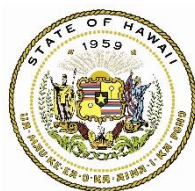


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GOVERNOR

JOSH GREEN
LIEUTENANT GOVERNOR



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STATE OF HAWAII
WORKFORCE DEVELOPMENT COUNCIL
830 Punchbowl Street, Suite 417, Honolulu, Hawaii 96813
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Workforce Development Council's Employer Engagement Committee Meeting
Wednesday, November 14, 2018
2:30 p.m. – 4:00 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
Neil Gytoku, Hawaii County Mayor's Representative
Faustino Dagdag, Leeward Community College/Workforce Consultant
Lois Hamaguchi, University of Hawaii Office of Career and Technical Education
Paul Marx, Affordable Housing & Economic Development
Judy Bishop, Bishop & Co.
Alan Hayashi, Consult 808, WDC Vice-Chair
Michael Kamiya, Kamiya Gold, Inc.
Liane Hu Okumura, Olomana Loomis ISC
Alan Tang, Olomana Loomis ISC
Kim Payton, Turning Point
Jean Isip Schneider, University of Hawaii
Alison Lum, Oahu Workforce Development Board
Lyn Uratani, Oahu Workforce Development Board
Justin Sarce, Oahu Workforce Development Board

STAFF

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

I. Call to Order

The meeting was called to order by Committee Co-Chair Glen Kaneshige at 2:33 p.m.

II. Approval of Minutes

Alan Hayashi made a motion to approve the minutes of the August 22, 2018 meeting.

Faustino Dagdag seconded the motion. The motion was carried by unanimous vote.

III. Presentation by Kim Payton, Ph.D., Draft Statewide Business Services Framework Plan

Link to presentation: <https://labor.hawaii.gov/wdc/files/2018/12/Kim-Payton-Presentation-to-WDC-Business-Engagement-Committee-11.14.18.pdf>

A. Key Points of the presentation:

- Plans become meaningful with execution, but who will execute the plan?
- Employer representation was mostly absent from sessions in each county led by Dr. Payton;
- Majority of Hawaii businesses are small businesses, and most could use help with human resources;
- Businesses should not be approached by AJC team that says clients have barriers to employment (low income, at risk youth, ex-offenders, veterans, low level of literacy, etc.);
- Businesses need to participate in developing effective workforce development system. It does not feel that businesses have been invited to participate;
- Career Pathways is a good program, but need system-wide map of network;
- Wages need to match Cost of Living expenses; and
- Need to bridge cultures: AJC systems are designed to service job seekers with barriers to employment. Businesses are designed to succeed in their mission in face of competition and change. AJC was not originally designed to serve businesses.

B. Recommend enhancing the workforce development system specifically to:

- a. Increase awareness;
- b. Increase confidence by providing consistent high-quality service by optimizing the system (Oahu cited as an example);
- c. Involving business by becoming sincerely receptive to their input and valuing their involvement; and
- d. Build business advocates of the system.

C. Four proposed WDC Goals

- a. Establish stable functional AJCs on each island;
- b. Provide services that are valuable and relevant to local businesses;
- c. Simplify and clarify the (AJC and Career Pathways) view of the system from a business point of view; and
- d. Implementing a reliable customer relationship management system with measurements to demonstrate to businesses that funding is well managed and spent.

D. AJC Products for Job Seekers

- Businesses want qualified worker (matching);
- Success factors/soft skills – help develop work ethic;
- Employment; and
- Return for upskill support (stackable skills).

E. AJC Products for Employers

- Employer trainings;
- Rapid Response and Layoff Aversion services;
- Matching qualified workers;
- Job postings;
- Training partnerships; and
- Business sector partnerships.

F. Board Member Comments:

- Judy Bishop – best time to implement because businesses are desperate for good workers; and
- Alan Hayashi – Must differentiate between the businesses with and without human resources staff. Requests that Payton interview committee members who are from the private sector for their perspectives.

IV. Olomana Loomis Presentation, Outreach to Employers and Workforce Branding

A. SMS Report distributed to Committee Members. Key Points are noted below:

- Message and client experience must be congruent;
- Be realistic – run with what is currently working well; and
- 58% of responders said finding and keeping qualified workers is their biggest challenge.

B. Priorities for businesses should be:

- training and education;
- recruitment services;
- human resource consultant; and
- educating and informing businesses about AJC-services.

C. Executive Summary from Olomana Loomis and SMS Research:

Hawaii executives report that employee management – from recruiting qualified employees to training – are important.

American Job Centers are not well recognized with only 37 percent of Hawaii business executives aware of the organization. A majority of Hawaii business executives have little knowledge of services provided by the AJCs. The low awareness of AJCs combined with the recognized benefits of service provides a unique opportunity for expanded reach of the AJCs.

Building awareness of the organization and its services will serve the business community well. It is proposed that two areas of concentration will most likely provide the most immediate positive communication response:

- Job candidates referred by the AJC have been trained in the skills needed for your industry; and
- AJC services are low cost or free for businesses.

The SMS analysis endeavored to identify the primary business target segments by company size, zip code, and by geography. The high level of importance or likelihood rankings in all areas on inquiry do not provide adequate variance for such analysis. It appears that all business segments are equally challenged by workforce administration and would benefit from service areas provided by the AJCs.

V. 2018 Meeting Schedule

- A. The next meetings will be held in January 2019. A Doodle Poll will be sent out to determine the meeting date. The meetings will also be coordinated with the consultants so that they may provide updates to the committee on their progress.

VI. Adjournment

Co-Chair Glen Kaneshige adjourned the meeting at 4:07 p.m.