



# **BUSINESS ENGAGEMENT & SERVICES**

**HAWAII WORKFORCE DEVELOPMENT COUNCIL**

**JULY  
2020**

# FOUNDATION DOCUMENTS

Hawaii's Statewide Business Services Framework Plan (BSFP)

American Job Centers 2019

Developed for the employment Engagement Committee of the WDC.

Work done in 2018 and adopted by the WDC in December of 2018

Done by Kim Payton Ph.D

Employer Outreach & Engagement Strategies (EOES)

Developed for the WDC

Completed on March 2019

Done by Olomana Loomis ISC

# Business Services Framework Plan

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## **What is at Stake?**

Perhaps the greatest threat to Hawai'i's future is the growing proportion of our population that cannot afford to live in Hawai'i without working several jobs.

The recent 51-day hotel strike in Waikiki revealed the vulnerability of our number one industry to wage-versus-cost-of-living disruption. At the same time, employers face a significant challenge finding skilled labor who will stay in Hawai'i.

The solution is clear: develop our own people so they can build successful careers and stay in Hawai'i. This is where workforce development has a vital role in securing a healthy future for Hawai'i.

# Business Services Framework Plan

## Business Engagement Strategy and Overarching Goals

Businesses can be more effectively engaged with workforce development services by increasing:

- *Awareness* of the services and value offered to businesses by the system.
- *Confidence* in the system by providing consistent high-quality service.
- *Involvement* of businesses by becoming sincerely receptive to their input and valuing their involvement.
- *Advocacy* by business people for the system because business leaders have come to understand the value that the system provides.

## The Change Agenda

To execute this strategy, change will be required on five levels:

1. Successful job seekers
2. Informed employers
3. Business Engagement in AJCs
4. WDB's that inspire,
5. Political advocacy

# ON THE FRONT LINE

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## Ways we engage employers

- Businesses become users of HireNet
- They become employer partners participating in many of the programs of the AJCs. Upskilling, On-The-Job-Training, internships, apprenticeships, special needs placement and recovery grants.
- They need customized assistance like candidate screening, labor market analysis and customized training.

# STEPPING UP

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“Businesses make very quick judgements about what they value, trust and respect. If a potential service provider is not welcoming, if it is not efficient, if it does not provide what they expect, the business person tends to write it off and doesn’t come back.” (BSFP)

There is a need to upskill our staff so they understand the needs and viewpoints of businesses. It is important to be responsive, clear and positive, much the same way as a business would expect of their employee.

“AJC staff may also provide coaching and training for employers to more effectively support employees in maintaining a positive work attitude and learning the skills they need to be productive in the business. These services to businesses should be packaged and labeled in a way that makes their value clear to businesses.” (BSFP)

Providing an positive and effective workplace is important to maintaining a successful work environment.



# INCREASING OUTREACH

## **Employer Outreach & Engagement Strategies (EOES) by Olomana Loomis ISC**

This report provides a roadmap to move forward, but it is also important to prepare ourselves to serve an increasing demand from businesses for our customized services.

The AJCs are still actively reaching out to employers to be partners in their programs.

We have begun engaging with business organizations who could assist us in distributing our information.

**The Hawaii Food Industry Association**

**Hawaii Retail Merchant Association**

**Made in Hawaii Festival**

**Healthcare Association of Hawaii**

**Small Business Development Center**