

Employer Engagement Committee Report For WDC Board Meeting: November 12, 2020

The Employer Engagement Committee met on October 5, 2020.

The Statewide Customer Satisfaction Survey of the American Job Centers has been completed by Ward Research. An overview of the results were presented to the committee by Edward Uechi, Employment Analyst.

A vendor for the informational video project of the Outreach Taskforce has been selected after the RFP and the review process. There were ten bidders and after a lengthy evaluation process, Kinetic Productions was selected. Thank you to the evaluation committee consisting of Jason Ito who is Chair of the WDC Data Management and Technology Committee, Lois Hamaguchi of Career and Technical Education office, and Erin Yagi of UH P-20. Edward Uechi and Allicyn Tasaka also served on the evaluation team.

As reported by David Morihara, Statewide Rapid Response Coordinator, Rapid Response and Business Services teams have been working to prepare and provide rapid response services virtually. The teams plan on producing a virtual rapid response presentation that can be viewed by dislocated workers at any time. The team presented a Rapid Response session virtually to United Airline employees. That presentation was posted to a private YouTube link and provided to the airline. That post received 32 hits, reaching more employees than the Zoom presentation. Avis/Budget Rent-a-Car is the next scheduled presentation (October 7).

The committee approved two projects to forward to the Finance Committee and Executive Committee:

1. The Chamber of Commerce Hawaii (Keala Peters) requested \$30,000 to fund new features for the “Hawaii is Hiring” website. Hawaii is Hiring 2.0 will include language translation, highlight the American Job Centers, highlight training programs, have more real-time updates for employers that are hiring, feature links to employer career pages, and include more county content.

2. Request of \$60,000 for Sector Partnerships which are co-convened by the University of Hawaii and the Chamber of Commerce Hawaii. The sector partnerships are Hawaii’s industry-driven employer partnerships. WDC’s funds will be used for facilitation and partnership costs for 2021. The Strada Education Network funded 2018-2020. Additional funding will be sought from Hawaii’s philanthropic community. Expenses of the partnership include facilitators, convening costs, and program expenses.