



**WORKFORCE**DEVELOPMENT  
COUNCIL

**Workforce Development Council's Employer Engagement Committee**  
**Wednesday, August 22, 2018**  
**10:00 a.m. – 12:00 p.m.**  
**Princess Ruth Keelikolani Building**  
**830 Punchbowl Street**  
**Director's Conference Room 321**  
**Honolulu, HI 96813**

**MINUTES**

**ATTENDEES**

Glen Kaneshige, Committee Co-Chair, Nordic PCL Construction, Inc.  
Brian Tatsumura, Committee Vice Chair, Briant 808 LLC  
Faustino Dagdag, Leeward Community College/Workforce Consultant  
Lois Hamaguchi, UH Office of Career and Technical Education  
Alan Hayashi, Consult 808, WDC Vice-Chair  
Cheryl Cross, Booz Allen Hamilton  
Derek Kanehira, Hawaii Employers Council  
Liane Okumura, Olomana Loomis ISC  
Carole Tang, Olomana Loomis ISC  
Kim Payton, Turning Point

**STAFF**

Allicyn Tasaka, Executive Director  
Kayla Rosenfeld, WIOA Specialist & Statewide Rapid Response Coordinator  
Jeanne Ohta, Special Projects Specialist

**I. Call to Order**

The meeting was called to order by Committee Co-Chair Glen Kaneshige at 10:07 a.m.

**II. Approval of Minutes**

Cheryl Cross motioned to approve the minutes of the June 6, 2018, June 13, 2018, and June 28, 2018 meetings. Faustino Dagdag seconded the motion. The motion was carried by unanimous vote.

**III. Updates on Procurements and Status of Projects from Sub-Committees**

**A. Business Services Framework Plan**

Cheryl Cross introduced Dr. Kim Payton of Turning Point who will develop a statewide Business Services Framework Plan. Dr. Payton then presented the plan for his activities and the timeline for his work. His presentation is posted at this link:

<https://labor.hawaii.gov/wdc/files/2018/08/Business-Services-Draft-Plan-PRresentation-August-2018.pdf>

Dr. Payton presented his plan using elements of the Illinois plan as a model; identified the goals and purpose for the Business Framework plan; the approach to be used; foundational elements, and structural components.

Committee member comments during and after the Dr. Payton presentation:

Alan Hayashi – integral to business services framework is lack of affordable housing in Hawaii;

- Adding to the presented list of challenges, there are regulatory restrictions and state procurement rules;

Jeanne Ohta – referenced Dr. Payton’s terminology: local plan refers to the county-level plan and emphasizes county industries;

- Dr. Payton’s job is to help establish a state-level plan. Suggested “don’t start with what you can provide.” The question is, “what do clients need?”
- Reminded the group that local boards should be aligned with the state board;

Faustino Dagdag – state needs business feedback/recommendations to lead the conversation. Focus on employer needs first, then on employee needs;

- Create core message and tailor it to different island populations;
- Frustration is that negative past work is permeating future prospects;
- An AJC representative should attend the Employer Engagement Committee meetings;

Brian Tatsumura – first step is to create better entry level positions in different industries. Start at the AJC;

- Still doesn’t see a project, still needs defining; Allicyn Tasaka responded by saying WIOA laws focus on barriers to employment;

Derek Kanehira – his organization can help there, but the question is, “will businesses buy in?”

Alan Hayashi reminded the group that employers also must contribute. WDC/AJC should define their resources and ask employers how to make them better;

Cheryl Cross – the final solution/document is fluid and open to change;

- How will the subcommittees work with Dr. Payton?

## B. Outreach to Employers and Workforce Branding

Lois Hamaguchi introduced Carole Tang and Liane Hu Okumura, the project team from Olomana Loomis ISC who will be working on the outreach and branding to employers. They presented their plan which includes three phases: research, planning, and implementation. The plan is posted at:

<https://labor.hawaii.gov/wdc/files/2018/08/Olomana-Loomis-ISC-Presentation-for-EEC-Meeting-August-22-2018.pdf>

Olomana Loomis ISC explained that the project will start with qualitative and quantitative identity assessments which will include interviews and surveys. They will also research branding identity concepts, develop a brand maintenance process; develop a brand rollout plan; and an outreach plan. Their project timeline was also included.

The consultants all agreed that their work, especially interviews with employers, must be coordinated between them to prevent duplication.

Committee member comments during and after the Olomana Loomis ISC presentation:  
Cheryl Cross – Need to talk within the organization to hear different perspectives and influencers within industry or sector;

- Add military to the industry list;

Brian Tatsumura – How can the AJC be used as a marketing piece? Expand hours of operation to include Saturdays? Different locations?

#### IV. 2018 Meeting Schedule

A. The next meeting will be held by the end of the year. The meetings will also be coordinated with the consultants so that they may provide updates to the committee on their progress.

#### V. Adjournment

Co-Chair Glen Kaneshige adjourned the meeting at 11:37 a.m.