

A. COORDINATION, ALIGNMENT AND PROVISION OF SERVICES TO EMPLOYERS

The Employer Engagement Committee of the WDC took the lead in development of the Statewide Business Services Framework Plan to guide the LWDBs and the AJC to collaborate with businesses. The Plan was adopted by the WDC on December 13, 2018. Access the plan at this link: <https://labor.hawaii.gov/wdc/files/2019/06/Final-Combined-Hawaiis-Statewide-Business-Services-Framework-Plan-06.13.19.pdf>

In developing the plan, members and staff of the LWDBs, AJCs, and stakeholders on Oahu, Maui, Kauai and Hawaii counties had an opportunity to discuss the identified goals and establish priorities and timelines. The Plan prioritizes the development of comprehensive services effectively functioning at the AJCs.

Dedicated outreach to employers would be phased in with fully operational centers. The Plan provides a broad framework to guide the local areas to create skilled business services teams that will be able to build credible relationships and provide worthy services that will benefit business.

The business services to be delivered by the AJCs include, but are not limited to assisting businesses and industry sectors to overcome challenges in recruiting, retaining, and developing talent for Hawaii's workforce. Currently, the Oahu AJC has the most developed team, providing the following services:

- In person visits, sometimes by several people at the same time from different programs
- Inviting employers to make presentation on their hiring practices and expectations of staff
- Conducting and participating in job fairs
- Encouraging job seekers to volunteer with employers
- Warm calls, cold calls, and offering to help with job postings on HireNet
- Active involvement in community groups and boards
- Serve on program advisory councils

Business Engagement Strategy and Overarching Goals:

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

1. Awareness of the services and value offered to the businesses by the system
2. Confidence in the system by providing consistent high-quality service, [including referrals to relevant community and support services](#).
3. Involvement of businesses by becoming sincerely receptive to their input and valuing their involvement.
4. Advocacy by business people for the system because business leaders have come to understand the value that the system provides.

The strategy is to be executed by achieving the following goals:

1. Ensure that the foundations of AJCs are in place. Establish stable, functional AJCs in

each local area that describe and provide their services in a manner that is perceived as valuable and relevant by businesses.

2. Establish an effective approach for engaging with businesses. Simplifying and clarifying the business view of the workforce development system, making it easy to understand how to access the system, and the value to expect.
3. Articulate and validate the value that AJCs offer to business customers by implementing a reliable customer relationship management (CRM) system and outcomes measurement system that show that services provide real benefits to participating businesses, and that enable continuous improvement.

Developing business services teams at the AJCs is in its beginning stages. The strategy for layoff aversion is for the business services teams to develop relationships with employers in their local areas; use the networks of the private sector employers on their local boards to expand their contacts and to provide information on industry trends and to identify potential red flags; develop other sources of early information on potential issues within their local areas; and develop responses to address identified issues. The private sector employers on the local WDBs serve as mentors to the business services team.

Local WDBs have started to establish Employer Engagement committees of their boards. These Committees will help develop the teams, provide guidance and recommendations, ensure professional development, establish specific goals for the teams, and track progress.

The Employer Engagement Committee of the WDC also contracted with a consultant to evaluate the AJC brand among employers. The consultant conducted qualitative and quantitative assessments of the AJC Hawaii brand among employers. Interviews were conducted with employers to discover employers' awareness, perception, and usage of the AJCs. The assessments were followed by recommendations to improve services and increase awareness of available services, increase brand awareness, maintain brand awareness, rollout of the new plan, and development of an outreach plan. The goal of the Employer Engagement Committee is to increase employer participation rates, including repeat customers and to increase the retention rates of employees placed into employment by the AJCs. This rate would help raise the confidence of employers in the workforce system and lead to increased employer engagement.