Planning Group

- SAC members
- ATCAH members
- DOE
- Honolulu Community College
- Maui College

- Includes
  - Guy Shibayama
  - Keala Chock
  - Cory Tani
  - Terry Uyehara
  - Charles Shima
  - Melanie Martin

  - Marvin Tengan (Maui College)
  - Rick Subiono
  - Mimi Sroat
  - Leo Peralta
  - Billie Lueder

SAC Meeting 8/26/16
Help us select 3 TOP MESSAGES.
Some ideas:

1. Apprenticeship is win-win for both employers and workers

2. Benefits for Business…
   - Highly-skilled employees
   - Reduced turnover costs
   - Higher productivity

   Benefits for Workers…
   - Increased skills
   - Higher wages

3. Apprentices who complete their program earn approximately $300,000 more over their career than non-apprenticeship participants.

SAC Meeting 8/26/16
Events Planned

1. Governor's Proclamation for Apprenticeship Hawaii Week
   ▶ Signing ceremony to be requested for Oct 19 or 20

2. Apprenticeship 101 for Guidance Counselors
   Tuesday, October 25, 8:30 am - 3:30 pm
   ▶ Begins at Honolulu Community College
   ▶ Tours Plumbers and Electricians Training Centers

3. Construction Career Days
   -- Thursday, Friday, October 27-28, 2016 - High School Students
   -- Thursday ONLY 11:30 am to 1:00 pm - Adults by RSVP to One-Stop Centers, partners

4. Kauai Celebration
   Kauai Community College

5. Others?

SAC Meeting 8/26/16
## Apprenticeship 101 for Career Counselors

**Agenda**

**Date:** October 25, 2016  
**Time:** 8:30 am - 3:30 pm

**Location:** Honolulu Community College  
8:30 am - 3:30 pm

**Purpose:** Learn how apprenticeship programs in construction and other occupations lead to higher earnings and skills.

**Target Audience:** Career Counselors

Sponsored by State Department of Labor and Industrial Relations, Apprenticeship Training Office.

### October 25, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td>Check-in and Registration</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Overview of Apprenticeship Programs in Hawai'i</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Guided Tour of Apprenticeship Training Office</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Guided Tour of Plumbing, Pipe-Fitting</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>Presentations by Pearl Harbor Naval Shipyard</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>IT Apprenticeship - PCATT and Sudokrew</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Presentation by Pearl Harbor Naval Shipyard</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Carpentry for Career Counselors</td>
</tr>
</tbody>
</table>

### Tentative Lineup

- **Construction and Building Trades:**
  - Industrial, Refrigeration and Air-Conditioning
  - Plumbers, Pipe-Fitters
  - Electricians
  - HVAC Technicians

- **Other Trades:**
  - Machinists
  - Tool and Die Makers

- **Technology:**
  - Information Technology
  - Cybersecurity

**Sponsors:** State Department of Labor and Industrial Relations, Apprenticeship Training Office, Apprenticeship 101 for Career Counselors.
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30</td>
<td>Lunch (on your own)</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Guided Tour of Electrician Apprenticeship</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Wrap-up</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Adjourn</td>
</tr>
<tr>
<td>12:30 Noon</td>
<td>Network with your colleagues</td>
</tr>
</tbody>
</table>
Marketing Campaign

Thanks to Honolulu Community College- Billie Tadaki Lueder
(bktakaki@hawaii.edu)

Please join this effort: Submit to Billie by August 31, 2016:

1. **Logo** - high resolution

2. **Success stories** - brief description w/ contact info for your program and contact info for the successful apprentice or employer

   Be sure you have consent forms to release info for video/press release, website

SAC Meeting 8/26/16
Apprenticeship Week in Hawai'i - DRAFT MARKETING PLAN

October 24—29, 2016
Honolulu Community College to help with:
- PR/Comms plan
- Website
- Social Media
- Logo Creation
- Event Planning

Communications Timeline

August 31
- Union partners to find a good apprenticeship story and email Billie contact
- Present logo options to the group
- DOL to develop key messaging statements for communications
- Pitch Star Advertiser for an op ed article in the Sunday paper to kick off the week
- Hashtags for events

September 16
- Need to strategize the right person to write the piece
- All PR to be sent out at least two weeks before each event and also follow up
- Construction and Career Days
- Counselors on Campus Day
- Proclamation Signing
- Drafts of PR completed for review

October 19 or 20
- Proclamation Signing at the Governor's office
- Media follow up
- Photo support
- Social media posts on Twitter, Facebook and Instagram
- Honolulu CC will help to organize and facilitate
- Diet/General send by Carol K.

October 25
- Need to decide who to invite to the proclamation
- Social media posts on Twitter, Facebook and Instagram
- Photo support
- Media follow up

October 25-29
- Website Live
- With media a few days prior to event
- All PR to be sent out at least two weeks before each event and also follow up
- Counselors on Campus Day
- Proclamation Signing
- Drafts of PR completed for review for:

Honolulu Community College to help with:
JOIN US!

Contact our office if any Q or with any ideas!
Social media posts on Twitter, Facebook and Instagram

Photo support

Media follow up

Construction and Career Days at the Aloha Stadium

October 27 - 28

DOE/UH Administration

Industry Groups

Legislators

October 24 - 29, 2016