Outreach & Branding Services

Update for Employer Engagement Committee
Aug. 22, 2018
Getting To Know WDC

Rapid Response Services
1. Identity Assessment

Qualitative assessment:
- 25 interviews with business leaders
  - Employers on O'ahu, Maui, Hawai'i and Kaua'i
  - Large and small businesses
  - Established and growing industries

Quantitative assessment:
- Statewide survey of businesses
  - Obtaining bids from SMS, OmniTrak, and Ward Research
  - Research firm to be selected based on cost and proposal
  - Online survey methodology for efficiency and effectiveness
  - In the field in October
## Preliminary Interviewee List (Based on WDC Affiliation)

<table>
<thead>
<tr>
<th>Industry</th>
<th>O‘ahu</th>
<th>Kaua‘i</th>
<th>Maui</th>
<th>Hawai‘i</th>
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<tbody>
<tr>
<td><strong>1. Agriculture</strong></td>
<td>Michael Kamiya, Kamiya Gold**</td>
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<td><strong>2. Construction</strong></td>
<td>Sheryl Nojima, Gray, Hong, Nojima &amp; Associates**</td>
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<td><strong>3. Energy</strong></td>
<td>Alicia Moy, Hawaii Gas**</td>
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<td><strong>4. Financial</strong></td>
<td>Beth Whitehead, American Savings Bank**</td>
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<td><strong>5. Healthcare</strong></td>
<td>Yvette Gibson Hawai‘i Pacific Health**</td>
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** = WDC Board Member

(continued on slide 5)
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<tr>
<td>6. Hospitality</td>
<td>Jason Ito, Kyo-ya**</td>
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<td>7. Restaurants</td>
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<td>8. Retail</td>
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<td>Barry Taniguchi, KTA**</td>
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<td>9. Technology</td>
<td>Sunshine Topping,</td>
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<td>Hawaiian Telcom**</td>
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2. Branding Identity

- Branding identity concepts
  - American Job Center Hawaii
  - Localizing the brand
  - Articulating the brand (Five Categories of Brand Personality)
    - Sincerity
    - Excitement
    - Competence
    - Sophistication
    - Ruggedness
- Brand maintenance process and users guide
- Brand rollout plan
3. Outreach Plan

- Key Performance Indicators
- Audience Profiles
- Key Messages
- Strategies
  - Increasing awareness
  - Building relationships and partnerships
  - Statewide strategies
  - Island-specific strategies
  - Industry-specific strategies
- Proposed Activities and Schedule
- Materials and Estimated Costs
Project Timeline

**September:**
- Begin interviews
- Develop survey
- Initial branding concepts

**October:**
- Wrap up interviews
- Survey in the field
- Test branding concepts

**November-December:**
- Analyze survey findings
- Develop brand maintenance process & users guide

**January:**
- Complete identity assessment report
- Draft brand rollout plan
- Draft outreach plan

**February:**
- Refine brand rollout plan
- Refine outreach plan

**March:**
- Complete brand rollout plan
- Complete outreach plan