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
  - Pōmaikaʻi Ballrooms
  - Zippy’s Restaurants
Hale Anuenue
  Restorative Care Center
Hawaiʻi Gas
Hawaiʻi National Bank (ret.)
Hawaiʻi 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 Gyotoku**, 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.
“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.”
“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

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Pilot &amp; Prep</th>
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<tbody>
<tr>
<td>Focused growth pilot.</td>
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<td>Update brand assets including:</td>
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<td>● AJCH website.</td>
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<td>● CRM.</td>
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<td>● Outreach kit.</td>
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<td>● Testimonials, case studies and success stories.</td>
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<td>Establish KPIs and reporting practices.</td>
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<td>Define how business engagement teams will collaborate and coordinate.</td>
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<th>Triggers</th>
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<tr>
<td>Intake and processing training and protocols done.</td>
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<tr>
<td>Consistent and scalable service delivery.</td>
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<tr>
<td>Focused growth pilot completed and evaluated.</td>
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<td>Need for more job-seeker placements.</td>
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<tr>
<th>Year 2</th>
<th>Mass Market Launch</th>
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<tr>
<td>Brand rollout launch, from internal to external.</td>
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<tr>
<td>Re-engagement of current and past employer partners.</td>
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<tr>
<td>Outreach, PR and advertising launch to acquire new employer partners. Possible strategies include:</td>
<td></td>
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<tr>
<td>● Employer Depth: More departments serviced for current/past employer partners.</td>
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<tr>
<td>● Industry Depth: More employers in pilot industries.</td>
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<td>● Industry Breadth: Replicate pilot success in other industries.</td>
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<td>100% board and committee engagement (referrals or utilization).</td>
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<tr>
<td>Need for more job-seeker placements.</td>
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<tr>
<td>Additional services or staff ready to engage employers.</td>
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<th>Year 3</th>
<th>Scale &amp; Refine</th>
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<tr>
<td>Expand outreach, PR and/or advertising.</td>
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<td>Survey employer partners and use feedback for continuous improvement.</td>
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<td>Refine the employer customer experience.</td>
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Workforce Development Council
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

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<tr>
<th>Attract</th>
<th>Convert</th>
<th>Close</th>
<th>Delight</th>
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| Broadcast and print advertising/PSAs | AJCH Website  
  ● Information about services  
  ● Testimonial videos  
  ● Case studies  
  ● Opt-in forms and contact information | Marketing emails  
  ● Testimonials  
  ● Case studies  
  ● AJCH updates  
  ● Helpful HR information (blog posts) | Onboarding/orientation |
| Digital advertising and SEO | Contacts entered into CRM | Personal follow-up by email and phone | Excellent service delivery |
| Social media     |                                 |                                 | Relationship building |
| Public relations |                                 |                                 | Employer awards, recognition, mahalos |
| Events           |                                 |                                 | Marketing emails  
  ● Testimonials  
  ● Case studies  
  ● AJCH updates  
  ● Helpful HR information |
| Speaking engagements |                                 |                                 | Renewals and upselling |
| Networking       |                                 |                                 | Surveys and continuous improvement |
| Referrals        |                                 |                                 |                                |
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