



TO: Workforce Development Council

FROM: Marilyn A. Matsunaga
Executive Director

SUBJECT: Oahu County Report – August 2008

Board Priorities – Demand Driven Projects:

Public school education initiative:

OWIB is partnering with Roosevelt High School to provide career mentoring and guidance to high school students. OWIB sponsored a career day for approximately 400 students in their junior year of school. The purpose of career day was to expose students to a variety of careers or job industries with the intent of fostering greater interest and involvement in their academic studies, extracurricular activities, and/or personal development with a career goal in kind. OWIB is continuing this partnership and seeking other activities to complement this endeavor with Roosevelt High School.

Retention and Recruitment of the older worker:

As a team member of the Mayor's initiative to celebrate the career successes and life adventures of those over age 65, OWIB is participating in the Mayor's new "Honolulu Forever Young" awards program. The awards are part of the City's *Honolulu Forever Young* campaign which aims to change the perception of retirement and aging by honoring those who continue to accomplish great things in their later years through their involvement in business careers; giving back to the community through mentoring, philanthropy and volunteerism; and serving as role models for the youth of our community. In addition to OWIB, partners for this awards program include AIG, HMAA, HMSA, Queen's Healthcare System, Honolulu 100 and KHNL/K-Five. OWIB will be collecting "Best Practices" for retaining and retraining older adults in the workforce from national and local businesses in order to provide resource materials and a forum for businesses seeking help to keep up with Hawaii's vibrant older adult workforce.

Work Readiness Credential:

OWIB and Oahu WorkLinks are reviewing the efficacy and efficiency of implementing a work readiness credential. For the credentialing programs that are under consideration, attention is being given to their ability to gauge a person's "soft skills" as well as the portability of their test results across geographic areas. Cost-benefit analysis is ongoing as well as discussions with community partners such as Honolulu Community College.

Special Program:Work Readiness Program for People Experiencing Homelessness:

The model or pilot program for Work Readiness for People Experiencing Homelessness has been expanded to Leeward Oahu with a new component for legal support services. Through a RFP process, Volunteer Legal Services of Hawaii has been procured to establish a system of collaboration among the Judiciary, Public Defender, Prosecuting Attorney and a panel of attorneys to develop a solution to recall outstanding warrants, thereby removing the barrier to individuals' participation in workforce preparation or employment training activities.

OWL Programs: Current Quarter & Cumulative as of June 2008

CATEGORY	MEASURES	ACTUAL		GOAL
		Current	4-Qtrs	
ADULT	Entered employment rate	83.8	79.3	78
	Employment retention rate	83.6	84.6	84
	Earnings change	14,217.4	12,665.8	10,500
	Employment & Credential rate	84	68.9	61
DISLOCATED WORKER	Entered employment rate	74.1	81.1	78
	Employment retention rate	93.1	92.3	85
	Earnings change	14,506	16,997.3	13,500
	Employment & Credential rate	52.9	73.5	65.5
OLDER YOUTH	Entered employment rate	50	63.2	72
	Employment retention rate	80	88	80
	Earnings change	536.4	4,486.2	3,700
	Employment & Credential rate	0	39.3*	68

YOUNGER YOUTH	Skill Attainment Rate	88.7	85.6	70
	Diploma Attainment Rate	12.5	59.5	42
	Retention Rate	40	57.9	50
CUSTOMER SATISFACTION	Employer			
	Customer			

* Two factors contributed to this goal: (1) the goal was dramatically increased by 88% from PY'07, and (2) current information on the youth's employment and accomplishments not available due to lack of reliable contact information.

OAHU REED ACT QUARTERLY REPORT
Reed Act Program Accomplishments Period Ending June 30, 2008

Accomplishments by category:

Employer Outreach and Services

Presentations to 76 new Leeward businesses on OWL services were conducted during outreach, and 66 businesses signed letters of participation agreeing to use OWL services. We have reached 100% of goal.

Expansion of Business Services to Small Business

Presentations on OWL services were made to 281 new businesses, attaining 141% of our goal, and 171 new businesses signed letters of participation agreeing to use OWL services reaching 80% of goal.

Labor Pool Expansion

The model or pilot program for Work Readiness for People Experiencing Homelessness has been expanded to Leeward Oahu with a new component for legal support services.

For the program year ending June 30, the Employment Consultant based at Dillingham has provided outreach services to about 190 individuals experiencing homelessness. These contacts were made from visiting and referrals from Care-A-Van, Kaka'ako Next Step Shelter, the Affordable Housing and Homeless Alliance facilities, Institute of Human Services and other providers. Fifty-four (54) individuals were registered in the Work Readiness program and 32 individuals obtained employment. One hundred fifteen (115) individuals have been registered from the inception of the program.

From the Leeward base, OWL Waianae Center has been promoting work readiness and job search services at the Pai'olu Kaiaulu and Kalaeloa Shelters, and doing intake and assessment with 40 clients. Staff has been attending a series of meetings to collaborate with other agencies such as Network Enterprises, Forward March, Waianae Community Outreach, ALANON/ALATEEN, Hawaii Coalition of Churches, Hawaii Technology Institute, Honolulu Police Department and the Department of Health in providing services to the residents. A calendar of workshops (approximately a 6 week cycle) conducted by the different agencies has been worked out to avoid duplication of services. OWL Waianae staff has also been working with Waianae Community Outreach, which is the point of contact agency that works with the people on the beach, to set up recruitment and outreach services. Waianae OWL has serviced a total of 182 clients that are experiencing homelessness and substance abuse that are registered in Hirenet.

Outreach and Services to Under-Represented Populations

A total of about 7,400 job seekers were served as of June 30, 2008, including 372 individuals that disclosed that they belonged to under-represented and hard to serve populations targeted in the Reed Act Plan, such as people experiencing homelessness, individuals with disabilities, ex-offenders, people recovering from substance abuse and domestic violence, and those who have limited English proficiency.

All these 372 individuals received career assessment and counseling services. Sixty-six (66) individuals entered employment. We have reached 124% of the total registration goal of 300 individuals; and have exceeded the employment goal of 30 individuals at 220%.

Programs for At-Risk Youth

As of June 30, 2008:

- 449 youth were provided outreach services through the Department of Education, Family Court, Youth Challenge Academy, Boys and Girls Club and Federal and State public housing projects.
- 307 youth received career counseling and guidance services, exceeding our goal by 614%.
- 235 youth enrolled in HireNet for job search, exceeding our goal by 313%.
- 60 youth secured employment

Expansion of OWL Services for Improved Job Matching

One hundred seventy (170) job seekers were referred to job openings after being matched from the applicant pool in HireNet or after attending Job Club. They were pre-screened and interviewed by the Employer Liaison who referred them to employers.

One hundred nineteen (119) were hired by businesses that were satisfied with their qualifications. 70% of the applicants referred to employers were hired, far exceeding the goal of 30%. Businesses such as Steve & Barry's, Airport Trade Center, Institute for Family Enrichment and Partners In Development Foundation hired the referrals.

Capacity Building

OWL staff attended the National Association of Workforce Development Professionals annual conference in May. OWIB Executive Director and OWL Administrator attended the Workforce Innovations annual conference in July.

In collaboration with Kauai, a well-known training consultant, Mary Ann Lawrence, provided training to OWL and Youth Services staff on Implementing Effective Career Counseling and Job Clubs in early July.

A MIS User Group has been established to work on HireNet implementation issues and to act as peer trainers.

Technology and Equipment

One hundred forty-seven (147) computers have been purchased and they will replace old units at all OWL centers (both City and State). The total cost is \$120,787.

Installation for fiber optic connection to the Waianae OWL is re-directed to WIA for funding. Installation is expected to occur in December.

Request to purchase one-stop mobile van is pending at DLIR for approval

Administration

\$264,687 has been encumbered for HireNet maintenance.

Another agreement with WDD Oahu Branch to provide staffing for 5 FTEs to enhance Wagner-Peyser services at Oahu WorkLinks has been encumbered for \$363,000. The staff will provide services to claimants in the extended unemployment benefits program and other core services.

Summary REED Act Expenditures

The June 2008 report reflects a cumulative expenditure of \$1,467,619 with total obligation at \$2,095,296.

The budget has been modified to cover activities for another calendar year to end June 30, 2009 instead of 2008. There is a projected carry-over of \$800,000 beyond June 2009 and a plan to seek legislative support to extend the authorization.