



**WORKFORCE DEVELOPMENT**  
COUNCIL

Thursday, February 12, 2015

9:30 a.m. – 11:30 a.m.

Department of Labor and Industrial Relation  
830 Punchbowl Street, Rooms 310 – 314, Honolulu, Hawaii

**MINUTES**

**Member Attendees:**

Leslie Wilkins, Chairperson	Carl Hinson
Elaine Young, Acting DLIR Director	James Tollefson
Roland Prieto (for Mayor Alan Arakawa)	Steve Lupkes
Ka'eo Bradford (for Mayor Bernard Carvalho)	Paul Richards
Gordon Lum (for Kathryn Matayoshi)	Sunshine Topping
Kimberly Arista (for Rachel Wong)	Luis Salaveria
Scott Murakami (for David Lassner)	
Joshua Orcutt (for Rep. Mark Nakashima)	

**Guest Attendees:**

Bryan Rogers (Regional Director, USDOL)	Phyllis Dayao
Carol Padovan (Executive Assistant to Regional Administrator)	Vickie Lau
Justin Gandy	Susan Foard
Lance Jyo	Ken Furukawa
Marilyn Matsunaga	Alison Lum
Maxine Nagamine	Valerie Yin
Debbie Miyao	Mark Tanji
Patrick Leddy	Sandra Lyel
Rolanse Crisafulli	Michelle Arima

**WDD/WDC Staff:**

Carol Kanayama	Jillian Yasutake
Ce Anne Calderon	Joyce Suganuma
Lei Mahoe	Kristen Tello
Linda Sakamoto	Norma McDonald
Maricar Pilotin-Freitas	

**I. Call to Order**

Meeting was called to order at 9:32 a.m. by Chair Leslie Wilkins. Not having a quorum present at this time, all agenda items requiring vote of approval will be deferred until the next meeting.

**II. Approval of Minutes of October 24, 2014 Meeting**

Not having a quorum of members, the October 24, 2014 WDC meeting minutes were deferred until the next meeting for approval.

**III. Announcements**

**A. Engineering Week**

1. Chair Leslie Wilkins announced that the last week of February 2015 is National Engineering Week. Engineering week will showcase contributions of the engineering profession to the community and even greater opportunities such as looking at building the pipeline.
2. She added that engineering professionals in our society will do career outreach to the young people especially to the underrepresented students in the engineering field. Middle school girls will partner up and shadow engineers across the State.

**IV. Old Business**

None

**V. New Business**

**A. *Implementation of Workforce Innovation Opportunity Act (WIOA) ..... Bryan Rogers***

**1. Transition to WIOA**

- a. Bryan Rogers, Deputy Regional Administrator, San Francisco Regional Office, stated that WIOA is not an administrative change to WIA. It is much more than that because the amendments to Rehab Act are in effect and the notices of Proposed Rulemaking will continue.
- b. In general, many aspects of WIOA will be in effect in Hawaii by July 1, 2015. The final rules will be in effect by January 2016 and the unified plans will be due by March 2016. Common performance accountability will be due by July 2016.

**2. Notable in the Opportunity Act**

- a. Bryan Rogers discussed how WIOA is about strategy and bringing together different programs and partnerships together. One-Stop Systems and Service Design will be a huge opportunity to deliberate in the design. This is the moment to build a system for job seekers and employers.
- b. Bryan Rogers added that it is important to focus on design and how to design a strategy that is relevant. Different departments and agencies will come together to implement unified planning and system governance and to combine plans and strategies with other counterparts with things that work for Hawaii.

- c. Youth System Service Design will be shifting the system to disconnected youths who are idle and they will be approached with logical strategy.
- d. Performance will be based on number of strategies, retention, data, common systems, same measures, wage across core partners, and employment.

### **3. Planning and Governance**

- a. Bryan Rogers discussed that the San Francisco Regional Office conducted 2 town hall activities to manage a Unified Planning across Core Partners and Programs, options for combined plans with other partners, joint/regional/local planning within States, and One-Stop Certification – including criteria.
- b. State Assessments of Operations will last for 3 years. State Board Functions, Expanded Local Board Functions and designation of areas and local Workforce Investment Board will be monitored. There will be a lot of planning (strategic/operational), chartering, certification and processes of one-stop.
- c. There will also be a research on what is working and what can be done better because WIOA requires careful decision making along the way.

### **4. Partnerships**

- a. WIOA is partners with the “Core Programs” such as Youth and Adult Education literary, Wagner Peyser, Vocational Rehabilitation and Department of Rehabilitation programs.
- b. Bryan Rogers also mentioned other fantastic program partners such as New National System Partners, Regional Partnerships, and One-Stop System Partners, Health and Human Services, HUD Employment Training Programs, SNAP Food and Nutrition, Community Services Block Grant Funding, TANF, Re-Entry, etc.
- c. He emphasized on employer engagement and how it is very important in building partnerships.

### **5. Performance**

- a. Bryan Rogers confirmed that there will be an employer measure for the first time and it will be very accommodating in promoting employer engagement. However, it is unfortunate that employer measure will not be in a multiple and robust way.
- b. In addition to the performance system, people will see progression models that will help job seekers. Bryan Rogers also presented three questions to the meeting attendees: (1) How might we better engage job and education seekers to more actively give them the services that they need? (2) How might we design those services to actually give what they need? (3) How might we capture them in our data collection system?

## **6. Service Design**

- a. Bryan Rogers emphasized that service design is the most important part of WIOA and he believes that this piece is critical. It will consist of One-Stop Partners expansion, infrastructure funding or sharing and business services in one-stop design.
- b. This will also include model migration to career services, procurement of one-stop operators, and flexibility in training options. There will be accessibility of services and there will be co-location of services and partners including wheelchair bound individuals.
- c. It is also critical to bring unemployment insurance claimants closer for referrals and assessments. Partners and programs will need to unify to develop a better relationship and to be on the same page.

## **7. State Board Functions**

- a. There are numerous functions for local and State boards such as, (1) Facilitation of technology for services, (2) Strategies that connect technology and data, (3) Formula allocations for funds, (4) Development of annual reports and (5) Statewide labor market information system.
- b. Bryan Rogers also presented a question: How might Hawaii utilize technology in a different way with less than a dozen workforce centers? He presented this question because Hawaii has interesting and forward facing work that includes advanced manufacturing technology. He also emphasized making sure to tap into the technology from college campuses for digital technology.

## **8. Job-Driven Workforce Solutions**

### Guiding Principles:

- a. Deepen sustain employer partnerships
- b. Make easier to acquire in-demand skills
- c. Transform registered apprenticeships
- d. Spur innovation at all levels
- e. Promote what works
- f. Optimize alignment of systems and funding

## **9. Business Services/Sector Strategies**

- a. Bryan Rogers explained the difference between business services and sector work. In business services, a small grant is used for one business to train employees for the improvement of the business.
- b. He continued the discussion by stating that sector work is about aligning and positioning throughout the State and understanding businesses in Hawaii. It is about making employers as partners and employers as customers. An important question to ask in sector work is: Where is the economy going?

**10. Design at its Best, Extreme Users and Simple Prototyping**

- a. According to Bryan Rogers, every brilliant solution for design fits in the middle, where people get what they want that works and is doable. It is very hard to get to that point and that is why it is important to plan, prototype and do tests.
- b. Bryan Rogers emphasized to start with desirable people, viable business and feasible technology. Design works when people conceive it from extreme users.

**11. Questions/Comments on WIOA**

- a. WDC member Sunshine Topping stated a comment/request about the implementation of WIOA. She stated that the private industry is very busy so they will need a road map to guide them with the transition and implementation of WIOA specifically in a private/public partnership. She added that the private sector wants to help with the transition and be a major contributor with the implementation.
- b. Chair Leslie Wilkins concurred with Sunshine Topping.

***B. Hawaii Pacific Health & Leeward Community College – Skills Training for Patient Service Representatives..... Carl Hinson, Patrick Leddy and Rolanse Crisafulli***

**1. Expanding Employer Engagement**

- a. Rolanse Crisafulli, WorkHawaii, discussed ways in helping employees through skills training for Patient Service Representative (PSR). She discussed that finding workers with the right skills is a challenge.
- b. The PSR program will give employees opportunity to help businesses grow and thrive. It will break down silos between businesses, education, workforce training initiatives and government. Employees/job seekers will have skills for good-paying and in-demand jobs through PSR.

**2. Listening to Industry**

- a. Rolanse Crisafulli explained that the industry needs work-based training and it was necessary to develop and implement training mechanisms for PSR. It is fortunate that there are public and private sector investment such as National Emergency Grants, classroom training (WIA, ETF), work-based training (OJT, VIP), business participation and employer hiring commitment.
- b. Rolanse also stated that Carl Hinson, Workforce Development Director of Hawaii Pacific Health is very supportive with the PSR program.

### **3. Patient Services Representative (PSR) Skills Training Partnership**

The PSR program is made possible by the following partners:

- a. WDC Policy Planning Work Group on Healthcare
- b. WDC member Hawaii Pacific Health
- c. Leeward Community College – Office of Continuing Education and Workforce Development will develop the curriculum for PSR
- d. Oahu Worklinks one-stop centers

### **4. Industry Perspective**

- a. Carl Hinson stated that Hawaii Pacific Health employs over 300 PSRs every day in all of their various facilities. However, the challenge is the 50%-100% turnover every year because of job progression. He added that the bigger challenge is the lack of foundation to be a PSR, because the position requires complex skills sets.
- b. However, according to Carl Hinson, the solution to the challenge is the PSR program.

### **5. Leeward Community College OCEWD**

- a. Patrick Leddy of Leeward Community College discussed the curriculum modules such as healthcare knowledge, front desk skills and practices, including insurance rules/regulations and cultural diversity.
- b. He also discussed some of the program learning outcomes for PSR. He added that the program will have 16 sessions: Mondays, Tuesdays, and Wednesdays from 8:30 am – 4:30 pm.

### **6. Questions/Comments on PSR**

- a. Chair Leslie Wilkins, asked who should receive questions/concerns on PSR, and Patrick Leddy replied that it should be directed to Rolanse Crisafulli and Carl Hinson since PSR is a customized training and is being piloted.
- b. Carl Hinson added that there is not much customization in the PSR program but the real challenge is getting all the partners involved with the program.
- c. Carl Hinson also confirmed that Hawaii Pacific Health will hire every single PSR graduate, but they will need to have the PSR certification in order to be hired, with the help of Hawaii Pacific Health, Wahiawa General Hospital and Waianae Coast Comprehensive Health Center.
- d. Rolanse Crisafulli commented that One-Stop Centers will be a great help for people who want to be in the PSR program to achieve the minimum requirement which is 9<sup>th</sup> grade reading and math.

**C. Preparation for WIOA**

**1. State Report ..... DLIR**

1. Chair Leslie Wilkins solicited updates on WIOA implementation from Acting Director Elaine Young.
2. Due to time constraint, Acting Director Elaine Young responded by instructing meeting attendees to refer to handout "Department of Labor and Industrial Relations Report."

**2. Local Area Reports ..... Each County**

**a. Maui County Report by Roland Prieto**

1. Roland Prieto summarized his report by stating that Maui County staff has been focused on the WIOA law transition. Staff has participated in several webinars to collect information to prepare for its implementation.
2. Staff also participated in conference calls with federal officers, the State and with neighboring counties to help with the transition.
3. The county begun preparation of its Request For Proposals (RFP) for its One-Stop Operator and Youth Service Provider.
4. The County has also had preliminary conversations to transition several new Maui County Workforce Investment Board (MCWIB) members to conform to new criteria set in the WIOA law.
5. In addition, Roland also mentioned some housekeeping issues for the MCWIB that Program Year 2014 contracts with the county's service providers for the Adult and Dislocated Worker programs are still in process. The contract for youth services was finally executed on December 23<sup>rd</sup>.

**b. Kauai County report by Ka'eo Bradford**

1. Ka'eo Bradford summarized her report by stating that they are waiting for more information and trying to have their KWIB members to gain more knowledge regarding transitioning to the new WIOA law.
2. They participated in several webinars and meetings to gather information on WIOA. By participating in several webinars and meetings, they gained knowledge and a better understanding with transitioning to the new law.
3. They also continue to have their job fairs and held a small business fair for the first time which was successful.

4. In addition, their KWIB started to meet again this year to work on a brand new subject matter that focuses on tourism that will help small businesses grow.

c. Hawaii County report by Michelle Arima

1. Michelle Arima summarized her report by stating that significant impacts are being made to the community through the hard work of the HCWIB. The Adult, Dislocated Worker, In-School and Out-of-School Youth providers attended the last HCWIB meeting to share success stories from their WIA programs. It was extremely beneficial and important for members to see the results of the decisions they make and how they all contribute to the participant's successes.
2. She also mentioned that BIWC held a very successful job fair. Over 500 job seekers attended the job fair, including participants from the Youth Programs. A few employers even ran out of applications. BIWC members ran out to make copies for some while others had staff bring them more applications.
3. Many employers informed BIWC Partners that they got a lot of good connections and were excited about the amount of applicants they had. There were feedbacks from a few employers stating that this was the best job fair they have participated in. BIWC plan to do this every October.
4. Michelle also added that WIOA emphasizes the importance of connecting job seekers and workers with the needs of employers and the regional economy. HCWIB sent a representative to the Supporting Sector Strategies in San Francisco, convened on January 8<sup>th</sup> and 9<sup>th</sup>, co-hosted by ETA's San Francisco and Dallas Regions. This conference provided many useful tools.
5. She finalized her report by stating that the lessons learned will be implemented by their Sector Strategies Committee. This will allow them to focus on solving problems faced by other workers and businesses and proactively integrate sector strategies into the WIOA development.

d. Honolulu County Report by Marilyn Matsunaga

1. Marilyn Matsunaga summarized her report by stating that they held a very successful job fair. Over 5500 job seekers attended and about 214 employers participated. It was by far one of the largest job fair that was held at the Neil Blaisdell Center.
2. They also conducted a marketing outreach to connect to different industries especially the hotel industries which was also a success.

3. Marilyn added that they are very grateful to the other counties regarding transitioning to WIOA because they have been really cooperative in helping each other in transitioning to the new law.
  4. She added that their Request For Proposals are in draft form right now. They are also working on updating their regulations to match WIOA and their MOU's are being reviewed at the moment.
  5. In addition, they will also conduct meetings with various business entities to learn more about sector strategies.
- e. Questions/Comments on Local Reports
1. Acting Director Elaine Young mentioned that the checklist for job-driven training is attached to the letter to the Governor.
  2. A council member asked a question about the economic health here in Hawaii. Chair Leslie Wilkins replied that we are pleased to have a low unemployment rate in Hawaii but it is not a true measure of economic health because of the high cost of living. People have to work 2 jobs in order to survive. Job opportunities are very limited here. Therefore, this is our opportunity to help people.
  3. A council member made a comment that Pearl Harbor was at the Honolulu job fair that resulted in the high number of job seekers. Chair Leslie Wilkins added that it was a huge milestone that Pearl Harbor was at the Honolulu job fair.

**D. Transition of Participants from WIA to WIOA .....Each County**

1. Chair Leslie Wilkins started the discussion by stating that the transition from WIA to WIOA is a great time to build partnerships.
2. Chair Leslie Wilkins solicited each county representative for additional comments/reports on the transition from WIA to WIOA, however there was none.

**E. Job-Driven National Emergency Grant..... Jillian Yasutake**

1. Jillian Yasutake explained that the supplemental funding they received from The Job-Driven National Emergency Grant will be use for:
  - a. Upgrading the Eligible Training Provider website by Research and Statistics office, and
  - b. Developing Employer and Soft Skills video by Leeward Community College.
2. Employers were solicited to facilitate creating the Soft Skills video and employers' video.

**2. Jobs in Demand ..... Research & Statistics Office**

- a. Phyllis Dayao, R&S Administrator, reported various updates from their division.
1. Their website has undergone some upgrade such as new graphing technology.
  2. Update on the new workforce information database such as information on income, population, schools, programs, programs completer and supplies has been updated and they are currently updating the occupational licensing information.
  3. R&S will also perform a clean energy job survey.
  4. Effective January 1<sup>st</sup>, two of the job surveys for employers (OES and ARS) that R&S performs have become mandatory.
  5. They also have 2 bills right now which are to gather the physical location of a business and to collect the neighbor islands' job count data.
- b. Vicki Lau, R&S representative, discussed the four fastest growing industries in Hawaii which are: Construction, information technology, healthcare, and hospitality.
1. The top 5 construction occupations that have long-term projected growth for the State of Hawaii from 2012-2022 are (1) Construction Laborers, (2) First-Line Supervisors of Construction Trades & Extraction Workers, (3) Operating Engineers & other Construction Equipment Operators, (4) Carpenters and (5) Electricians.
  2. The top 5 information technology occupations that have long-term projected growth for the State of Hawaii from 2012-2022 are (1) Information Security Analysts, (2) Software Developers, System Software, (3) Computer Systems Analysts (4) Software Developers, Applications and (5) Computer Network Architects.
  3. The top 5 health care occupations that have long-term projected growth for the State of Hawaii from 2012-2022 are (1) Home Health Aides, (2) Nursing Assistants, (3) Pharmacy Technicians (4) Registered Nurses and (5) Licensed Practical & Licensed Vocational Nurses.
  4. The top 5 hospitality occupations that have long-term projected growth for the State of Hawaii from 2012-2022 are (1) Flight Attendants, (2) Taxi Drivers & Chauffeurs, (3) Combines Food Prep & Serving Workers, including Fast Food, (4) Cooks, Restaurant and (5) Hotel, Motel & Resort Desk Clerks.

5. R&S plans to survey 100-125 of the largest companies in each of the four industries of construction, IT, healthcare, and hospitality in all of the counties.
6. R&S' goal is to receive at least 30% responses from each industry.
7. R&S plans to conduct the survey in March and April 2015 through paper and online survey.
8. Through research, R&S will provide a list of the top 10 soft skills for each of the four industries and ask employers to rank them according to what they consider to be necessary for their jobs.
9. R&S will determine the top 4 soft skills by May 2015 and release them to WDD who will make videos to train prospective job applicants.

VI. **Adjournment**

The meeting was adjourned by Chairperson Wilkins at 11:45 a.m.

