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WORKFORCE DEVELOPMENT COUNCIL'S  
SPECIAL PROJECTS COMMITTEE  
Monday, July 15, 2024  
10:00 a.m. – 11:30 a.m.

**Remote Meeting:**

*This meeting will be held remotely by Zoom interactive conference technology. Board members, staff, and members of the public may participate in the remote meeting by using the following Zoom link:*

*Join Zoom Meeting*

*<https://us02web.zoom.us/j/83328837404>*

*If you do not have the technology or ability to join the remote meeting via Zoom, please dial +1 (669) 444-9171 on the telephone to participate in the remote meeting.*

*Meeting ID: 833 2883 7404*

*Passcode: 998270*

**Physical Meeting:**

*A physical meeting location will be open to the public and will have an audiovisual connection, which will allow individuals at the physical meeting location to participate in the remote meeting. The address of the physical meeting location is 830 Punchbowl Street, Room #317, Honolulu, HI 96813.*

**Written and Oral Testimony:**

*Individuals may submit written testimony by U.S. mail or hand delivery at 830 Punchbowl Street, Suite 317, Honolulu, HI 96813 or by email at [DLIR.Workforce.Council@hawaii.gov](mailto:DLIR.Workforce.Council@hawaii.gov). It is requested that written testimony be received*

*at least 24 hours prior to the meeting. Individuals may provide remote oral testimony during the remote meeting at the Zoom link listed above. Individuals participating at the physical meeting location may also provide oral testimony during the remote meeting.*

**Equal Opportunity Employer/Program**

*If you need an auxiliary aid/service or other accommodation due to a disability, please contact Jacqueline Lodge at (808) 586-8877 (for TTY/TTD Dial 711 then ask for (808) 586-8877) or email [dlir.workforce.develop@hawaii.gov](mailto:dlir.workforce.develop@hawaii.gov) as soon as possible. Requests made as early as possible will allow adequate time to fulfill your request. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.*

**AGENDA**

- I. Call to Order..... *Chair Keith DeMello*
- II. Approval of Minutes : April 17, 2024 Meeting Minutes
- III. A Presentation on the American Job Centers current performance statewide, the status of PY 2022 expenditures for local funds (including American Job Centers) and the projected amount to be returned to the State for PY 2022. (Recaptured funds):  
  
*Oahu: Executive Director Harrison Kuranishi  
Maui: Executive Director Chentelle Rowland  
Big Island: Executive Director Clinton Mercado  
Kauai: WDD manager Adele Manera*
- IV. Roundtable Discussion..... *Facilitated by Chair Keith DeMello and Vice Chair Dion Dizon*

*According to HRS 202 and the mandates under Workforce Innovation and Opportunity Act (WIOA) legislation, one of the duties of the Workforce Development Council is the development and continuous improvement of the workforce development system in the State.*

*The Special Projects Committee was tasked to explore how to make the American Job Centers (AJCs) more accessible, more welcoming, and become known as valuable resources for job seekers and employers alike.*

*The primary focus of the roundtable discussion is to understand the current state of our AJC's, identify the challenges they face and explore innovative solutions. One of the key areas that the Committee would like to explore is how to increase the visibility of our American Job Centers in the State.*

*These are the questions which will be disseminated and will be up for discussion:*

*A. Visibility and Accessibility*

- How do clients typically find out about your AJC?*
- What are the barriers to accessibility for individuals seeking services at your AJC?*
- How can we improve the physical and digital accessibility of our AJCs?*

*B. Public Perception*

- How is your AJC perceived by the local community, and what feedback have you received?*
- What steps can we take to change any negative perceptions and highlight the value of our services?*

*C. Community Engagement*

- How do you engage with local communities and stakeholders to promote your AJC?*
- What partnerships have been most beneficial for your AJC, and how can we replicate these partnerships across other locations?*

*D. Marketing Strategies*

- What marketing strategies have you implemented to increase awareness of your AJC?*
- How effective have social media, community events, and other marketing tactics been in attracting clients?*
- What innovative marketing ideas can we explore to better reach our target audience?*

*E. Innovative Practices*

- *Are there any innovative practices or pilot programs you've implemented that have shown promise?*

*F. Collaboration and Support*

- *How can the Council support your AJC in overcoming current challenges and achieving greater impact?*
- *What role can local businesses, educational institutions, and community organizations play in enhancing the effectiveness of our AJCs?*

***Next Steps:*** *Based on today's discussion, what are the immediate next steps we can take to address the identified challenges?*

V. Executive Director's Report .....*Bennette Misalucha, Executive Director, Workforce Development Council*

a. Update on the Status of the State Workforce Development Unified Plan:  
The State Workforce Unified Plan was submitted on March 4, 2024 as prescribed by US Department of Labor. We are expecting to brief the Director and the Governor on the elements of the plan.

b. Update on the transition of Workforce Development Council as an attached agency to Department of Labor and Industrial Relations

c. Upcoming Events in 2024

1. Board training: Workforce Innovation and Opportunity Act(WIOA) academy
2. US Economic Trends webinar
3. Future of Work 2024
4. Workforce Development Heroes
5. September is Workforce Development Month
6. Long Term Care -Workforce Taskforce

VI. Announcements and Constituent Comments (if any)

*At this time, the public is welcome to announce upcoming events and comment on relevant issues that were not included in this meeting's agenda. Please be advised that in compliance with the Sunshine Law, the Committee cannot discuss or act on issues that were not included in this meeting's*

*agenda, but issues raised in constituent comments may be included in a future agenda for the Committee's consideration.*

- VII. Next Meeting: The next meeting is scheduled for October 21, 2024, at 1:00 pm
- VIII. Adjournment