



WORKFORCE DEVELOPMENT
COUNCIL

Wednesday, October 26, 2011
8:30 a.m. – 5:00 p.m.
Japanese Cultural Center
2454 S. Beretania Street
Honolulu, Hawaii

Members Present

Marian Tsuji (Chair), Jonathan Chun, Vicky Gaynor, Robert Martin, Jr., Marcia Taira, Steve Lupkes, James Tollefson, Al Lardizabal, Harold McDermott, Karl Rhoads, Scott Murakami (representing Peter Quigley from UH), William Knutsman, Leslie Wilkins, Jan Miyamoto, Roland Prieto, Marcia Taira, Wayne Thom, Kevin Kimizuka, Nani Medeiros and Kathleen Nielsen.

Other Attendees

Gilbert Chun (DOE), Mark McGuffrie (Enterprise Honolulu), Dennis Jones (NHCEMS), Cherry Torres (Hawaii P-20), Karen Lee (Hawaii P-20), Maria Asumpta Merry (DLIR R&S), Deborah Shigehara (Hawaii Community College), Phyllis Dayao (DLIR R&S), Tricia Malloy (DLIR WDD), Maricar Palotin Freitas (DLIR WDD), Barbara White (CTE), Vicki Lau (DLIR R&S), Audrey Hidano (DLIR), Francisco Corpuz (DLIR R&S), Carol Kanayama (DLIR-WDD), Jennifer Nagura (Hawaii P-20), Angela Jackson (Hawaii P-20). WDC Staff: James Hardway, Stanford Fichtman, Eric Butler, and Ruth Caldwell.

AGENDA

Welcome Address:The Honorable Neil Abercrombie, Governor, State of Hawaii

The Governor stressed he is listening to the WDC and will look closely at WDC recommendations. Also, the STRIVE Cradle to Career slogan is especially important in Hawaii. A strong focus should be placed on early childhood education; therefore, he is supporting the creation of an Early Childhood Development Department focusing on education of keiki 0-5.

STRIVE Partnership Presentation.....Teri O’Brien, Strive Partnership

Based on Six Sigma, Ms. O’Brien taught the basic pillars of large scale social change via continuous improvement using a model based on: 1) Shared Community Vision, 2) Evidence Based Decision Making, 3) Collaborative Action, 4) Investment and Sustainability. She reminded us to keep the customer (employers) the center of our focus, and to continuously analyze the results of our efforts to support those strategies that work and get rid of unsuccessful strategies.

NCHEMS Presentation..... Dennis Jones, President, NCHEMS

The National Center for Higher Education Management Systems (NCHEMS) is a non-profit research and development center founded to improve strategic decision making in institutions and agencies of higher learning. Mr. Jones presented about Hawaii’s workforce climate with research and data showing many implications, including: 1) income is average in Hawaii, but there is a higher cost of living, especially housing; 2) while unemployment is low, the proportion of people working is lower than other states; 3) in-migration is high. Hawaii imports more individuals with high level skills than exports; 4) the younger generation is not as well educated as their parents, which will

cause a replacement issue with the aging population retiring over the next decades; 5) individuals with less education (Associates degree or less) make a greater salary than the national average, but people with a Bachelors degree or higher earn less than the national average; 6) Hawaii ranks low in technology use compared to other states; 7) Hawaii under-produces post-secondary education opportunities below the Associate degree level, such as employer driven certificates and apprenticeships; and 8) Hawaii also under-produces students in STEM and Health careers, but over-produces students in every other category.

Some suggestions included: 1) since highly regulated states discourage entrepreneurship, a policy audit to delete laws that discourage entrepreneurship may improve economic development; 2) Economic Development and Workforce Development go hand in hand, therefore WDC should work more closely with DBEDT to ensure the economy has the skilled workers needed as the economy grows; and 3) Hawaii should offer Need Based Financial Aid opportunities for Part Time students. Since the cost of living is so high, it is difficult to encourage students to go into post-secondary education immediately after high school, because most youth must work more than one job to provide for themselves or family and do not have the time or funds to pay for post-secondary education.

This presentation will be made available on the WDC website at: www.hawaii.gov/labor/wdc

EDAH Presentation.....Mark McGuffie, Managing Director, Enterprise Honolulu

As part of Oahu’s Economic Development Board and a Board Member of the Economic Development Alliance of Hawaii (EDAH), Mr. McGuffie shared an update on the Hawaii Statewide Comprehensive Economic Development Strategy for 2010 (CEDS). Main points included: 1) Hawaii’s number one export is cash, with \$6B per year toward fuel and \$4B per year toward food. To change this, economic development should focus on renewable energy and agriculture. Act 73 recently became law to provide funding to support agriculture and energy projects in Hawaii.

Current efforts include: 1) inter-island cable discussion; 2) Cool. Green. Clean. Initiative; 3) Waikiki Seawater Air Conditioning project; 4) Maui Smart Grid and Renewable Resource Center; 4) implementing ideas in a new book entitled The Blue Economy by Gunter Pauli; 5) and others.

In order to ensure a skilled local labor force is ready for staffing these projects, a separate meeting must be scheduled to discuss the training and skills that will be needed.

Hawaii P-20 Partnerships for Education Presentation.....Karen Lee, Executive Director, P-20

Hawaii’s P-20 Partnerships for Education is a statewide partnership led by the Early Learning Council, the Hawaii State Department of Education, and the University of Hawaii System that is working to strengthen the education pipeline from early childhood through higher education so that all students achieve career and college success. Ms. Karen Lee notes that not enough of Hawaii’s High School graduates are prepared for post-secondary education. For every \$1 invested in early childhood education, the state gets a return of \$4.20. Hawaii has a goal to have every child in Hawaii reading at grade level by 3rd grade. Specific grants are helping to combat this such as the “Race to the Top” and “Step Up” initiatives the College Access Challenge grant. They recently applied as a consortium for a \$50M grant over 3 years. Also, a new rigorous diploma degree is beginning and the first graduates will exit in 2016.

Carl Perkins Funds and CTE Presentation.....Barbara White, Associate State Director, CTE

Hawaii Career and Technical Education Center (CTE) receives Carl Perkins funds and most are distributed between DOE and UH with less than 5% retained for State administration. Currently, CTE is working with Pathway Advisory Councils (made up of employers and industry stakeholders) to create high school pathways in six different industries: Arts and Communications, Business, Health Services, Industrial and Engineering Technology, Natural Resources, and Public and Human Services.

WDC Member Responsibilities Presentations.....James Hardway, Executive Director, WDC

WDC members are responsible for following federal and state laws under WIA and HRS 202.

State Rehabilitation Council Presentation..... Jonathan Chun, WDC Member, SRC Chair

The State Rehabilitation Council is responsible for being the voice of consumers with disabilities in legislation, as well as advocating for vocational rehabilitation. The overall goal is to maximize the employment and independence of individuals with disabilities.

WDC Meeting and Strategic Planning Session.....Marian Tsuji, Chairperson, WDC

Summary:

Overall, the Council stressed the importance of leveraging resources and increasing collaboration with partners to encourage statewide economic and workforce development. Based on data examined at this meeting, the three primary focus industries will be: Energy, Agriculture, and Healthcare.

Additionally, members agreed that with a staff of only three some things can be changed immediately, but most benchmarks cannot be met; the State needs to show their commitment for the WDC by putting more money toward workforce development activities and reducing state laws that inhibit entrepreneurship and business development, especially for small businesses which make up the majority of Hawaii's business community. A larger conversation needs to occur soon with legislators and people who can really make decisions.

Furthermore, the WDC needs to focus activities on our primary customer: "businesses" and market statewide workforce development activities to businesses in order to change the current stigma businesses have that the state government is a hindrance instead of a support. In the past, there was a marketing campaign that brought employers in to lunch, but there is no longer money for this. Without State support and funds, employers are not receiving the outreach needed to gain basic information and change current negative attitudes.

However, while issues such as early childhood development and economic development are prime factors in the current workforce situation, the WDC should partner with agencies currently working on these issues to influence change, but must focus on issues within their realm of control, such as the best place to put the annual \$7M the WDC directs.

Some members suggested bringing Skill Panels together for a strategic planning session to come up with specific projects to support each focus industry. Other members suggested we have a dual focus on both industry and high need populations in the workforce such as the unemployed and underemployed, the homeless, youth, early childhood, and the aging.

Action Plan:

-Based on the focus points discussed in this session, WDC staff will produce a document describing current issues and future goals. Each goal should be narrow, clean, easily stated, and not overly

WDC Meeting Minutes

October 26, 2011

Page 4

ambitious. This document will lead to a presentation for the Governor. The document should include: a list of invitees (to ensure influential individuals are at the table), focused data to support WDC priorities, strategic goals that align with the data, benchmarks to measure progress, and a description of successes to build upon and programs or laws that are hindering the workforce that should be deleted or plans to gather information on programs or laws that are hindering the workforce.

-WDC staff will distribute this document to all members for review and hold a discussion via conference call within the next two weeks.

-Based on WDC feedback, the staff will produce a presentation and schedule a meeting with the Governor and other individuals of influence during the week before Thanksgiving. This meeting will have conference call capabilities for neighbor island members to participate. All WDC members are encouraged to attend to illustrate the commitment of WDC members in improving the state's workforce.

Contact Stan Fichtman of the WDC at 586-8672 should you require special accommodations for a disability.