northstar's laborers, the company could bill for an easy additional 4,000 manhours or \$340,000 a year.

Overall

CHC's target industry is well-known for being behind, technologically speaking. The acceptance of a new concept such as eLearning by an industry that has relatively remained unchanged for several decades was expected to be slow at approximately 3% to 7% of the industry. Actual acceptance rates as measured by the number of licensed individuals who took a classroom course the year prior and chose to take an online course this year, however, are coming in at less than 1% of the industry. Therefore, the early majority for this industry as shown on the technology adoption curve is much smaller than CHC had projected and more time is required to convince students to change their renewal methods.

CHC planned on a state regulatory acceptance rate of only 10% as measured by the number of state air quality departments that accept CHC online training course



certificates. The state acceptance rate currently is sitting at 44%, however, with an additional 10% of states considering acceptance rather than denial. This high acceptance rate shows that the courses fit the needs of the industry and those who regulate it but students are having a hard time trying something new (as explained in the prior paragraph). One additional reason for the high acceptance rate is the combination of the agencies' lack of technology to be able to better audit classes, push updates out to their constituents and ensure course concepts are adequately presented. CHC's LMS makes it easy for the agencies to meet their objectives and manage the asbestos accreditation within their state.

For future developments, CHC is targeting the lead-based paint management regulations and compliance classes. With successes realized through the advancement of the asbestos compliance courses, CHC believes it will be worthwhile to pioneer the modernization of the lead industry as well.



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