

Employer Engagement Committee Report For Executive Committee Meeting: Friday, February 5, 2021

The Employer Engagement Committee met on January 22, 2021.

An overview of the videos highlighting the services of the American Job Centers (AJC) produced by Kinetic Productions were presented to the Committee. The videos include shorter, specialized versions created for each county. The videos will be distributed to the counties for use on their webpages after they are presented to the full WDC Board at the next meeting on February 11, 2021. The videos will be used for outreach to employers. Thank you to the members Cheryl Cross who helped with the scope of services, and to the evaluation team of Jason Ito, Lois Hamaguchi and Erin Yagi who made the final selection of Kinetic Productions.

The Opportunities Population Subcommittee reported that new members have been recruited to the sub-committee. The subcommittee also presented their report to the Performance Measures & Accountability Committee and to the Sector Strategies and Career Pathways Committee.

The subcommittee identified “Emerging Themes from the AJC Discovery Process.”

1. Need for more onsite partners
2. Streamline operations so jobseekers don’t have to tell their story repeatedly (operate a One-Stop)
3. Awareness of services among jobseekers
4. Need common elevator speech/value proposition re: AJCs.

The subcommittee also developed next steps:

1. Review AJC best practice resources
2. Revisit the Hawaii Statewide Business Services Framework Plan for guidance
3. Develop Dual-Path AJC Action Plan
 - a. Optimize Operations
 - b. Enhance jobseeker awareness and perceived value of AJC services

Status Updates on Committee Projects

1. Hawaii is Hiring 2.0 Website
Keala Peters reported that the Hawaii is Hiring website is in phase two. WDC provided \$30,000 to support enhancements such as: translations in seven languages, links were added for the top 10 companies hiring now, and an Instagram feed was added for real-time updates.
2. Sector Employer Partnerships
Previous funding for the Sector Partnerships ended December 31, 2020. WDC has contracted with SMS Consulting to work with the Chamber of Commerce of Hawaii as a co-convenor, project manager and facilitator for the next six months. The initial focus is a K-12 pathway project specific to engineering; the healthcare sector partnership will focus on social determinants of health in 2021. The Sector Partnership is actively preparing a plan to look for partners and funding to continue seamlessly from July 1, 2021.
3. UH Center for Nursing Program

The WDC Board approve \$54,969 in funding for the UH State Center for Nursing Residency Program Collaborative to help transition at least 75% of the hospitals to an evidence-based nurse residency program with preceptor training. The MOA is moving through the UH Administration approval process and will be executed once received by WDC by the end of January.

Members Jason Ito, Derek Kanehira, Deborah Leong-Yep and Glen Kaneshige shared the status of their businesses.

Bernadette Howard announced that a statewide needs assessment is required under the Perkins V Career and Technical Education grant. Members of WDC may be contacted for a small focus group.