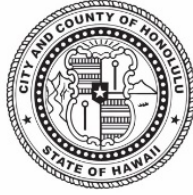


OAHU WORKFORCE DEVELOPMENT BOARD
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DATA MANAGEMENT AND TECHNOLOGY COMMITTEE MEETING
Wednesday, May 19, 2021 – 10:00am to 11:30am (approximate)

Virtual Conference Call

Members Present: Committee Chair Rodney Lee, Russel Cheng, Roseanne Propato, Mimi Sroat

Guests Present: Suzanne Kopan Sakwa, Connie Sharp

Staff Present: Alison Lum, Lyn Uratani

MINUTES

- I. Call to Order Chair Rodney Lee

Committee Chair Lee called the meeting to order at 10:02am.

- II. Approval of Minutes from February 18, 2021 Meeting

Committee Chair Lee entertained approval of the February 18, 2021 meeting minutes. Russel Cheng motioned to approve. Seconded by Mimi Sroat. Unanimously approved.

- III. Discussion of Rollout of Emsi Skillscape and ReWork

Connie Sharp stated that it is important for OWDB to get buy-in during the rollout of Skillscape and ReWork. Any AJCH staff that has access to these tools needs to be fully trained, especially in ReWork. It will take going directly to the targeted populations and showing them the app or going to the partners and getting their buy-in. You may want to consider rolling them out to community partners as a multi-phase approach. Once you get them really well established with the AJCH staff, you can then share it with the partners so that you can begin to reach those pocket communities that you are not yet seeing at the AJCH.

Alison Lum agreed that it is important to get the AJCH staff on the same page, sharing with different organizations, and then word-of-mouth. What is important is that this committee can outline which groups to target first in a controlled rollout. Team WorkHawaii is ready, but they are speaking with people with multiple other barriers. We can help Team WorkHawaii to understand that we need to categorize which populations to target first and with which tools. Team WorkHawaii can approach these populations with supportive services, but ReWork can be pushed by WIOA Adult and Dislocated Worker staff.

Committee Chair Lee asked about training length for ReWork. Connie Sharp stated that training on the app itself will take a couple of hours at most. The more difficult part is pulling administrative reports off the back-end and customizing training for that area once the committee decides who should have access to pull that data; I have not yet seen the administrative side, just the client-facing side.

Alison Lum asked Roseanne Propato if reentry populations have access to smartphones upon release from prison. Roseanne Propato stated that it depends on whether they have family support or if they need other resources. Some who are enrolled in certain programs may need to work without phones for a time, such as 30 days or longer for an intensive treatment.

Connie Sharp underscored that ReWork also works on desktops, not just smartphones. OWDB and its partners might want to see if this could be an allowed website at the prison. ReWork can be embedded wherever OWDB wants, whether it is a WorkHawaii or OWDB webpage. If these are what the prison system already has whitelisted, there should be no problem.

Russel Cheng commented that it is going to be critical to find and name a champion from each stakeholder for the rollout. It will be important for stakeholders and their teams to see that rollout is being led by one of their own people. A champion doesn't need to be from leadership, rather it ought to be someone accessible. Committee Chair Lee and Alison Lum agreed that when talking to partner organizations we can ask them to name a champion who can be internally trained; a benefit is that there is a point-of-contact for these tools within their organization.

Committee Chair Lee added one of the goals of ReWork was to improve our Eligible Training Provider (ETP) list and make it digital and more accessible beyond the existing spreadsheet. Being able to access it on ReWork to show available training and see new programs being added will be helpful. Who has control of the ETP website? Alison Lum and Lyn Uratani confirmed that WDC controls the ETP website. Alison Lum added that WDC has lost some of its employees to WDD so we will need to work through that, especially since the University of Hawaii (UH) Community Colleges are launching more classes that will need to be quickly added to the ETP website. We are fortunate that Emsi has been providing workforce data to the UH system so these trainings directly attend to our local area need.

Alison Lum shared that WDC is no longer working on the single-sign on. SSO is important for everyone and may be the next DMT project; one sign on helps people become eligible for different pots of money quicker. Jobseekers should be able to qualify for many at once since it is all federal funding. We are hoping for a quick streamline between UH and AJCH so at least those two are connected; connecting AJCH and housing is also in the works. Committee Chair Lee and Alison Lum agreed that in some ways, our work at the County level is currently helping to pull the State forward.

Alison Lum added that fortunately UH and the Chamber of Commerce Hawaii have agreed on lists of nationally-recognized credentials. UH will base their training on what the Chamber and their members recognize. This work ties into Skillscape and ReWork; we are finally speaking the same language. If we get our board members to understand this and help us promote Skillscape and ReWork, we can obtain even more buy-in. Russel Cheng commented about go-to-market

plans insofar as we will need to consider best practices and talking points for stakeholders and other audiences. Connie Sharp and Suzanne Kopan Sakwa stated that Emsi can develop talking points and one pagers, as well as anything else that OWDB needs.

Alison Lum remarked that the committee can provide feedback on how these tools should look, including what colors or fonts. Connie Sharp confirmed this and stated that we need to name these tools; it is a customized product so OWDB just needs to tell Emsi what it wants. Alison Lum commented that perhaps we need to focus on a timeline. Russel Cheng stated that a go-to-market plan will have a timeline; we are pushing to get licensing done. What is the end date on the rollout? Otherwise this process keeps going. Alison Lum and Russel Cheng stated that this process doesn't need to be perfect.

Committee Chair Lee asked if there are guidelines we need to follow in respect to naming ReWork. Do we need to go through the board or even to the Mayor's Office? Alison Lum commented that we can look into this. Each county seems to have a specific color but I am not sure if there is a hard rule like there is to use the City seal. Whose seals should we include? This is something we need to think about.

Connie Sharp shared that she had asked Jason Reynolds about the rollout; the product is ready four weeks from the time we get the signed contract back. We would be ready to deploy, for instance, the first of July. Russel Cheng mentioned that this would require us to identify our champions as soon as we can; we need to make sure that our end users have a great experience. Committee Chair Lee added that we would benefit from information from Jason Reynolds about things we need to plan for right now. Russel Cheng agreed that we need to get it right and not lose the segment of the audience we want to reach out to and help quickly. Alison Lum asked Mimi Sroat for contacts in unions that she works with; we are seeing larger numbers of union employees who have been laid off. Mimi Sroat confirmed that she has contacts on the manual labor side. Alison Lum commented that this is important to have someone trained in these tools.

Committee Chair Lee commented that we need a test group. Connie Sharp stated that using the AJCH clients as test group for the first month to shake out bugs will be a good place to start. Alison Lum remarked that we could do a soft rollout at the AJCH for two weeks in July. Connie Sharp stressed that this is not an app and that it lives on a website. Russel Cheng commented that it's really a "web app" that doesn't need to be downloaded and is accessible through a browser. Alison Lum stated that we will need to train our employment counselors on this. Russel Cheng added that we will also want to be cognizant of our net promoter score (NPS) and aim for an 8-10; it's just one benchmark that forces us to focus in on the end users.

IV. Next Meeting

Committee Chair Lee stated that a poll will be sent out regarding the next meeting date.

V. Adjournment

Committee Chair Lee adjourned the meeting at 11:12am.