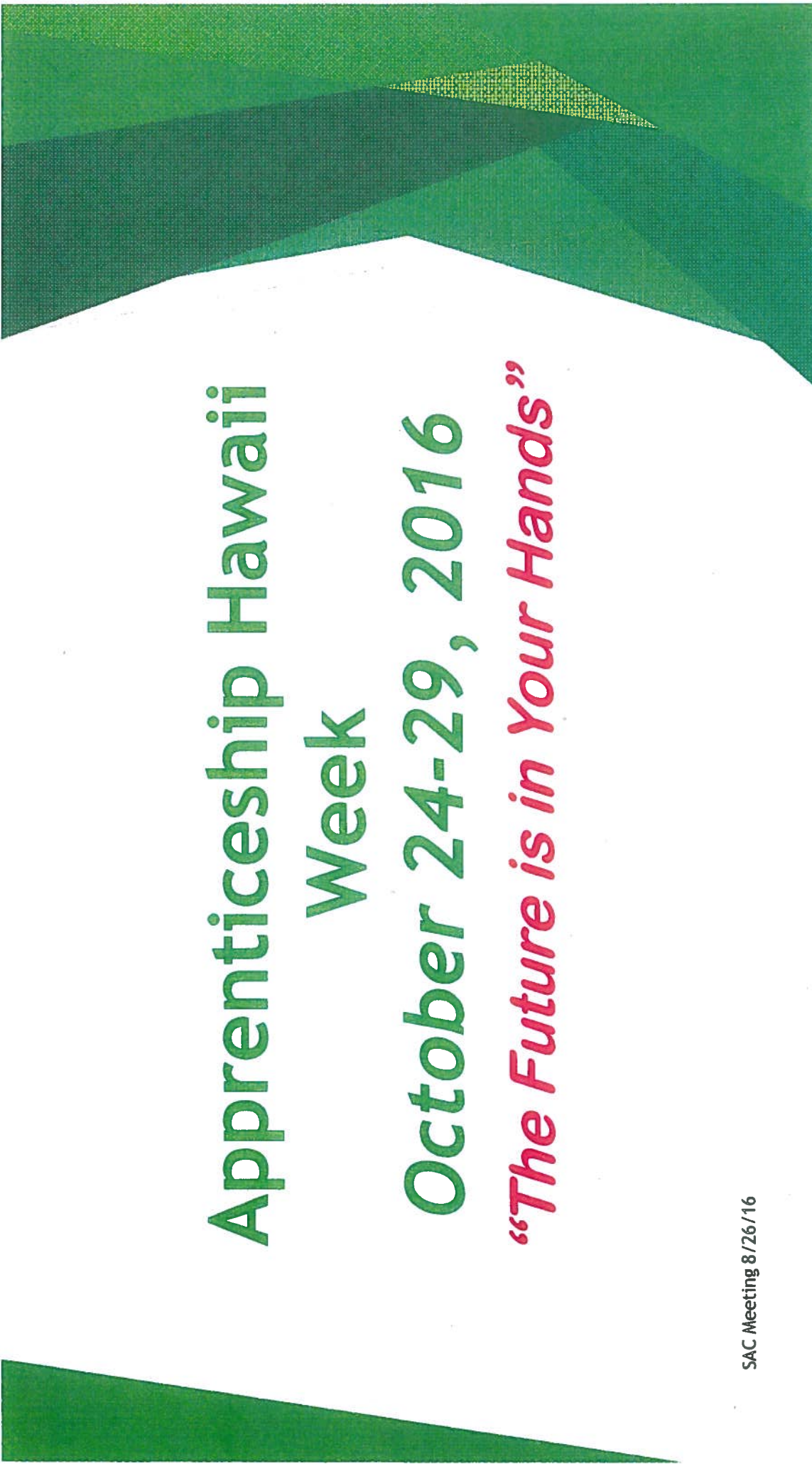




Apprenticeship Hawaii Week

October 24-29, 2016

“The Future is in Your Hands”

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.

Events Planned

4771
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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?

DRAFT AGENDA

Apprenticeship 101 for Career Counselors

October 25, 2016

8:30 am – 3:30 pm

Sponsored by State Department of Labor and Industrial Relations, Apprenticeship Training Coordinators Association of Hawaii, and State Apprenticeship Council

Target Audience: Career Counselors

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

Location

8:30 am	Check-in and registration	Honolulu Community College
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9:00 am	Overview of Apprenticeship Programs in Hawaii	Honolulu Community College
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Guided tour of apprenticeship training facility for –

- Carpentry
- Painting
- Floor layers
- Taping
- Others

Presentation by Pearl Harbor Naval Shipyard- (invited)

IT Apprenticeship – PCATT and Sudokrew (invited)

11:00 am	Guided Tour of Plumbing, Pipe-Fitting, Refrigeration and Air-Conditioning Apprenticeship	Plumbers, Pipe-Fitters, Refrigeration and Air-Conditioning Apprenticeship Training Office
	Learn first-hand from expert teachers	

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12:30 Noon	Lunch (on your own)	Network with your colleagues
1:30 pm	Guided Tour of Electrician Apprenticeship	Electrician Apprenticeship Training Office
	Learn first-hand from expert teachers	
3:00 pm	Wrap-up	Electrician Apprenticeship Training Office
3:30 pm	Adjourn	

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

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 info
- Present logo options to the group
- DOL to develop key message statements for communications
- Pitch Star Advertiser for an op ed article in the Sunday paper to kick off the week
- Need to strategize the right person to write the piece
- Hashtags for events

September 16

- Drafts of PR completed for review for
 - o Proclamation Signing
 - o Counselors on Campus Day
 - o Construction and Career Days
- All PR to be sent out at least two weeks before each event and also follow up with media a few days prior to event
- Website live

October 19 or 20

- Proclamation Signing at the Governor's office
- Media follow up
- Photo support
- Social media posts on Twitter, Facebook and Instagram
- Need to decide who to invite to the proclamation

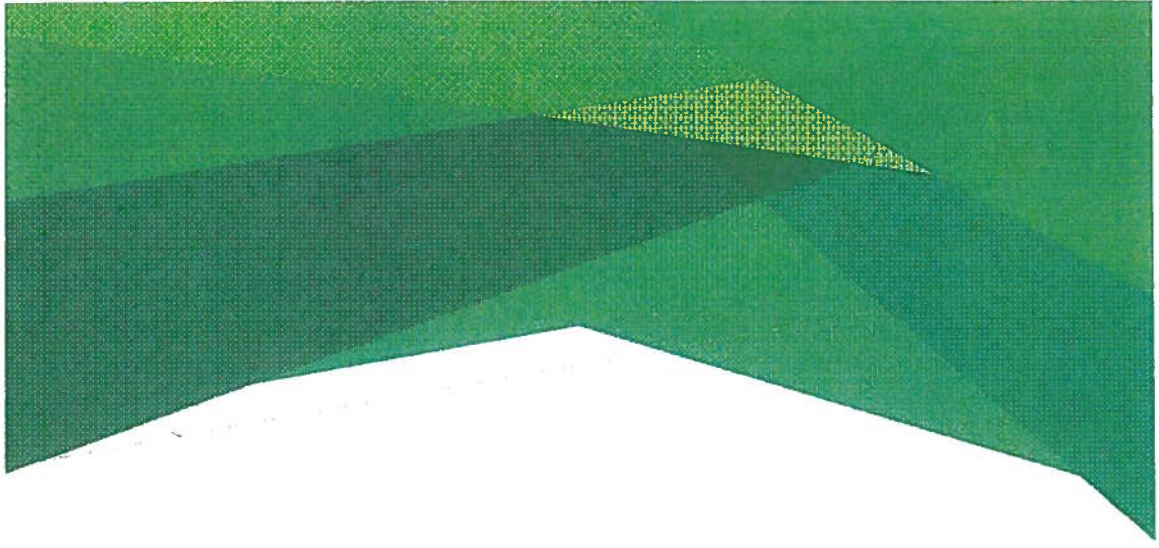
October 25

- Counselors on Campus Day at Honolulu CC and various locations
- Media follow up
- Photo support
- Social media posts on Twitter, Facebook and Instagram
- Draft agenda sent by Carol K.
- Honolulu CC will help to organize and facilitate
- Invitation to other stakeholders

JOIN US!

- Contact our office if any Q or with any ideas!

SAC Meeting 8/26/16



Apprenticeship Week in Hawai'i- DRAFT MARKETING PLAN

October 24 – 29, 2016

- Legislators
- Industry groups
- DOE/UH Administration

October 27 – 28

- Construction and Career Days at the Aloha Stadium
- Media follow up
- Photo support
- Social media posts on Twitter, Facebook and Instagram

