

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LIEUTENANT GOVERNOR



JADE T. BUTAY
DIRECTOR

WILLIAM G. KUNSTMAN
DEPUTY DIRECTOR

STATE OF HAWAII
KA MOKU'ĀINA O HAWAII
DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS
KA 'OIHANA PONO LIMAHANA
WORKFORCE DEVELOPMENT COUNCIL
830 PUNCHBOWL STREET, ROOM 317
HONOLULU, HAWAII 96813
www.hawaii.gov/labor
Phone: (808) 586-8815 / Fax: (808) 586-8822
Email: dlir.workforce.council@hawaii.gov

**WORKFORCE DEVELOPMENT COUNCIL'S
SPECIAL PROJECTS COMMITTEE AGENDA
Monday, June 30, 2025
3:00 p.m. – 4:30 p.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:

Workforce Development Council is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us06web.zoom.us/j/81391907202?pwd=h50bnqPZxbYzV3vbqgQmPakSRzocoE.1>

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: 813 9190 7202

Passcode: 106438

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. To ensure that members are able to review testimony prior to the meeting, we encourage interested persons to submit written testimony by 24 hours prior to the meeting. Any written testimony submitted after such time testimony will be retained as part of the record and distributed to members as soon as practicable, but we cannot ensure members will receive it in sufficient time to review prior to any decision-making.

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 Bennette Misalucha at (808) 586-8815 (for TTY/TTD Dial 711 then ask for (808) 586-8815) or email dlir.workforce.council@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 OrderChair Keith DeMello
- II. Presentation: Public Awareness Campaign Overview..... Becker Communications

Members of the Becker Communications team will provide an overview of their public relations contract to increase awareness and utilization of Hawai'i's American Job Centers. The presentation will cover the initial public awareness survey, the development and implementation of a statewide media campaign, and ongoing outreach efforts to address challenges of low visibility. The campaign uses a multi-channel strategy to communicate the value of American Job Center services to job seekers, employers, and community partners.

III. Committee Discussion: 2026 Legislative Topics *Chair Keith DeMello*

The Committee Chair will lead a discussion to gather input and define the committee’s legislative direction and recommendations for the 2026 legislative session.

IV. Executive Director’s Report*Bennette Misalucha, Executive Director, Workforce Development Council*

A. Update on the 2024-2028 Workforce Development State Unified Plan Implementation

B. A report on the activities related to the implementation of the State’s Unified Plan including recent convenings of the four pillars of the Unified Plan.

C. Update on the Workforce Development Council roles and responsibilities.

D. Status on the Workforce Innovation and Opportunity Act unexpended funds for Program Year 2022

V. 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.

VI. Next Meeting: The next meeting for the Special Affairs Committee will be on September 29, 2025 at 1 pm over zoom or at the Department of Labor and Industrial Relations offices at 830 Punchbowl Street, Room 310, Honolulu, Hawaii 96813.

VII. Adjournment