

State of Vermont
Department of Liquor Control
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Michael J. Hogan, Commissioner

January 7, 2011

Nathan Lavery, Fiscal Analyst
Joint Fiscal Committee
Vt. Statehouse
Montpelier, Vt. 05620
Re: JFO #2448

The Joint Fiscal Committee has requested updates on the status of this project at their January, 2011 and July, 2011 meetings. These updates should include information on revenues and expenses of the project, number of participants, adjustments to the course fee, and uses of any net revenues.

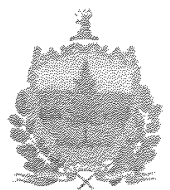
Background:

In 2010, the Education Division of the Vermont Department of Liquor Control submitted a grant request to the National Alcohol Beverage Control Association's Education Task Force in the amount of \$10,000 to create a new mode of training for cashiers who sell either alcohol or tobacco in Vermont. At the outset of the grant process, we endeavored to not use state funds in its creation, to make this a "stand-alone" product and especially one that would be revenue neutral going forward. We have succeeded in all aspects.

This grant helped create online training that is now available 24/7 to anyone wishing to become certified, as required by 7 VSA 239. The contents were created, and are now monitored and maintained by employees in the Education Division to make certain the contents remain current and hit all required benchmarks and regulatory topics. The hosting is under contract with Global Classroom from their Burlington facilities. They charge a fee for hosting services and the remaining funds per student are then forwarded to Liquor Control to defray our costs. The student is required to successfully complete the final exam at the end of the course and results are sent to us for documentation. The student receives a certificate that is also entered into our database. The fee to the student (\$25) covers all costs.

The \$10,000 from the NABCA for the eLearning class covered the online course creation software (Articulate and Camtasia), the contract with Global Classroom, as well as notification to license holders of the learning program.

As stated above, the department maintains total control over course contents, monitors all participants and receives reports from Global Classroom regarding the student information and demographics. There is no way to know how many cashiers will avail themselves of this eLearning product in the coming years, but there were



Liquor Control Board:

Walter E. Freed, Chairman; John P. Cassarino, Member; Stephanie M. O'Brien, Member

several requests from the industry prior to our grant request that we provide some kind of online training. Since we began offering the program (beginning on December 1, 2010) we have seen students taking the classes at all hours of the day and night as well as days of the week; we even had one student complete the course on Christmas Day. We know this since the program is set to immediately send an email to the three Educators in Liquor Control upon completion of the final exam by each student.

As to future plans, the Education Division will be creating a similar program for bartenders and alcohol servers in the coming year. Since the software has already been purchased, the cost will be minimal. We further intend to create trainings for solicitors, manufacturers, holders of festivals permits, as well as others. We have already created and launched a training program for tobacco sellers at a minimal cost to the student (\$10).

Revenue, Expenses, Number Participants:

As of today's date 1/7/2011 we have made a total of \$416.00 from the online trainings

20 people paid for and took the 2nd class store training at a cost of \$25.00 per person Total money collected \$500.00 with a profit of \$400.00 after global classroom takes their 20%.

2 people paid for and took the tobacco only training at a cost of \$10.00 per person Total money collected \$20.00 with a profit of \$16.00 after global classroom takes their 20 %

Total costs for the project were:

\$3500.00 in contract with Global classroom

\$6500.00 in software and equipment (microphones) for creating the program and mailings

Summary: The course is relatively new starting on Dec 1, 2010. We expect the numbers to increase as more and more licensees and their employees sign up for the course. Online training will be for a certain segment of our population especially for those who need last minute training to be certified and for those businesses who can't afford to have their employees gone for the day. The Department will follow up with another status report in July 2011.



Michael J. Hogan
Commissioner of Liquor Control