



O'ahu **Workforce** Investment Board
Making workforce connections

TO: Workforce Development Council

FROM: Marilyn A. Matsunaga
Executive Director

SUBJECT: Oahu's Report – May 2010

Board Priorities – Business Demand Driven Projects:

The Board serves the workforce “system”—our spectrum of job initiatives:

Jobs Exploration – Career Day at Roosevelt High School:

Our Annual Career Day at Roosevelt High School continues to grow. This year, the sophomore, junior and senior classes all participated. Many thanks to member Debbie Kim Morikawa for everything – she really took great care in creating variety of sessions for the students. Members also appreciate OWIB member "emeritus" Ann Mahi, principal of Roosevelt High School, for welcoming us to her campus. All speakers and students received an OWIB "elevator speech" handout.

Five OWIB members with their companies served as speakers. These members shared information about how their companies operate and the types of career pathways involved -- Hawaiian Dredging (Bill Wilson), Olsten Staffing (Signe Godfrey), Arcadia (Emmet White), Clinical Labs (Franco Imada), and Referentia (Nelson Kanemoto). Other companies participating range from Tissue Genesis to McDonalds to Borthwick Mortuary (who even brought a coffin with them). A total of 28 companies were on campus

Jobs Partnering – Asian Pacific Economic Council (APEC):

We are meeting with HTA's Senior Advisor and Liaison for APEC to explore partnering opportunities for workforce training. This is because one of APEC Hawaii's key initiatives is development and training of our local workforce to prepare for APEC 2011. She will be traveling to Singapore to learn about their APEC experience and will ask them two things for us: 1. what types of workforce training they implemented; and 2. what were the benefits of the various kinds of workforce training to their community beyond the year they hosted APEC. She will be a guest speaker at our next Full Board meeting May 24th.

Jobs – Green Industry: Local Project Team (Energy Sector Strategies Grant):

Our local project team partners are focusing on business sector needs and then backing into whatever job training/education might be needed. To allow for a broad range of input, the team developed a survey to distribute to all green businesses throughout the state. The survey was designed per input by the private sector as well as by our sister WIBs. DBEDT partnered with us to distribute the survey. Local project team members include: private businesses, DOD, Enterprise Honolulu, as well as partner agencies, training providers and community colleges.

Jobs – Healthcare Industry: Ulu Pono Project:

Kapiolani Community College partnered with OWIB and Oahu WorkLinks (OWL) in obtaining a \$1.7 million grant to train workers in the health care industry, focusing on CNAs; Pharmacy Technicians; Medical Billing and Coding; Medical Assisting and Dental Assisting. Four hundred and nine (409) people are projected to be trained and the grant will be effective to 2/15/12. OWL will provide employment counseling and follow up to graduates to connect them to job openings in HireNet.

Jobs – Tourism Industry: Tourism Workforce Advisory Council:

OWIB is a member of the Tourism Workforce Advisory Council whose mission is to develop and improve the quality of Hawai'i's tourism industry workforce and encourage opportunities for career development and upgrading for present and future employees. Council members represent a cross section of stakeholders including labor, management, education, and employment and trainings programs in the public and private sectors. The Council was established as a part of the Tourism Workforce Coordination project, a partnership of the HTA and the DLIR, and its goals include: address the human resource component in Hawai'i's tourism industry; provide accessible information on career development and upgrading opportunities for tourism industry; facilitate development of accessible educational training opportunities statewide; and promote employment opportunities for Hawai'i's tourism workforce.

Jobs – Education: Step Up Hawaii:

The Oahu Workforce Investment Board is now a partner of "Step Up Hawaii." This program is a part of Hawaii P-20 Partnerships for Education. It promotes career and college readiness for Hawai'i's high school students. Later this month, about 2,500 students will be welcomed to the program. Students sign a Step Up pledge form, along with their parents, to signify their commitment to earn the BOE Step Up Diploma, which includes more rigorous requirements than the regular high school diploma in science, math and English, as well as the completion of a senior project. This diploma has been designed to prepare students for success upon graduation from high school, whether they choose to enroll in college or enter the workforce.

Students who pledge to earn this diploma receive a number of benefits, including information on college preparation and financial aid, and invitations to college-prep events throughout their years in high school. Upon graduation, students who earn the BOE Step Up Diploma are rewarded with special incentives, such as special consideration for scholarships, admission into Hawai'i colleges, and job application advancement with various employers.

Jobs National – National Association of Workforce Boards (NAWB):

NAWB extended an invitation to OWIB to be one of 10 to 15 of their Systems Innovations Lab sites. WIBs invited to participate as a lab site will be featured at the NAWB Forum next year. The project focuses on "systems thinking" and how WIBs can find innovative approaches to meeting the needs of their local area. They would be interested in having other Hawaii WIBs join in with OWIB. In March, NAWB CEO Ron Painter confirmed OWIB's executive director as a member of the NAWB Advocacy Committee.

Jobs Searching Tool – TORQ:

To help job searchers find jobs that match their capabilities or that are in related fields, OWIB received approval from DLIR to utilize Reed Act Funds for this project. TORQ – the Transferable Occupation Relationship Quotient – is an analytical tool that links occupations based on the *abilities, skills, and knowledge* required by workers in a vast number of occupations. TORQ™ expands the notion of career pathways into an interconnected web of possibilities based on the factors that really matter for career mobility – not a specific job that someone is doing or has done, but what someone is *capable* of doing. Launching soon.

Jobs Training Tool -- Eligible Training Providers (ETP) Program:

With the help of DLIR and Neighbor Islands WIBs, we updated the ETP application process. Currently, the system is paper-based with the current application form being a 90 page packet coded in green and yellow paper. The City's Department of Information Technology's computer programmers have written an online application program which translates into approximately 12 pages. The City's server will house a "real time" searchable database of all approved courses and schools statewide. OWIB is now also accepting ETP applications on a rolling-basis instead of just once per year. Status: To be online at the end of May – www.owib.org

Jobs Readiness Tool – Pilot project on Work Readiness Credentials:

To explore ways of helping employers assess the skill sets of potential employees, OWIB held two seminars on work readiness credentialing instruments within the past twelve months. One instrument is the LRI Accuvision credential. The other instrument is ACT's WorkKeys credential. These two instruments represent different approaches to measuring soft skills. In order to help determine which may best fit our needs on Oahu, this summer with WorkHawaii, we are running a pilot project of both instruments.

Jobs Communications Tool – OWIB Website – www.owib.org

Our website ranks as the 116th most visited website of the Top 500 websites of the City & County of Honolulu. The total number of web "hits" for all of the City government's thousands of websites ranges from 6 million to 10 million hits per month.

A new section on "Green Business, Jobs and Education News from around the World" has been added to our home page.

Jobs Environment Tool – Economic, Jobs & Education Leading Indicators:

OWIB continues research on its matrix of leading indicators and highlights economic, employment and education news from the top 5 points of geographic origin for Hawaii tourists. Updates from around the world may be found on our website – www.owib.org

Job Fair – Workforce 2010

Next job fair, Workforce 2010, at the Blaisdell is set for May 19, 2010 from 9 AM to 3 PM. The Community Colleges will be an exhibitor to link post-secondary education to career enhancement. Please also visit our "Virtual Job Fair" on our website -- www.owib.org

Honolulu’s Youth Services Center – National Awards & Recognition:

From:	Awards & Recognitions Earned:
US Dept of Labor (DOL)	Young Parents Demonstration Project (first in nation)
America’s Promise Alliance	100 Best Communities for Young People Awards
US Conference of Mayors	Best Practices on At-Risk Youth and High School Drop Out Prevention Awards
YouthBuild USA	Excellent Attendance, Program Completion and Diploma Attainment Awards (multiple awards earned)
National Association of Counties	Excellence in Service Award
US DOL Regional Training	Featured Speaker -- “How to maximize use of resources to generate excellent results”

WIA Programs: Current Quarter & Cumulative as of March 31, 2010 (Preliminary)

(Note: Nationally, there is a reporting “lag” of approximately 18 months).

CATEGORY	MEASURES	Current Progress:		GOAL
		Present Qtr	4-Qtrs	
ADULT: <u>Oahu Exceeded all</u> Measures’ goals	Entered employment rate	50	80.4	65
	Employment retention rate	85.2	88.2	74
	Earnings change	\$12,466.4	\$13,808.2	\$10,800
	Employment & Credential rate	28.6	80.5	62
DISLOCATED WORKER: <u>Oahu Exceeded all</u> Measures’ goals	Entered employment rate	74.2	84.2	57
	Employment retention rate	92.2	92	86
	Earnings change	\$15,271.2	\$17,050.1	\$5,996
	Employment & Credential rate	81.2	72	57
OLDER YOUTH: <u>Oahu Exceeded all</u> Measures’ goals	Entered employment rate	75	85.7	33
	Employment retention rate	0	100	60
	Earnings change	0	\$2,901.7	2,500
	Employment & Credential rate	75	87.5	38
YOUNGER YOUTH: <u>Oahu Exceeded all</u> Measures’ goals	Skill Attainment Rate	93.5	93.9	71
	Diploma Attainment Rate	64.3	72.5	44
	Retention Rate	55.2	46	44