RAPID RESPONSE & BUSINESS SERVICES

POST COVID "THE NEW NORMAL"
RESPONDING TO DISLOCATED WORKERS

UNEMPLOYMENT OVERVIEW

	State Total		Honolulu		Hawaii		Maui		Kauai	
Population 2019	1,415,872		974,563	69%	201,513	14%	167,503	12%	72,293	5%
Employment August 2020										
Labor Force	636,650		431,300	68%	88,550	14%	81,800	13%	35,950	6%
Unemployed	79,300		45,650	58%	10,500	13%	16,950	21%	6,250	8%
Unemployed Rate	12.5%		10.6%		11.8%		20.7%		17.8%	
Employment August 2019 last year										
Labor Force	663,700		464,100	68%	90,550	14%	87,500	13%	36,800	5%
Unemployed	17,800		11,600	65%	3,100	17%	2,200	12%	950	5%
Unemployment Rate	2.7%		2.6%		3.4%		2.5%		2.5%	
Diferentials										
# more unemployed than last year	61,550		34,050		7,400		14,750		5,300	

RAPID RESPONSE

THE CHALLENGES OF DELIVERING INFORMATION AND SERVICES TO NEWLY DISLOCATED WORKERS.

RAPID RESPONSE

In August WDC updated Rapid Response Standard Operating Procedures (SOP) manual done by Edward Uechi

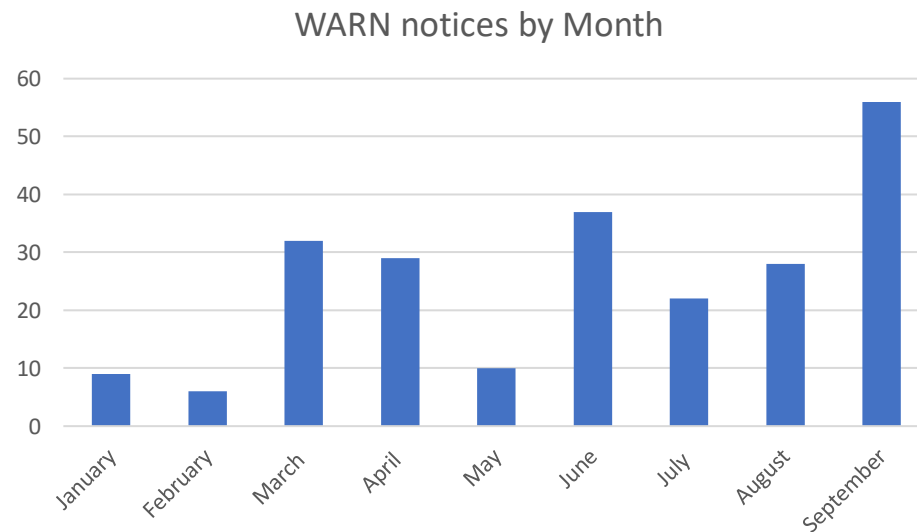Worker Adjustment and Retraining Notification Act (WARN) letters from employers

Affecting up to 50,000 employees

Since January

225 WARN notices

Since March

210 WARN notices

WARN notices by Month

OPERATIONAL CHALLENGES

- All State and County offices were shut down

- Businesses have shut down and may not reopen for a while, if ever

- Workers have been furloughed and laid off

- Workplaces are closed with no one present

- WARN notices are coming in "after the fact"

- Limited by restrictions on public gatherings and safety protocols

- New social distancing rules apply

- Face mask and sanitation rules apply

RESPONDING

It is important to strengthen our outreach and public information efforts.

OUR RAPID RESPONSE TEAMS

- WDC and county AJCs are working together as a statewide team to deliver outreach via video conferencing.

- Statewide rapid response coordinators held practice sessions to upskill video conferencing, technology skills and presentation skills.
  - July 16 Oahu
  - July 30 Maui
  - August 20 Big Island and Kauai

- The WDC has obtained a Zoom license to be shared by the statewide rapid response coordinators.

- The WDC is hosting YouTube recordings on its channel.

CHANGING OUR DELIVERY SYSTEM

Teams are starting to deliver Rapid Response Webinars through Zoom

- United Airlines sessions led by Oahu with Maui in attendance 14 participants
- Scheduled for the October 7, Avis / Budget rent-a-car led by Oahu with all islands in attendance

The United Airlines presentation was also recorded, and a private YouTube link provided to the airlines (32 hits)

Lessons learned:

- Corporate webinars record faces, so it will be kept private
- There is a need for generic presentations to be made available to our public YouTube link

BUSINESS ENGAGEMENT AND SERVICES

THE CHALLENGES OF DELIVERING INFORMATION AND SERVICES TO NEWLY DISLOCATED WORKERS.

OPERATIONAL CHALLENGES

- **Business engagement at the AJCs is dispersed**. The AJCs offer collaborative services from WIOA and community partners from state and county divisions and other organizations. Services remain in silos as program people engage business for their own program. There is no overall coordination or designated leader for business services.

- **Technological capability.** During the pandemic restrictions, virtual conferencing capabilities are key to delivering training and coordination are needed to improve overall services. The AJCs should be equipped with the necessary video conferencing technology to function efficiently and effectively to serve clients and collaborate with colleagues. WDC has authorized over $2,000 in funds for each county AJC to purchase additional equipment.

Video Conference Capable	Oahu	Big Island	Maui	Kauai
Conference Room	moderate	low	High	low
Management	high	high	high	high
Program staff	low		high	high

OPERATING PLAN

- **Lines of accountability**. Assign leaders and points of contact at the AJCs to take responsibility and coordinate business engagement. That doesn't mean centralizing program work. The leaders/managers should engage with all staff making business contacts so information can be shared and coordinated. As they begin to work as a team they may be able to share employers across programs rather than be silos/territorial.

- **Initial business engagement should also be treated the same as an initial client intake**. Business teams should research the business and labor market information, then employers can be interviewed to find out their needs and circumstances. Do they need referrals, job market information, are they a candidate to be a program partner? Can they fulfill the training and record-keeping to make program placements worthwhile for them?

- **Focus on what you can do well**. Don't try and be everything to everybody. Provide quality and focused services. As teams improve more services can be offered.

TRAINING

Teams should provide dedicated training (continuous upskilling):

- Labor Market Analysis

- Human Resource Management

- Video conferencing and remote learning

- CRM (Customer Relations Management) software or equivalent

Provide training opportunities for businesses. This would be an added service that can be promoted.

- Labor Market Analysis

- Human Resource Management

- Video conferencing and remote work

- Customer Service

PUBLIC COMMUNICATIONS

Social media presence

Establish social media presence

Post interesting accounts of successful placements

Web Presence

Establish Web sites and addresses for WDC and each of the AJCs. (in process)

Promotion and Public Communications

Multiple types of media should be prepared across multiple platforms.   Physical media like flyers and handouts should always have a digital version. Success stories that can be translated into media productions or referred to people looking for stories (news media).

Keep a list of media venues and contacts. These should include commercial broadcast and public access venues.

Partnerships

Develop relationships and partnerships with industry groups to reach out to businesses. Organizations you can help spread the word. Word of mouth is very effective.