



Branding & Outreach Recommendations

Presented to Workforce Development Council & Executive Committee
March 6 and 7, 2019



What We Have Found

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

Only **33%** of survey respondents statewide said they had heard of the American Job Center.

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

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

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

64% of survey respondents 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.

Statewide Survey of Employers Completed

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

53% were small businesses
with 10 or fewer employees

Top industries represented:

Service industry (47.5%)

Retail industry (23.2%)

Finance, insurance and real
estate (8.1%)

Employers Interviewed

American Savings Bank

Covanta (H-POWER)

DevLeague

DuPont Pioneer

Gray, Hong, Nojima & Associates

FCH Enterprises

- A Catered Experience
- Food Solutions Intl.
- Napoleon's Bakery
- Pōmaika'i Ballrooms
- Zippy's Restaurants

Hale Anuenue

Restorative Care Center

Hawai'i Gas

Hawaii National Bank (ret.)

Hawai'i Pacific Health

Hawaiian Telcom

HPM Building Supply

Kamiya Gold

KTA Super Stores

Kyo-ya Hotels & Resorts

- Moana Surfrider
- Sheraton Waikiki
- The Royal Hawaiian

McDonald's Hawaii

Nordic PCL Construction

Nordstrom (ret.)

Oceanit

Popeyes Hawaii

The Hawaiian Vanilla Co.

AJCH Staff Interviewed

- **Sandra Dyel**, O'ahu Business Engagement Team
- **Mark Gray**, O'ahu Business Engagement Team
- **Robert Helsham**, O'ahu Business Engagement Team
- **Roxsand Okuna**, O'ahu Business Engagement Team
- **Nisa Tokunaga**, O'ahu Business Engagement Team

Mahalo also to:

Alison Lum, Executive Director of the O'ahu Workforce Development Board;
Neil Gytoku, Executive Director of the Hawai'i Workforce Development Board; and
Frederick Pascua of the American Job Center Hawaii on O'ahu
for providing information about current employer engagement activities.

Make Success Even More Consistent

“Mark Gray reached out to us personally.”

“I think somebody came and had a candidate for us and it worked out great.”

“They are a good resource. (We) had a good relationship with them. They provided us with workers.”

“I want to communicate with them more information on how to benefit my company.”

“Keep up the good work!”

“We are really happy with the services that American Job Center has provided for us.”

“We learned that if we align ourselves with the American Job Center and we’re getting people jobs, that’s really, really good for our business.”

Focus on the Customer Experience

“You can’t run a program on one or two success stories.”

“Posting and praying doesn’t work anymore.”

“We gave (O‘ahu WorkLinks) a chance. We did a job fair. The quality of candidates was an issue.”

“The biggest challenge is life skills. Will they show up for work? There’s a reason why these job-seekers need the services of the American Job Center Hawaii.”

“I referred people to O‘ahu WorkLinks because I felt I was in a position to help fulfill their purpose. But after the initial calls, there wasn’t follow-up.”

Equip Staff with Training and Resources

“Because of funding cuts, the numbers (of Business Engagement team) got cut. We don’t currently have a Business Engagement team that focuses primarily on business services.”

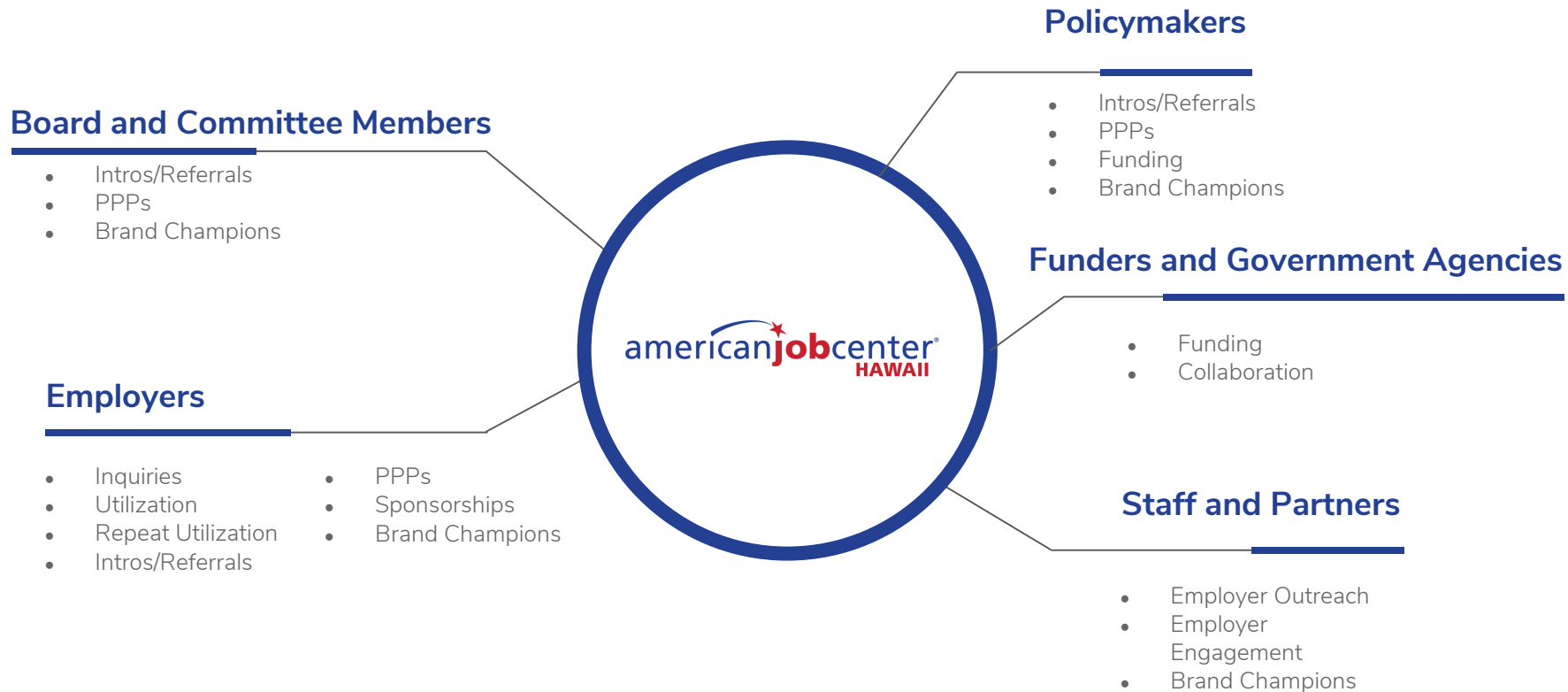
“I’ve spoken to Chambers, Rotaries and associations about who we are. When outreaching to businesses, we ask, ‘How can we meet your needs?’”

What We Have Learned

We don't need to be everything to everyone.

Employers are willing to give the American Job Center Hawaii a try.

Collaboration and partnerships are the keys to success.



The Starting Point: Focused Growth in Target Industries



- Increase industry expertise
- Test new systems and processes
- Deliver consistent and scalable results
- Build relationships with influencers



Scaling with Success Over Time

Year 1 Pilot & Prep

Focused growth pilot.

Update brand assets including:

- AJCH website.
- CRM.
- Outreach kit.
- Testimonials, case studies and success stories.

Establish KPIs and reporting practices.

Define how business engagement teams will collaborate and coordinate.

Triggers

Intake and processing training and protocols done.

Consistent and scalable service delivery.

Focused growth pilot completed and evaluated.

Need for more job-seeker placements.

Year 2 Mass Market Launch

Brand rollout launch, from internal to external.

Re-engagement of current and past employer partners.

Outreach, PR and advertising launch to acquire new employer partners. Possible strategies include:

- Employer Depth: More departments serviced for current/past employer partners.
- Industry Depth: More employers in pilot industries.
- Industry Breadth: Replicate pilot success in other industries.

Triggers

100% board and committee engagement (referrals or utilization).

Need for more job-seeker placements.

Additional services or staff ready to engage employers.

Year 3 Scale & Refine

Expand outreach, PR and/or advertising.

Survey employer partners and use feedback for continuous improvement.

Refine the employer customer experience.

Year 2: Launch AJCH Brand Rollout

Assets

Logo, tagline, style guide

Talking points, elevator speech, key messages

Website development and launch

AJCH staff preparation

CRM setup, training, launch

Templates (email signature, business card, badge, marketing email, slide deck, flyer, letterhead, news release)

Collateral updates

Social media

Overview video

Testimonials and stories

Board, Committees, Staff & Partners

All-staff brand launch pride-building event

Presentations

Tours/open house events

Onboarding/orientation demo

Referral program launch

Add to CRM list for ongoing communications

Government

Presentations

Reports including success stories and testimonials

Add to CRM list for ongoing communications

External

Re-engagement of current and past employer partners

Public relations

- Announce available funding that can help employers
- Feature success stories
- Op-eds

Advertising / PSAs

Social media "Like" campaign

Speaker bureau blitz





Success Starts Here



Working for Your Success





The AJCH Employer Engagement Journey

Attract

Broadcast and print advertising/PSAs

Digital advertising and SEO

Social media

Public relations

Events

Speaking engagements

Networking

Referrals

Convert

AJCH Website

- Information about services
- Testimonial videos
- Case studies
- Opt-in forms and contact information

Contacts entered into CRM

Close

Marketing emails

- Testimonials
- Case studies
- AJCH updates
- Helpful HR information (blog posts)

Personal follow-up by email and phone

Delight

Onboarding/orientation

Excellent service delivery

Relationship building

Employer awards, recognition, mahalos

Marketing emails

- Testimonials
- Case studies
- AJCH updates
- Helpful HR information

Renewals and upselling

Surveys and continuous improvement

Key Performance Indicators

Marketing & Communications

Advertising impressions, reach, click rate, cost per click, etc.

Email open rates and click rates

Social media likes/followers, engagement, reach

Website traffic, unique visitors, average time spent on page, top pages, bounce rate

Video views

Number of presentations given, size of audience reached, etc.

News coverage quantity, placement, depth and tone

Employer Engagement

Number and source of inquiries (website opt-in, email and phone)

Number of employer partners (new and renewals)

Duration of employer participation

Number of referrals

Number of job seekers placed and retained

Metrics by target industry, type of employer and/or type of job placement

Key Decisions for Implementation

What are the goals/milestones for employer engagement?

From July 2017 - June 2018, the O'ahu American Job Center Hawaii and its partners served **6,281** adult job-seekers and **572** employers.

Who will drive the brand rollout and outreach campaign?

What funding is available?

Project Wrap-Up

- Final presentations
 - March 6, 2019: WDC Executive Committee
 - March 7, 2019: WDC Board
 - March 15, 2019: WDC Employer Engagement Committee

- Final report will be completed and submitted to WDC by March 29, 2019 and will include:
 - Identity assessment findings
 - Tagline recommendations
 - Brand maintenance / users guide
 - Brand rollout plan
 - Outreach plan