



**WORKFORCE**DEVELOPMENT  
COUNCIL

# Outreach & Branding Services

**Update for Executive Committee**

Nov. 29, 2018

# Mid-Point Reached for Statewide Identity Assessment

## Quantitative assessment:

- **COMPLETED:**

- Statewide survey of businesses

- Sample size: 352 businesses
  - O'ahu: 201
  - Maui: 50
  - Kaua'i: 51
  - Hawai'i: 50
- Margin of error: +/-5.2%
- Methodology: Telephone
- Data collection: Oct. 10-23, 2018

## Qualitative assessment:


- **IN PROGRESS:**

- Interviews with business leaders

- Employers on O'ahu, Maui, Hawai'i and Kaua'i
- Large and small businesses
- Established and growing industries
- To date:
  - 10 interviews done
  - 1 interview scheduled (Dec.)
  - 7 interview requests pending
  - 7 interviews TBD

# What We Have Found So Far

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**Awareness**  
and **utilization**  
of American Job  
Center is low among  
businesses.



Businesses are facing  
workforce challenges  
including **recruiting**  
**qualified employees** and  
**training employees** for  
their industry.



Businesses express  
**hesitation** to use  
government services but  
are **curious** about what  
American Job Center  
can provide.

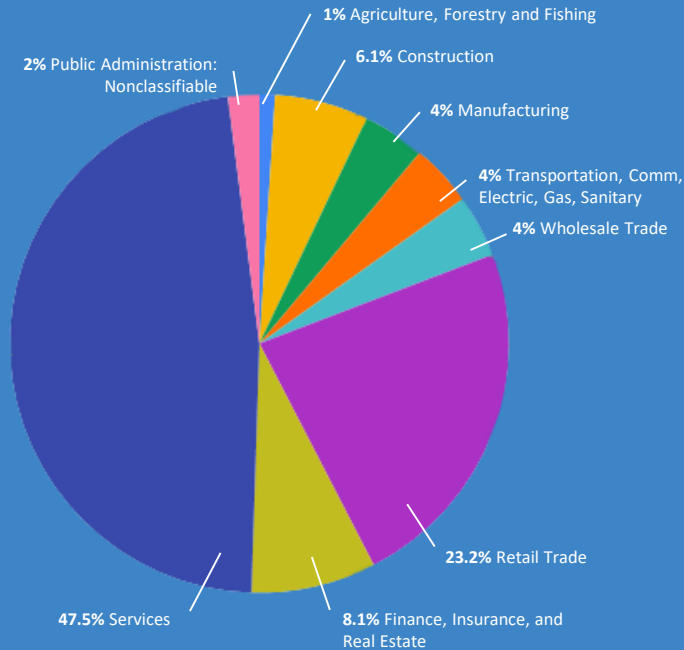
# Terrie's Success Story



“I found O’ahu WorkLinks, an American Job Center, with the resources to help me achieve my goal.

I am highly aware that being a nurse is hard work, but am determined to use my knowledge to become a competent, compassionate, loving and skilled geriatric nurse and use my education to the fullest.”

# Survey Respondents Represent the Hawai'i Business Community



## Mostly small businesses:

- 40% of respondents have fewer than 5 employees.
- 23% of respondents have from 5 to 10 employees.

90% of survey respondents have only 1 office.

## Survey was taken by decision makers:

- 36% of respondents identified themselves as executives.
- 50% of respondents identified themselves as managers.

# Awareness of American Job Center is Low

**Q:** Have you ever heard of American Job Center?

**A:** 33% of respondents statewide said yes.

27% of respondents on O'ahu said yes.

**Q:** Have you ever heard of O'ahu WorkLinks?

**A:** 31% of respondents on O'ahu said yes (of those who had not heard of American Job Center).

# Have you utilized the services of American Job Center in the past?

## YES

31% of respondents statewide

### Which services did you use? (Check all that apply.)

- 29% used human resource information.
- 24% used recruitment services.
- 16% said don't know/remember.
- 13% used education and training services.

### Tell us why you decided to use American Job Center for these services?

More than half of the respondents stated it was for recruitment services. Some of the other reasons included:

- Low cost
- Mark Gray reached out to us personally (O'ahu)
- To get good employees
- I think somebody came and had a candidate for us and it worked out great
- Easy to hire people using that service

## NO

### Why did you not use American Job Center Services in the past?

- 79% said there were not aware of the organization.
- 21% said other reason.

Other reasons ranged from lack of workforce issues or needs to need of specialized employees that the business may assume cannot be provided by American Job Center.

### Comments included:

- We ask inside first and we have staffing companies that utilize
- Need people with license certified dental assistance no school in Maui... no program available to get certified

**58%** of survey respondents said that keeping/finding qualified employees is **the most difficult challenge** that their company faces regarding workforce.

Comments included:

- Dependable and qualified workers
- Finding and keeping them; multitask  
compassionate team player; good  
worker, ethical, and professional
- Finding honest people...retail concerned  
of theft...reliable; come to work on time
- Finding people period
- Finding skilled and qualified candidates



# Please tell us how important is each American Job Center service to your company?



**71% statewide said training and education** are Very Important to Somewhat Important



**41% statewide said recruitment services** are Very Important to Somewhat Important



**39% statewide said human resource consulting is** Very Important to Somewhat Important

**Q:** If you were advised that (*CONCEPT*), how likely would you be to contact the American Job Center for their services?

**A:** **64% were Very Likely to Somewhat Likely** if they were advised that job candidates referred by the American Job Center have been **trained in the skills needed** for their industry.

**59% were Very Likely to Somewhat Likely** if they were advised that American Job Center services are **low cost or free** for businesses.

How likely are you to use the HireNet website?

How likely are you to visit the American Job Center on your island?



**55% statewide were Very Likely to Somewhat Likely**  
to use the HireNet Hawaii website.

**40% statewide were Very Likely to**  
**Somewhat Likely** to visit the  
American Job Center office on their island.



**Q:** Are there any other suggestions you may wish to provide to the American Job Center to better serve you?

- A:**
- 7 out of 10 respondents stated that they did not know what to suggest.
  - Some of the comments made:
    - I want to communicate with them more information to how to benefit my company...
    - More advertising for American Job Center and what they offer
    - Call business in the area since Hilo is small and talk to owners
  - An additional 12% stated that they would like more information.

# Interviews To Date

Industry	Interviewee	Counties With Employees	Interview Status
1. Agriculture	Michael Kamiya, Kamiya Gold**	O'ahu	Completed
	2nd interviewee TBD	TBD	Pending
2. Construction	Glen Kaneshige, Nordic PCL Construction**	O'ahu, Maui, Hawai'i, Kaua'i	Completed
	Sheryl Nojima, Gray, Hong, Nojima & Associates**	O'ahu	Completed
3. Energy	Alicia Moy, Hawaii Gas**	O'ahu, Maui, Hawai'i, Kaua'i	Completed
	2nd interviewee TBD	TBD	Pending

\*\* = WDC Board Member

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# Interviews To Date

Industry	Interviewee	Counties with Employees	Interview Status
4. Financial	Beth Whitehead, American Savings Bank**	O'ahu, Maui, Hawai'i, Kaua'i	Completed
	2nd interviewee TBD	TBD	Pending
5. Healthcare	Yvette Gibson Hawai'i Pacific Health**	O'ahu, Kaua'i	Completed
	2nd interviewee TBD	TBD	Pending
6. Hospitality	Jason Ito, Kyo-ya**	O'ahu, Maui	Pending
	2nd interviewee TBD	TBD	Pending

\*\* = WDC Board Member

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# Interviews To Date

Industry	Interviewee	Counties with Employees	Interview Status
7. Restaurants	Ed Yamamura McDonald's Hawaii	O'ahu (for his franchise)	Scheduled (Dec.)
	Chris Lee, Popeyes Hawaii	O'ahu	Completed
8. Retail	Barry Taniguchi, KTA Super Stores**	Hawai'i	Completed
	2nd interviewee TBD	TBD	Pending
9. Technology	Sunshine Topping, Hawaiian Telcom**	O'ahu, Maui, Hawai'i, Kaua'i	Completed
	Ian Kitajima, Oceanit**	Oceanit	Completed

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# Project Timeline

