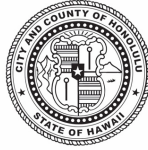


OAHU WORKFORCE DEVELOPMENT BOARD  
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**SECTOR STRATEGIES AND CAREER PATHWAYS COMMITTEE MEETING**

**Friday, January 15, 2021**

**1 pm to 2 pm**

**Virtual Conference Call  
Minutes**

I. Call to Order.....Committee Co-Chair Brent Kakesako

Committee Co-Chair Brent Kakesako called the meeting to order at 1:01 pm.

II. Welcome and Introductions

Members Present: Stacy Ferreira, Committee Co-Chair Brent Kakesako, Committee Co-Chair Joy Kimura, Alison Lee, Sherry Menor-McNamara, Christine Park

Guests Present: Keala Peters

Staff Present: Alison Lum, Lyn Uratani

III. Approval of Minutes from the November 28, 2018 Meeting and March 25, 2019 Meeting

Alison Lee motioned to approve the meeting minutes, and Sherry Menor-McNamara seconded the motion to approve. There was no further discussion, questions, or amendments. Unanimously approved.

IV. Presentations

**Oahu Sector Partnerships Update**

Keala Peters, Executive Director of Sector Partnerships and Vice President of Education and Workforce Development, Chamber of Commerce Hawaii

Sector Partnerships are an industry collaborative that focus on strengthening and growing certain sectors that can't be adequately addressed by a single business. Support partners and other stakeholders, organize and leverage resources to support industry-defined initiatives. Sector Partnerships bridge these two structures together by providing industries with a coordinated way to access educators and providing

education with a coordinated way to access industries. The staffing and support for these partnerships is provided by the Chamber of Commerce Hawaii and the Workforce Development Council. Sector Partnerships are a core part of the WIOA Unified State Plan (2020-2023) as it is key to developing sector strategies and a career pathways system for in-demand industries and engaging employers in workforce development systems. Sector Partnerships are also an important part of the Perkins V State Plan, Appendix B.

There currently robust industry partnerships in Healthcare and Engineering on Oahu, Agriculture on Hawaii Island (Hamauka Institute), and Healthcare on Maui (MEDB). Oahu previously had industry partnerships in the Banking, Manufacturing, Technology, and Hospitality sectors and Kauai (KEDB) previously had industry partnerships in the Agriculture sector.

There are roughly 120 members and 70 support partners in the Healthcare sector and roughly 80 members and 25 support partners in the Engineering sector on Oahu.

Over the past three years (2018-2020), the Healthcare sector on Oahu achieved a 67% reduction in avoidable ER situation rates in homeless individuals in a pilot project, won the 2019 Healthcare Organization of the Year award (Hospice Hawaii Na Hoa Malama), and partnered with the Healthcare Association of Hawaii and the Healthcare Workforce Initiative to create a pipeline to fill specific healthcare occupation shortages. The 2021 Healthcare Sector Partnership worked to create an agenda to address issues related to Social Determinants of Health (Behavioral Health), COVID-19 Response, and Workforce Development to generate interest in healthcare positions (clinical and non-clinical).

Over the past three years (2018-2020), the Engineering sector on Oahu participated in third-party interviews to provide feedback on existing State procurement processes and developed and deployed a Professional Skills survey to identify and build education and training programs to fill the need for certain professional and technical skills within the industry. The 2021 Engineering Sector Partnership is also working with three local high schools (Waipahu High School and its feeder schools, Campbell High School and its feeder schools, and Castle High School and its feeder schools) to develop a K-12 Engineering Pathway that would serve as a cradle-to-career pipeline for students in Hawaii.

Sector Strategies was launched in 2017 and supported in large part on Oahu by the OWDB. It was originally co-convened by the University of Hawaii and the Chamber of Commerce Hawaii and funded through the Strada Education Network and Harold KL Castle Foundation until December 2020. As of January 2021, Sector Strategies is now co-convened by the Chamber and the WDC, and receives its funding through the WDC. Convening support for Sector Strategies is now provided by SMS Research. The status of Sector Strategies convening and funding is to be determined after July 2021. They are

currently working with community partners to identify the funding for the next three years of Sector Partnerships.

Alison Lum thanked Keala Peters for her presentation and mentioned that this committee can help support efforts by identifying skill gaps. Keala Peters may be invited to another committee meeting in the future to discuss the sub-committee that is being formed to address disadvantaged populations.

Co-Chair Joy Kimura had a question for Keala Peters. She asked if there were any new industries being looked into. Keala Peters responded that they are actively working to begin a Technology sector partnership. According to the Talent Roadmap Project, the job growth in Technology, Healthcare, and the Skill Trades will trend upwards over the next five to ten years. A Technology sector partnership would go a long way in preparing students for jobs in this industry. They are also having preliminary discussions about either a Renewable Energy sector partnership or a Sustainable Agriculture sector partnership.

Co-Chair Joy Kimura also thanked Keala Peters for her presentation, and moved the agenda forward because there were no further comments, questions, or objections about her update on Sector Strategies Partnerships.

V. Discussion on Department of Business Economic Development and Tourism's FlexJobs Project

Alison Lum asked Sherry Menor-McNamara about the Chamber of Commerce Hawaii being notified about the DBEDT FlexJobs Project. DBEDT is launching a new partnership with FlexJobs, a website that curates jobs for individuals looking for remote work, to attract more job opportunities for Hawaii residents. DBEDT purchased 200 subscriptions for the AJCH and OWDB to use with select clients at the AJCH. DBEDT wants the employment counselors to identify what remote jobs clients gravitate towards and if they are able to qualify for those jobs. DBEDT would like know if there are significant skill gaps that prevent Hawaii residents from gaining entry into these types of remote jobs. WDC is spearheading this project and filtering it down to the counties. Oahu will be the first county to pilot the project. The subscription services for each client at the AJCH is for 12 months, which offers a lot of time to utilize the benefits to find jobs. Many of the jobs posted are good jobs that lead to career pathways that pay a livable wage. In anticipation to fill the skill gap, DBEDT purchased about 1,000 Coursera logins to provide dislocated workers with certification. These services are also offered to workers who want to upskill and apply for better positions.

Sherry Menor-McNamara asked if this project was intended create transitional jobs that could eventually lead to a career once all skillsets are gained. She also wanted to know what the overall goal of the project and how many workers they wanted to place. DBEDT currently doesn't have a clear goal—they just want the AJCH and OWDB to utilize

the 200 subscriptions as much as possible to see if the project is viable. Alison Lum and Leinaala Nakamura met with Kaala Souza, the WDC consultant, to brainstorm with the service provider and OneStop Operator on the next steps. There is ongoing discussion about whether participating Hawaii residents can accept international remote work offers because they might not count towards the WIOA Performance Measures for Employment. They are unsure if employment in remote work jobs needs to stay within the US. Alison Lum also asked DBEDT if they have specific benchmark standards they'd like to see in terms of how many people use the services, apply for remote jobs, or secure employment. DBEDT currently has no benchmarks. The AJCH and OWBD can provide more support and work with the Sector Strategies Committee to internally set benchmarks once they receive permission from the city's Corporation Counsel. The AJCH and OWBD hope that they can establish benchmarks and then work with WDC to capture the data in HireNet.

Sherry Menor-McNamara asked if DBEDT has a strategy to implement this project. She wanted to know if they were trying to target their support for future jobs in future sectors in Hawaii to diversify the economy. Alison Lum did not know the answer to this question, but offered to ask DBEDT to share their thoughts on this matters.

Co-Chair Joy Kimura asked which DBEDT division is in charge of this project. Alison Lum responded that she did not know the division—all that is known is that DBEDT is leading the project. Co-Chair Kimura asked if there was a DBEDT contact person. Alison Lum said that their contact is directly with Kaala Souza at WDC. He might be invited to present at future meeting to provide more details on the FlexJobs Project. The Sector Strategies Committee and the service provider can work together to provide DBEDT with guidance on producing measurable results. Co-Chair Kimura offered to provide Kaala Souza with suggestions on how to tailor the certification courses to fit international remote job postings. Alison Lum welcomed this suggestion and said that she would follow up on whether participating Hawaii residents can accept international remote work offers.

Co-Chair Kimura and Co-Chair Kakesako thanked Alison Lum and moved the agenda forward because there were no further comments, questions, or objections about her update about DBEDT's FlexJobs Project

## VI. Committee Planning for 2021

Co-Chair Brent Kakesako opened the floor to the committee to decide their future meeting agendas and guest speakers. He acknowledged that having DBEDT present at a future meeting would be beneficial since many factors remain unclear about their FlexJobs Project. Alison Lum mentioned that the Perkins V State Plan is a big part of the Sector Strategies Partnerships. Bernadette Howard is in charge of the funding for the Perkins V State Plan. Alison Lum suggested that they could invite her to present on the current Perkins V State Plan and collaborate with her on how their committee could fit into some of its ongoing projects. Co-Chair Joy Kimura is open to having a Perkins V State Plan presentation at a future meeting.

Co-Chair Kimura also asked about continuing Meli James's work with the Manufacturing sector. She also asked about funds that had been allocated to do an event in support of the Manufacturing industry because she wanted to know if they had expired. Alison Lum responded that the funds were spent/reallocated several years ago to be utilized by the Sector Partnership Committee before they expired. In total, it was about \$14,000. She also stated that the committee can determine if they would like to keep pursuing work with the Manufacturing sector or if they'd like to focus their attention elsewhere. Alison Lum asked that the committee let her know what they'd like to do so that she could provide contacts within the Manufacturing sector, if necessary. Wayne Layugan and Wayne Inouye can be invited back to speak about the possibilities for future Manufacturing partnerships. Co-Chair Kimura stated that she was fine with putting their work with the Manufacturing sector on pause because of changing factors since their last meeting. She invited the committee to suggest other sectors.

Alison Lum shared information she pulled from the WDC website regarding the items their State Sector Strategies and Career Pathways Committee are working on. She mentioned that the committee could offer their support by working with employers to identify skills gaps and recommend solutions and strategies to form a bridge to training to close those skill gaps. Lyn Uratani is the main researcher on Emsi who helps the OWDB identify different in-demand industries. She could offer suggestions for presenters from Emsi to speak to the committee at a future meeting. Alison Lum and Lyn Uratani recommended that Connie Sharp could speak on behalf of Emsi to discuss how to use the platform to research job market trends. The OWBD has an Emsi logon that the board members can utilize. Alison Lum welcomed the committee to explore Emsi. Co-Chair Joy Kimura stated that she would be interested in exploring Emsi to see the different industry trends. Alison Lum and Lyn Uratani will send the Emsi information to the committee.

Co-Chair Kimura asked if it would be possible to find someone willing to speak about the Agriculture sector partnership. She mentioned that the pandemic has spurred new interest in local produce, so it would be a good idea to pursue some research in the Agriculture industry. She suggested that this research be shared with the AJCH to help them support clients interested in Agriculture. Alison Lum also stated that they could expand outside of Agriculture and target the Entrepreneurship sector because more people might be looking into starting their own full-time, local produce supplier businesses.

Stacy Ferreira suggested that the committee contact Meli James to get more information about the Agriculture sector and the Value Add sector. Alison Lum stated that the demand for entrepreneur training has increased significantly during the pandemic. There was a partnership for such training established with the Patsy T. Mink Center at the YWCA in the past, but they recently reduced their hours due to the pandemic. Stacy Ferreira mentioned that Leeward Community College is building up

their Business Development courses with a connection to Agriculture. They provide short-term training modules and job certification programs. Leeward Community College could be another resource worth looking into, and it would be good to get their leadership services placed on the updated ETP list. Alison Lum and Stacy Ferreira stated that it might be good to reach out to the CHANGE Framework for another presentation on what they could do to support transferable skills for displaced workers. Go Farm could also be another resource for short-term Agriculture training and entrepreneur training statewide. Go Farm's contact is Janel Yamamoto. Mao Organic Farm is also starting a workforce certification program for youth (ages 18 to 24). CNHA is also launching the Kuhana Business Program to provide a 10-week training and education class for Hawaii-based food-system related businesses. Kuhio Lewis is the contact person for CNHA. These three organizations could be pathways to establish future partnerships. WIOA funds can be used to offset the cost of training and education if needed.

Alison Lum mentioned that the committee could also act as a funnel to finding ETPs. Other board members in different committees can approach the Sector Strategies committee about various apprenticeship opportunities. Mimi Sroat sent information on a tech apprenticeship. The Sector Strategies can filter these opportunities and bring them to the board to discuss future ETPs and partnerships. The committee can also advertise for the board to get the word out about new opportunities. Co-Chair Joy Kimura offered to provide more information on apprenticeship programs from the skilled trades (Painting, Carpentry, Construction, etc.). Christine Park asked if the apprenticeship program that Mimi Sroat is promoting is part of the Electrician's Training Fund. Alison Lum confirmed that it was and that she sent the information to the Youth Program and Adult Worker Program at the AJCH. She will forward a copy of the information to Christine Park and Alison Lee. Alison Lum also mentioned that it would be good to have Alison Lee provide more information about sector partnerships that could benefit people with disabilities to move into living wage jobs. Christine Park asked Alison Lum if there was data about potential barriers or challenges about upskilling programs used to help displaced or unemployed adult workers. She mentioned that it would be good to have a presentation from the AJCH by Erick Pascua to discuss these matters so that the committee can address the barriers by providing support. Alison Lum agreed that Erick Pascua would be a good guest speaker and can invite him to a future meeting. Alison Lum mentioned that language and access to technology were the most challenging barriers for clients. She also stated that another barrier was the low turnout at the AJCH because people do not want to lose their UI benefits. UI Division has waived its requirements for job searches and HireNet registrations.

Stacy Ferreira asked if the AJCH works directly with DHERD. Alison Lum responded that she is not aware if they do because DHERD is a State department. Christine Park stated that the committee could contact DLIR for the data on how many workers are furloughed versus how many workers are displaced and/or unemployed to help target their support for training or certification programs to help with skill development. Alison

Lum mentioned that the Chamber of Commerce Hawaii would be able to report on the number of local businesses that have closed due to the pandemic. She stated that the committee could work with the AJCH to craft a statement to clients about the importance of participating in training and certification programs to upskill while they wait to hear back from their employers about the status of their jobs.

Stacy Ferreira asked how the committee can start the conversation about supporting farmers who want to aggregate by providing them with some kind of organization to help them with the business development side of their work. If these farmers knew how to access and export market and aggregated, they could take the local Agriculture sector to the next level. Co-Chair Joy Kimura stated that UH's CTAHR Program tried to market Hawaii-grown products to different countries several years ago. If they still have something along those lines, they might be able to help. There is also the Hawaii Farm Bureau. Stacy Ferreira wants to work on getting farmers connected with a viable export market to help them commercialize. Christine Park mentioned that there is a program on Hawaii Island for a coffee collaborative, but she doesn't know of other related programs. She stated that they could expand their search to plant-based manufacturing products as well. Co-Chair Brent Kakesako said that one group that comes to mind is Oahu Fresh, which is a small group that aggregates for smaller farmers and assists with delivers and sales. Alison Lum stated that OWBD can do research and try to find guest speakers to present on this topic at the next meeting.

There were no further comments, questions, or objections about the Committee Plans for 2021.

#### VII. Schedule Next Meeting

Co-Chair Brent Kakesako and Co-Chair Joy Kimura will discuss with Lyn Uratani when to schedule the next meeting and let the rest of the committee know what they decide at a later date.

#### VIII. Adjournment

Co-Chair Brent Kakesako adjourned the meeting at 2:06 pm.