

WEST HAWAI'I



WORKFORCE NEEDS



Kona-Kohala Chamber of Commerce | 2017

PURPOSE

The Kona-Kohala Chamber of Commerce (KKCC) exists to provide leadership and advocacy for a successful business environment in West Hawai'i.

The mission of the Education and Workforce Development Committee is to facilitate connections to promote opportunities between the education and business communities for the development of Hawai'i Island's existing and future workforce.

As the committee learned more about the education and training opportunities on the Kona-Kohala coast, it became apparent that academic institutions and training organizations would benefit from learning more about the needs of business owners and leaders in the community. As a result, the committee conducted a Workforce Needs Assessment in West Hawai'i.

The purpose of this study:

DETERMINE the existing and future

NEEDS of the Kona-Kohala business community.

Our goal is to encourage educational organizations as well as the business community to utilize this study as a tool to develop curricula or training programs for the development of West Hawai'i's workforce.



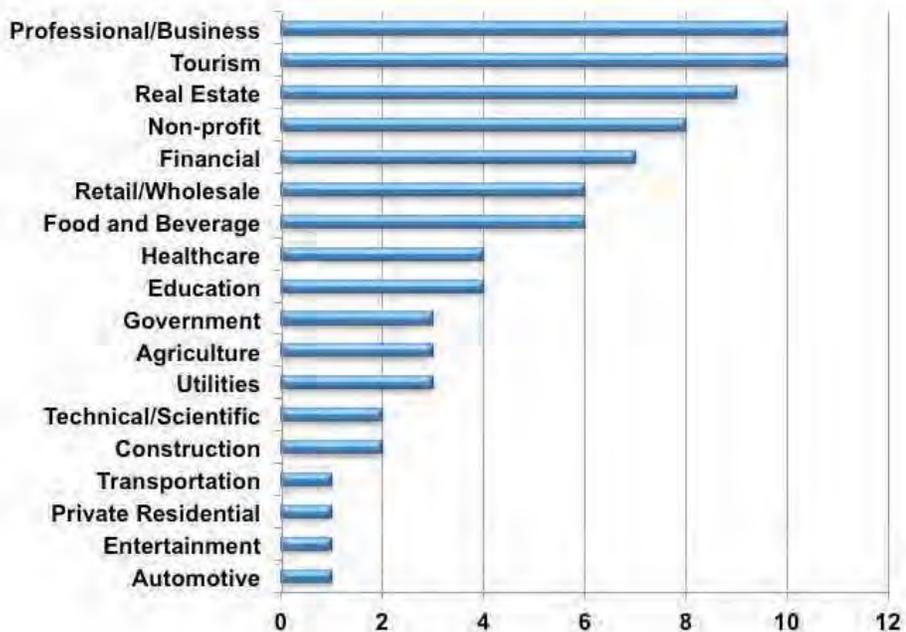
WHO DID WE ASK?

The methods used in this study included an online questionnaire sent to KKCC members and focus group interviews with business leaders in West Hawai'i.

In November and December 2014, the questionnaire was sent electronically to 462 Kona-Kohala Chamber members and the following information was gathered from . . .

83 RESPONSES

18
INDUSTRY
AFFILIATIONS
REPRESENTED



The top three positions of respondents included:

Business Owners 41%

Managers of the Business 37%

Directors, Officers, Administrators 17%

WHAT DID THEY SAY?

Questionnaire respondents represented a range of business sizes from no employees to over 250 employees in West Hawai'i. Here's what these respondents had to say:

Hiring

How many people have you hired in the past two years in West Hawai'i?

53 Companies . . .

Hired **1,143** people

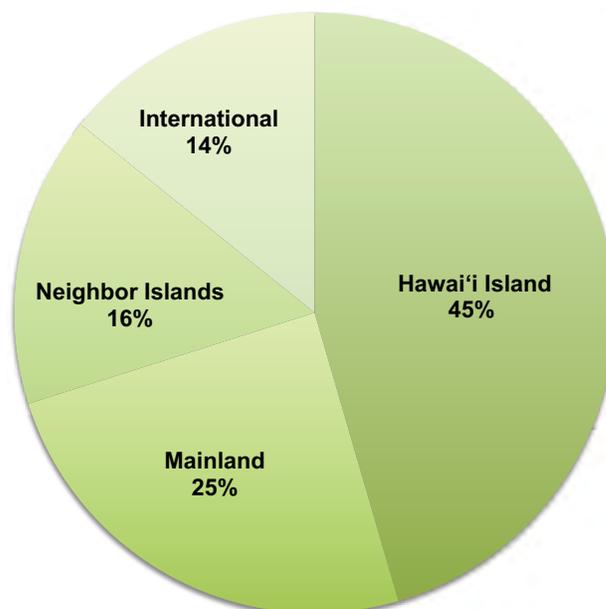
Recruitment

How many of your employees have been recruited from this island, neighbor islands, the mainland or other countries?

“We try to recruit locally within the island.”

“If there's no available expertise locally, we recruit from the mainland.”

“It's a little bit challenging to recruit within the island as there's not enough qualified candidates to fill vacant positions.”



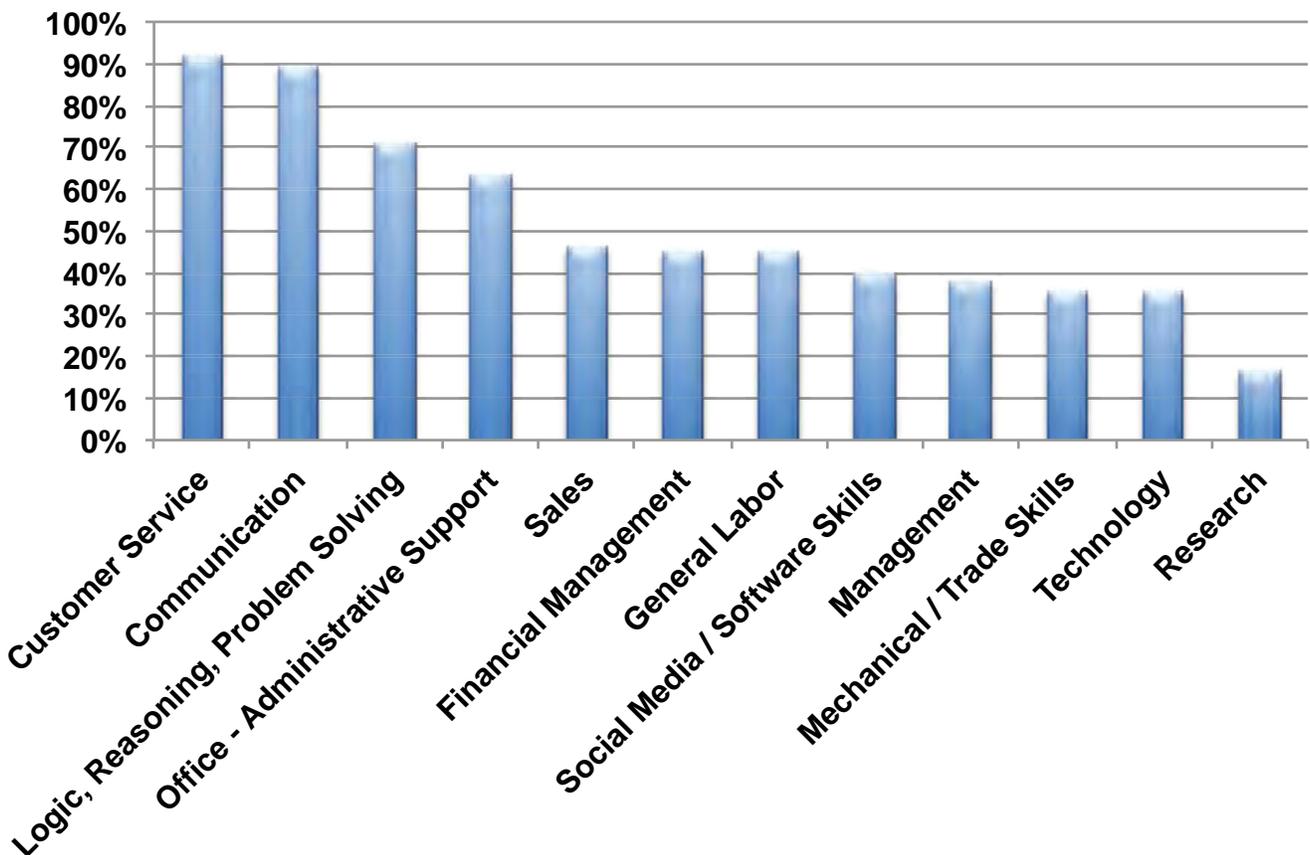
GENERAL SKILLS

What general skills are required to work successfully in your company?

Skills required to work successfully reported by business leaders in **West Hawai'i.**

Top 5 Skills

1. Customer Service
2. Communication
3. Logic, Reasoning, Problem Solving
4. Office - Administrative Support
5. Sales



SPECIFIC REQUIREMENTS

“All providers need credentials.”

“A driver’s license and clean abstract.”

“Various levels of education in specific academic areas, depending on the position.”

“A four year degree is needed.”

“Bachelor’s degree for managerial positions.”

“Depends on the employment group - doctorate degree for faculty, master's degree for professional positions, bachelor's degree for academic and institutional support positions.”

Do you require specific degrees, licenses, or credentials for employment in your company?

43% of respondents indicated requirements

Certifications for Kona-Kohala businesses included:

- Boat Captain
- Cosmetologist
- Driver’s License
- First Aid, CPR, AED
- Fitness Trainer
- Insurance License
- Nursing Assistant
- Occupational Therapists
- PGA Certification
- Real Estate License
- SCUBA Dive Guide or Instructor
- Speech Therapists
- Water Utility Certification
- Zumba Certification

College degrees for Kona-Kohala businesses included:

- Accounting
- Biology
- Business
- Chemistry
- Economics
- Education
- Engineering
- Environmental Studies
- Juris Doctor
- Landscaping
- Management
- Medical Doctor
- Nursing
- Social Work

Responses listed alphabetically - not ranked



TRAINING



“We pay tuition and travel costs for employees to receive training on topics we are unable to provide internally.”

“Sales and technical trainings are required and we will fund them and encourage employees to participate.”

In the past two years have you provided skills training for your employees?

81%
have provided training

Training provided for the following:

Top 10 Skills

| | |
|---------------------------------------|------------|
| 1. Customer Relations | 67% |
| 2. Computer Technology | 56% |
| 3. Team Building | 54% |
| 4. Leadership | 46% |
| 5. Verbal Communication | 45% |
| 6. Management/Supervisor | 41% |
| 7. Problem Solving | 41% |
| 8. Time Management | 35% |
| 9. Industry Specific Equipment | 35% |
| 10. Sales | 33% |

HOW DO THEY TRAIN?

West Hawai'i businesses shared with us the skills employees need to work successfully in their companies and the training they have provided for their employees to acquire those skills.

In June 2015, the KKCC Education and Workforce Development Committee invited Kona-Kohala business leaders to participate in a focus group interview session. This “talk story” method of data collection was the perfect way to learn more from our community.

Focus group participants included **18** business leaders representing the following industries in West Hawai'i:

- Accounting
- Banking
- Business Services
- Health Services and Care
- Higher Education
- Hotels and Hospitality
- Land Owners/Developers
- Marine Tourism
- Media/Newspaper
- Non-Profit Organizations
- Public Utilities
- Water/Waste Water Utilities

How are you currently providing training for your employees?



This ‘word cloud’ combines all the responses recorded from the above question. The responses with greater frequency are larger in the cloud.

TRAINING NEEDS

What types of workforce training in West Hawai'i would help to fulfill the needs of your employees, increase their effectiveness, and increase their value to you now and into the future?

Present & Future Training Needs

Responses listed alphabetically - not ranked

Career Development Counseling
Cultural Knowledge
Engineering
Entrepreneurship
Financial Fundamentals
Leadership Training
Lifestyle and Wellness Training
Management Training
Mentor Training
Networking/Relationship Building
Professionalism and Work Ethics
Social Media Marketing
Spreadsheet Skills
Technology
Time Management and Multi-Tasking
Verbal Communication
Writing Skills

TRAINING ACCESS

What would help you as an employer to access training for your employees?

Responses clustered, not ranked

COMMUNICATION

- Awareness of course offerings in community
- Database or listing for community
- E-mail regularly
- Hub for information
- Knowing what's available
- Mechanism for communication
- Website

CONVENIENCE

- Convenient times
- Evening courses
- Integrate training during workday
- Schedule off-season for tourism industry
- Trainers/Instructors coming to businesses

COST

- Affordability
- Budget for training
- Childcare
- Employment Training Funds (State of Hawaii)
- Finding financial resources
- Free or subsidized training
- Return on Investment
- Vocational training scholarships
- Transportation to school

OUTREACH

- Attracting high school students
- Knowing interests of high school students
- College fairs
- Exposing students to careers
- Job fairs
- School visits

TRAINING/EDUCATION

- Distance learning technology
- Engineering courses
- Field experiences/applied learning
- Four-year college degrees
- Infrastructure - more buildings, equipment
- Internship programs
- Journeyman programs
- Quality/skilled instructors
- Subject matter experts



NEEDS FOR THE FUTURE

What skill sets do you anticipate you will require for future positions within your company?



“Customer-service focused, written and verbal skills, basic computer knowledge, time management, attention to detail, proactive attitude (more of a mind set than a skill).”

“Math for handling money, being on time, and staying at the job.”

“Strong work ethic.”

“Excellent interpersonal and communication skills, both written and oral.”

“Strong analytical and problem-solving skills.”

“Microsoft Office skills.”

“Grant writing skills.”

“Engineering, economics, construction skills.”

“Managerial, sales, cosmetology.”

“Instructors, boat captains with excellent customer service and sales training.”

“Bookkeeping! Kona is in great need.”

“Accounting at the CPA level.”

“Trained medical staff - physicians, nursing, medical technicians.”

“Health care-related skills, caring and treating for the gerontology population.”

“Commitment to the industry that they are looking to get employed by . . . we want individuals that are looking for careers; patience and the willingness to ‘put the time in’ and not simply looking for immediate gratification.”

“Education is paramount.”



GROW THE WORKFORCE

In August 2016, over 80 business and education leaders came together at a forum sponsored by the Kona-Kohala Chamber of Commerce, Hawai'i Community College - Pāalamanui and the University Center, West Hawai'i.

Pohā Ka Lama:

Growing Our West Hawai'i Workforce Together

“The collaborative spirit of the West Hawai'i community is what will make us stronger.”

*Rachel Solemsaas,
Chancellor of Hawai'i
Community College.*

“This event is a meeting of the minds.”

*Dr. Marty Fletcher,
Director of Hawai'i
Community College –
Pāalamanui and the
University Center,
West Hawai'i.*



The event was the first of its kind conducted at the new campus and the title relates to ‘brilliance bursting forth’.

Attendees included business professionals from local industries such as hospitality, tourism, aquatic technologies, aviation, ocean recreation, health care, small business entrepreneurship, and more. Business sizes ranged from less than 10 employees to over 1000. Education leaders included university and community college chancellors, deans, directors, and professors. The group also included government officials and elected representatives.

The purpose of the Pohā Ka Lama forum was to bring stakeholders together to identify areas where community partners can work together and leverage local resources to create career pathways and workforce readiness in West Hawai'i.

COURSES & PROGRAMS

What courses, programs, or training would help to create a work-ready workforce in West Hawai'i?

List order by frequency of responses

WORK-READY SKILLS

- Filling out applications
- Preparing a resume
- Interview skills
- Customer service
- Computer skills
- Leadership skills
- Career development
- Self/Time management

BUSINESS PROGRAM

- Business administration
- Finance/Accounting/Bookkeeping
- Business communications
- Entrepreneurship
- Human resources
- Management
- Sales and marketing

GENERAL EDUCATION

- Verbal communication
- Written communication
- Critical thinking skills
- Literacy and reading comprehension
- Basic math
- Basic research skills
- Planning skills
- Public speaking skills

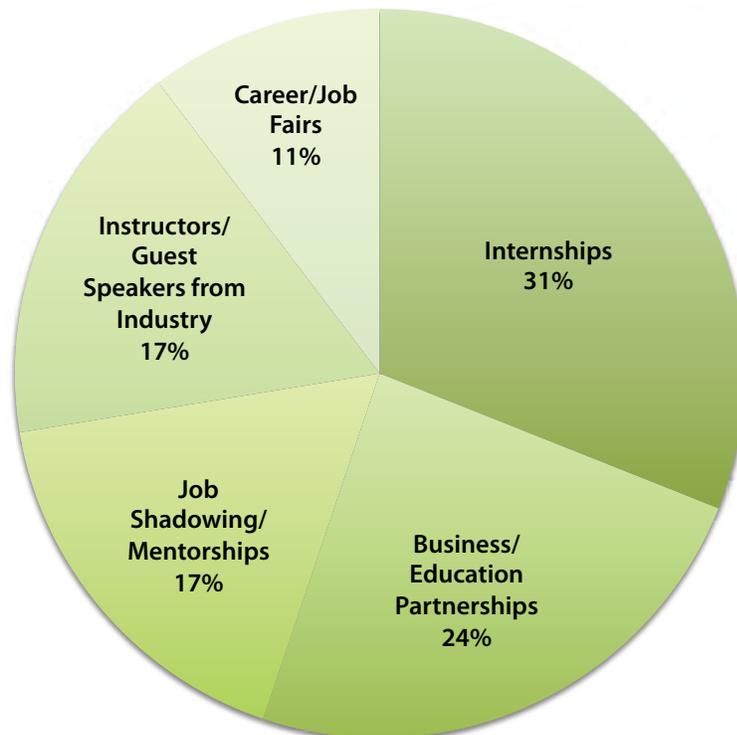
Other courses or programs . . .

- Hotel management
- Hotel engineering
- Four year degree program in tourism
- Servers, mixology and wine service
- Interpretive tour guiding
- Agricultural tourism
- Marine mechanics and technology
- Maritime studies
- Marine science technicians
- Marine education and conservation
- Intro to gerontology courses
- Communication with elderly
- Care giving courses
- Air conditioning, carpentry, plumbing
- Building, construction, affordable homes
- Real estate management
- Kinesiology, personal trainers
- Health/Medical program
- Interpretive medicine
- Cultural competency in health care
- Environment and Sustainability
- Energy management technicians
- Teachers and K-12 professional development
- Mechanics
- Aquaculture technicians
- Aviation and Aerospace Services
- Fire Science, Public Safety, Security Guard
- Hawaiian culture
- Non-profit funding development
- Agriculture and farming
- English language
- Foreign language, translation courses
- Music education
- Social work, case managers

HOW CAN WE GROW?

At the Pohā Ka Lama event, facilitators also asked:

How can we grow our West Hawai'i workforce?



TOP 5 PRIORITIES

Percentages based on responses in top five

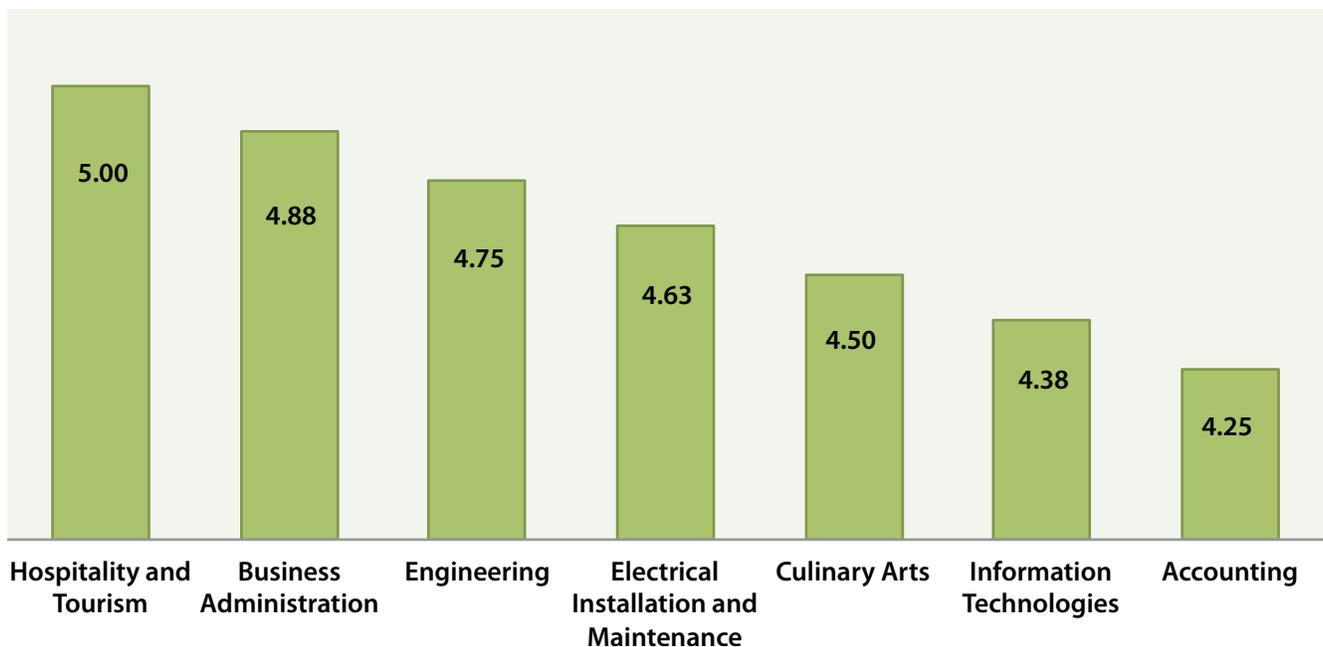
Leaders from business, education, and government also mentioned the importance of advisory boards, focus groups, and networking events as ways for the community to come together to help grow the workforce. In addition, solutions to affordable student and workforce housing and reliable transportation were mentioned. Finding financial resources to assist those in pursuit of training was also addressed.

PROGRAM RANKINGS

At the Pohā Ka Lama event, a questionnaire was distributed asking participants to rank the importance of existing programs offered through Hawai'i Community College and the University of Hawai'i Center - West Hawai'i. Thirty respondents from multiple industries filled out the questionnaire that listed all current programs alongside a scale of 1 - 5 (least to most).

When results were analyzed, the hospitality industry had the greatest number of respondents. Eight representatives from five major resorts on the Kona-Kohala Coast that employ thousands of island residents indicated the following:

Kona-Kohala Hospitality Industry Ranks Importance of existing Educational Programs



This is only one example of a more complex issue. More research from different industries is necessary for a more thorough analysis. The goal of this research is to gather information that provides data for decision makers. The hope is that by identifying needs, the business community, educational institutions and training providers can work together to create programs to develop and grow the workforce in West Hawai'i.



WEST HAWAI‘I WORKFORCE NEEDS

A big **MAHALO** to leaders in West Hawai‘i who participated in this project. Thank you for taking valuable time out of your busy schedules to fill out the online questionnaire, participate in our focus group, and attend the forum. Your input was real and relevant to the unique situation we have on the island of Hawai‘i.

We truly appreciate the contributions from our community!

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