

Division of Apprenticeship Standards (DAS)

Apprenticeship Program Summary Sheet

To: Adele Burnes, Chief
From: Cindy Cherise Murphy
CC: DAS, Program Planning & Review Unit
Date: February 24, 2026

Program Name: OpenClassrooms Inc.
Industry: Information Technology
DAS File No.: 101016
Grant Awardee: ☐ No ☒ Yes CAI 2023 & 2024; COYA 2024

Action(s):

- ☐ Proposed new apprentice program
- ☒ Existing apprenticeship program adding new occupations
- ☐ Existing apprenticeship program expanding area of operations
- ☐ Existing apprenticeship program changing work processes on approved occupations

Labor Organization(s) Representing Apprentices:

None.

Request for Approval under Labor Code 3075:

OpenClassrooms Inc. is not intended to train in the building and construction trades and is not eligible to dispatch apprentices to projects with public works, prevailing wage or skilled and trained workforce requirements within the meaning of Labor Code sections 1720 and 3075 and will not train or dispatch apprentices in the building and construction trades or firefighters occupations.

Comments:

OpenClassrooms' registered apprenticeships offer a game-changing way to learn and earn. From day one, you'll gain real-world, on-the-job experience, earn a wage, and build in-demand skills at no cost. Coming in 2026, our registered apprenticeship degree programs ensure you'll also graduate with a degree completely debt-free.

OpenClassrooms Inc. will oversee the apprenticeship program herein and seeks approval from the Department of Industrial Relations, Division of Apprenticeship Standards for the following:

Proposed Occupation, Wage Rate & O*Net Code:

- Sales Development Representative O*Net: 41-4011.00
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage: \$22.43 per hour
 - Proposed No. of Apprentices: 25

Currently Approved Occupation with No Changes to Jurisdiction or Work Processes:

- Data Analyst O*Net: 15-2041.00
- Help Desk Technician O*Net: 15-1232.00
- Application Developer O*Net: 15-1252.00
- Digital Marketer O*Net: 13-1161.01
- Cybersecurity Analyst O*Net: 15-1212.00

Proposed Employers:

- Intelligent Bioenergetics (dba Intellbio), 317 N. El Camino Real, Suite 407, Encinitas, CA 92024
 - Occupation(s): Sales Development Representative
- Laane, 464 Lucas Avenue, Suite 202, Los Angeles, CA 90017
 - Occupation(s): Sales Development Representative

OpenClassrooms Inc. Program Standards

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Article I Purpose and Policy

The parties hereto declare it to be their purpose and policy to establish an organized, planned system of apprenticeship, conducted as an education-sponsored, employer-based undertaking.

These standards have, therefore, been adopted and agreed upon under the Shelley-Maloney Apprentice Labor Standards Act of 1939, as amended, to govern the employment and training of apprentices in the trade, craft or occupation defined herein, to become effective upon their approval.

Article II Craft, Trade or Occupation, Related and Supplemental Instruction, Term of Apprenticeship, Ratio, Wage Schedule and Work Training

Occupation	O*Net Code	Attachment
Data Analyst	15-2041.00	B-1
Help Desk Technician	15-1232.00	B-2
Application Developer	15-1252.00	B-3
Digital Marketer	13-1161.01	B-4
Cybersecurity Analyst	15-1212.00	B-5
Sales Development Representative	41-4011.00	B-6

Article III Organization

There is hereby established the above-named master apprenticeship committee. The committee shall consist of three (3) members, who shall be selected by and represent the employer organization(s) signatory hereto. In addition, there shall be one (1) apprenticeship consultant representing the Division of Apprenticeship Standards and one (1) advisor from the Local Education Agency and such other advisors as the committee shall determine. Such advisors and the apprenticeship consultant shall act without vote.

Article IV Jurisdiction

These standards shall apply to the employer and employee organizations signatory hereto; their members, to other employers who subscribe hereto or who are party to a collective bargaining agreement with an employee organization(s) signatory hereto, and to all apprentice agreements hereunder.

Area Covered by Standards: All CA Counties

Article V Functions

The functions of the apprenticeship committee shall be to:

- 1) develop an efficient program of apprenticeship through systematic on-the-job training with related and supplemental instruction and periodic evaluation of each apprentice;
- 2) serve in an advisory capacity with employers and employees in matters pertaining to these standards;
- 3) ensure the program's ability, including financial ability, and commitment to meet and carry out its responsibilities under federal and state law and regulations applicable to the apprenticeable occupation and for the welfare of the apprentice;
- 4) aid in the adjustment of apprenticeship disputes;
- 5) develop fair and impartial selection procedures and an affirmative action plan in accordance with existing laws and regulations and apply them uniformly in the selection of applicants for apprenticeship.

Article VI Responsibilities

The responsibilities of the apprenticeship committee shall be to:

- 1) supervise the administration and enforcement of these standards;
- 2) adopt such rules and regulations as are necessary to govern the program provided that the rules and regulations do not conflict with these standards;
- 3) conduct orientations, workshops or other educational sessions for employers to explain the apprenticeship program's standards and the operation of the apprenticeship program;
- 4) pass upon the qualification of employers and, when appropriate, to suspend or withdraw approval;
- 5) conduct on-going evaluation of the interest and capacity of employers to participate in the apprenticeship program and to train apprentices on the job;
- 6) make periodic evaluations of each apprentice's on-the-job training and related and supplemental instruction;
- 7) ensure safe work site facilities, skilled workers as trainers at the work site, and safe equipment sufficient to train apprentices;
- 8) determine the qualifications of apprentice applicants and ensure fair and impartial treatment of applicants for apprenticeship selected through uniform selection procedures;
- 9) file a signed copy, written or electronic, of each apprentice agreement with the Division of Apprenticeship Standards, within 30 days of execution, with copies to all parties to the agreement;
- 10) establish and utilize a procedure to record and maintain all records of the apprentice's worksite job progress and progress in related and supplemental instruction;

- 11) establish and utilize a system for the periodic review and evaluation of the apprentice's progress in job performance and related instruction;
- 12) discipline apprentices, up to and including termination, for failure to fulfill their obligations on-the-job or in related instruction, including provisions for fair hearings;
- 13) annually prepare and submit a Self-Assessment Review as well as a Program Improvement Plan to the Chief of the Division of Apprenticeship Standards;
- 14) ensure training and supervision, both on the job and in related instruction, in first aid, safe working practices and the recognition of occupational health and safety hazards;
- 15) ensure training in the recognition of illegal discrimination and sexual harassment;
- 16) establish an adequate mechanism to be used for the rotation of the apprentice from work process to work process to ensure the apprentice of complete training in the apprenticeable occupation including mobility between employers when essential to provide exposure and training in various work processes in the apprenticeable occupation;
- 17) establish an adequate mechanism that will be used to provide apprentices with reasonably continuous employment in the event of a lay-off or the inability of one employer to provide training in all work processes as outlined in the standards;
- 18) comply with meaningful representation requirements for the interests of apprentices in the management of the program where apprentices are at least equally represented on an advisory panel established by the apprenticeship committee responsible for the operation of the program;
- 19) adopt changes to these standards, as necessary, subject to the approval of the parties hereto and the Chief of the Division of Apprenticeship Standards.

Article VII Definition of an Apprentice

An apprentice is a person at least 18 years of age, who has met the requirements for selection under the selection procedures of a participating employer, who is engaged in learning a designated craft or trade and who has entered into a written apprentice agreement under the provisions of these standards.

Article VIII Duties of an Apprentice

Each apprentice shall satisfactorily perform all work and learning assignments both on the job and in related instruction and shall comply with the rules, regulations and decisions of the apprenticeship committee.

Article IX Apprentice Agreement

- 1) Each apprentice agreement shall conform to the State law governing apprentice agreements, and shall be signed by the employer, by the program sponsor, and by the apprentice and must be approved by the apprenticeship committee.
- 2) Each apprentice shall be furnished with a copy of or be given an opportunity to study these standards before registration. These standards shall be considered a part of the apprentice agreement as though expressly written therein.

Article X Termination and Transfer of Agreements

- 1) During the probationary period, an apprentice agreement shall be terminated by the apprenticeship committee at the request in writing of either party. After such probationary period, an apprentice agreement may be terminated by the Administrator by mutual agreement of all the parties thereto or cancelled by the Administrator for good and sufficient reason.
- 2) If an employer is unable to fulfill his/her obligations to train under any apprentice agreement or in the event of a layoff, the apprenticeship committee may, with the approval of the Administrator, transfer such agreement to any other employer if the apprentice consents, and such other employer agrees to assume the obligation of said apprentice agreement.

Article XI Lay-off

- 1) If for any reason a lay-off of an apprentice occurs, the apprentice agreement shall remain in effect unless cancelled by the Administrator. However, credit for related instruction shall be given when the apprentice continues such instruction during the lay-off.
- 2) There shall be no liability on the part of the employer, the program, or the committee for an injury sustained by an apprentice engaged in schoolwork at a time when the apprentice is unemployed.

Article XII Controversies

All controversies or differences concerning apprentice agreements that cannot be adjusted locally by the apprenticeship committee or otherwise shall be submitted to the Administrator for determination.

Article XIII Certificate of Completion

- 1) In addition to previous on-the-job training and related school instruction, which is of an approved nature, the Apprentice shall have completed not less than an additional six (6) months as an apprentice under the laws of the State of California and demonstrated mastery of the skills and knowledge of the prescribed program.
- 2) In recognition of unusual ability and progress, the apprenticeship committee may decrease the term of apprenticeship for an individual apprentice not more than twelve and one-half percent (12½%).
- 3) Upon evidence of satisfactory completion of apprenticeship, and upon the recommendation of the apprenticeship committee, each apprentice will be issued a Certificate of Completion by the authority of the Chief of the Division of Apprenticeship Standards and the Interagency Advisory Committee on Apprenticeship.

Article XIV Equal Opportunity in Apprenticeship

The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or veteran or military status.

OpenClassrooms Inc. will create selection procedures that meet objective standards and maintain a fair and equitable selection process for all applicants.

Article XV Written Applications

Applications for apprenticeship will be accepted:

OpenClassrooms Inc. will be accepting continuous electronic applications through their website at <https://www.openclassrooms.com>.

Article XVI Records

All records will be maintained, in written or electronic form, for five (5) years and kept at:

OpenClassrooms Inc.
1411 Broadway, 16th Floor
New York, NY 10018

Article XVII Annual Compliance

OpenClassrooms Inc. will submit an annual compliance report to the Division of Apprenticeship Standards as requested by the Division.

OpenClassrooms Inc. agrees to accept electronic signatures for these Standards and all related Division of Apprenticeship Standards documents.

The foregoing standards are hereby agreed to and adopted by OpenClassrooms Inc. on February 26, 2025 (Committee approval date).

Employer Organization

OpenClassrooms Inc.
1411 Broadway, 16th Floor
New York, NY 10018

Pierre Dubuc, CEO

Date

The foregoing apprenticeship standards, being in conformity with the applicable California Labor Code, California Code of Regulations and Federal Regulations, are hereby approved

_____.
(DAS approval date)

Adele Burnes, Chief
Division of Apprenticeship Standards

Date

Attachment B-6

Training Schedule and Working Conditions

OpenClassrooms Inc.

Occupation

Occupation: Sales Development Representative

O*Net Code: 41-4011.00

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with 2000 on-the-job training (OJT) hours, 400 related and supplemental instruction (RSI) hours, and completed within approximately 12 months.

The period of probation shall be reasonable in relation to the full apprenticeship term, with full credit given for such period toward completion of the apprenticeship, and in no event shall exceed the shorter of 25 percent of the length of the program or one year. The period of probation shall be two (2) months.

Article II Wage Schedule

Professional Worker Wage:

\$ 25.00 per hour effective 2/26/2025.

Apprentice Wage and Advancement Schedule:

In no case shall an Apprentice receive a starting wage that is less than the applicable federal, state or local entity (city or county) minimum wage, whichever is higher for the county or city where the apprentice is working. The applicable minimum wage law shall establish the effective date of the minimum wage.

To advance from one period to the next, the apprentice shall have met the following requirements:

1st period	0-8 demonstrated competencies	\$ 22.43 /hour
2nd period	9 demonstrated competencies	\$ 25.00 /hour

Hours of Work and Working Conditions and Overtime Provision:

Eight hours of labor constitutes a day's work. Employment beyond eight hours in any workday or more than six days in any workweek requires the employee to be compensated for the

overtime at not less than one and one-half times the employee's regular rate of pay for all hours worked in excess of eight hours, up to and including 12 hours in any workday, and for the first eight hours worked on the seventh consecutive day of work in a workweek; and double the employee's regular rate of pay for all hours worked in excess of 12 hours in any workday and for all hours worked in excess of eight on the seventh consecutive day of work in a workweek. If employers utilize an alternative workweek schedule in accordance with the California Industrial Welfare Commission Orders, the overtime will be determined and paid in accordance with the applicable alternative workweek provisions.

The workday and workweek and all other conditions of employment for apprentices shall conform to all applicable laws and regulations and shall not be greater than for those of a professional worker.

Overtime shall not be allowed if it will interfere with or impair the training or be detrimental to the health and safety of the apprentice.

Article III Work-Training

- 1) The employer shall see that all apprentices are under the supervision of a qualified professional worker or instructor and shall provide the necessary diversified experience and training in order to develop the apprentice into a proficiently skilled worker, as outlined herein.
- 2) Each apprentice shall be trained in the use of new equipment, materials and processes as they come into use in the occupation.
- 3) The major categories in which apprentices will be trained (although not necessarily in the order listed) are as follows:

SALES DEVELOPMENT REPRESENTATIVE (41-4011.00) Work Processes (Professional Competencies) and Performance Areas

On-the-Job Learning Outline

Competency Check List

Demonstrates Fundamentals: Apprentice can perform the task with some coaching.

Proficient in Task: Apprentice performs task properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work Activities: Initial and date each task when Competency Check List has been completed.

Skills & Work Processes

1. Conduct research and profile a market
 - a. Develop research methodology and objectives
 - b. Undertake analysis of markets to determine viability of business opportunities
 - c. Identify and access a range of information systems and databases to manage customer information
2. Apply prospecting methods and develop a sales plan
 - a. Employ prospecting methods and qualify prospects
 - b. Understand the benefits of CRM and SFA in sales and marketing
3. Undertake marketing activities
 - a. Identify and evaluate marketing opportunities ensuring characteristics of products meet consumer priorities, needs and preferences
 - b. Determine promotional strategies and develop promotional material
 - c. Conduct digital/ e-marketing communications
4. Develop specialized product knowledge
 - a. Develop product knowledge relevant to the industry
 - b. Convert product and service knowledge into sales strategies
5. Establish and maintain networks and customer relationships
 - a. Develop and maintain effective customer relationships and industry networks
 - b. Satisfy complex customer needs
 - c. Develop and use effective communication strategies
6. Present, secure and support sales
 - a. Plan and develop a customer profile and needs analysis
 - b. Plan and prepare a sales and presentation to match the characteristics of the target audience
 - c. Negotiate, finalize and close sales
7. Deliver and monitor a service to customers
 - a. Identify and respond to customer needs
 - b. Manage and resolve customer complaints
8. Comply with laws, regulations, standards and policies
 - a. Identify and interpret key provisions of relevant legislation from all levels of government that affect business operations
9. Manage personal work priorities and professional development
 - a. Organize personal work priorities in accordance with organizational requirements
 - b. Co-ordinate and manage personal skill development
 - c. Develop and maintain professional competence

Article IV Related Instruction

Related and supplemental instruction (RSI) will be provided and/or overseen by the Local Education Agencies (LEA) whose confirmation of such has been affixed to these Standards for this occupation.

Any significant difference in sample related and supplemental instruction (RSI) listed below, and the related and supplemental instruction (RSI) provided by the Local Education Agency (LEA) will be detailed and included with the Local Education Agency's (LEA) confirmation letter and submitted to the Division of Apprenticeship Standards for review.

Time spent in related and supplemental instruction may not be compensated.

<u>Course Title</u>	<u>RSI Hours</u>
Set Yourself up for Success as a Sales Development Representative: Begin your journey as a Sales Development Representative. In this first project, you'll define your goals and your study schedule.	20
Deliver a Persuasive Product Demo: As a sales rep for an online mobile phone store, you'll learn to deliver persuasive demos and presentations that highlight mobile solutions while strengthening storytelling, empathy, and objection-handling skills.	50
Prospect and Qualify High-Value Leads for Your Company: Identify and contact ICP-aligned leads for the organization where you're working, launch your first outreach sequence, and track all qualification notes in the CRM.	70
Handle Objections and Create Winning Outreach Campaigns: Coordinate your health-tech SaaS company's product launch campaign by creating event-ready outreach materials and using A/B testing to report and refine results.	60
Recommend Product Solutions from Your Company Aligned to Customer Needs: Research a new lead segment for the company where you work, deepen your product knowledge, and recommend tailored solutions that connect prospect pain points to product benefits.	70
Optimize Customer Records to Power Sales Sequences at Your Company: Support your company's revenue operations by cleaning and updating CRM data, reviewing campaign materials, and producing weekly reports that ensure a reliable, trackable sales pipeline.	60
Help Close Strategic Deals and Analyze Sales Performance: Simulate key steps of the deal-closing process by supporting an AE with opportunity summaries, pricing materials, and performance tracking.	70
<u>Total Hours:</u>	400

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise five (5) apprentice(s)