



STATE OF HAWAII
Executive Office on Early Learning
2759 South King Street
HONOLULU, HAWAII 96826

February 17, 2020

TO: Senator Donovan M. Dela Cruz, Chair
Senator Gilbert S.C. Keith-Agaran, Vice Chair
Senate Committee on Ways and Means

FROM: Lauren Moriguchi, Director
Executive Office on Early Learning

SUBJECT: **Measure:** S.B. No. 3013 – RELATING TO EDUCATION
Hearing Date: February 19, 2020
Time: 10:00 a.m.
Location: Room 211

Bill Description: Establishes industry certificate awards and appropriates funds to the DOE to incentivize public high schools to encourage students to obtain industry-recognized certifications. Requires the DOE to submit an annual report containing specified information about the progress of the incentivization.

EXECUTIVE OFFICE ON EARLY LEARNING'S POSITION: Comments

Good morning. I am Lauren Moriguchi, Director of the Executive Office on Early Learning (EOEL). EOEL appreciates the opportunity to offer comments on S.B. 3013.

EOEL is statutorily responsible for the development of the State's early childhood system that shall ensure a spectrum of high-quality development and learning opportunities for children throughout the state, from prenatal care until the time they enter kindergarten, with priority given to underserved or at-risk children.

If this measure is enacted, we respectfully request that early childhood education be included in in the development of industry certification awards. Early childhood education is one of the industries and fields in Hawaii that are sorely lacking a pool of qualified workforce candidates.

It is precisely during the earliest years before brain development is largely complete (before kindergarten), and particularly for those who come from disadvantaged backgrounds – the priority population for the EOEL Public Prekindergarten Program – that our children need qualified educators. It is critical to promote equity.

As we work to increase access to qualified early learning opportunities for our keiki, we must focus on addressing the severely limited workforce of qualified early childhood educators.

Unqualified teaching staff do not have the requisite understanding to support preschoolers and families living in difficult circumstances. When vulnerable children encounter teachers who are unprepared to support their developmental needs, what may result are increased instances of stress-induced behavior problems, inappropriate referrals to special education, and suspensions or expulsions ... all of which may incur high costs to the State.

Given the severely limited workforce of qualified early childhood educators in the state, we believe that incentives such as that proposed in this bill would be mutually beneficial for both the community and our students who are interested in entering the field of early childhood education. Students would work toward a Child Development Associate certificate; for example, this would allow them to work as an educational assistant in the EOEL Public Pre-K Program.

Thank you for your consideration.



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

Date: 02/19/2020
Time: 10:00 AM
Location: 211
Committee: Senate Ways and Means

Department: Education

Person Testifying: Dr. Christina M. Kishimoto, Superintendent of Education

Title of Bill: SB 3013 RELATING TO EDUCATION.

Purpose of Bill: Establishes industry certificate awards and appropriates funds to the DOE to incentivize public high schools to encourage students to obtain industry-recognized certifications. Requires the DOE to submit an annual report containing specified information about the progress of the incentivization.

Department's Position:

The Department of Education (Department) supports SB 3013 provided the passage of this bill does not replace or adversely impact priorities as indicated in the Department's budget.

The Department recognizes SB 3013 provides multiple opportunities to award public high schools monetary awards for the number of students who earn industry-recognized certifications based on high-value employment, connection to post-secondary, or fulfills regional demands as deemed by the Hawaii Statewide Comprehensive Economic Development Strategy report.

As public high schools establish or expand their Career and Technical Education programs of study in their school design, the Department is committed to strengthening and advancing a concerted effort among various partners to prepare students for the college and career pipeline with the appropriate skills, attributes, certification, and/or college credit to contribute to the vitality of Hawaii's workforce.

Thank you for the opportunity to provide testimony on SB 3013.

The Hawai'i State Department of Education is committed to delivering on our promises to students, providing an equitable, excellent, and innovative learning environment in every school to engage and elevate our communities. This is achieved through targeted work around three impact strategies: school design, student voice, and teacher collaboration. Detailed information is available at www.hawaiipublicschools.org.

DAVID Y. IGE
GOVERNOR

JOSH GREEN
LIEUTENANT GOVERNOR



SCOTT T. MURAKAMI
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**STATE OF HAWAII
DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS**

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February 19, 2020

To: The Honorable Donovan M. Dela Cruz, Chair,
The Honorable Gilbert S.C. Keith-Agaran, Vice Chair, and
Members of the Senate Committee on Ways and Means

Date: Wednesday, February 19, 2020
Time: 10:00 a.m.
Place: Conference Room 211, State Capitol

From: Scott T. Murakami, Director
Department of Labor and Industrial Relations (DLIR)

Re: S.B. No. 3013 RELATING TO EDUCATION

I. OVERVIEW OF PROPOSED LEGISLATION

SB3013 proposes to amend Chapter 302A, Hawaii Revised Statutes (HRS), by adding a new section to establish industry certification awards and appropriates funds to the Department of Education (DOE) to incentivize public high schools to encourage students to obtain industry-recognized certifications as well as requiring that DLIR provide an annual list of occupations that meet the high value employment criteria.

DLIR supports the intent of this measure provided it does not conflict with the priorities identified in the Governor's Supplemental Budget request.

II. COMMENTS ON THE SENATE BILL

With the increasing number of Hawaii's students opting to not pursue a college education and move directly to the workforce after graduation, many public schools have been developing industry specific curriculums to meet the high demand for workers in shortage areas. The DLIR will continue to work with the DOE and has the resources to compile an annual list of occupations that meet the high value employment criteria set forth in the measure.



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David Miyashiro
Executive Director

February 19, 2020

Committee on Ways and Means
Senator Donovan M. Dela Cruz, Chair
Senator Gilbert S.C. Keith-Agaran, Vice Chair

State Capitol
415 South Beretania Street
Honolulu, HI 96813

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee,

HawaiiKidsCAN strongly supports SB 3013.

Significantly increasing access to relevant and applied learning experiences is necessary if we want our kids to shape and lead the world of the future.

Founded in 2017, HawaiiKidsCAN is a nonprofit organization committed to ensuring that Hawaii has an excellent and equitable education system that reflects the true voices of our communities and, in turn, has a transformational impact on our children and our state. Our early work has included a focus on increasing access to science, technology, engineering, and math (STEM) and computer science learning experiences. These opportunities expose students to skills connected with high-wage, high-growth industries, giving them more options upon graduation.

Today, our students face an uncertain, deeply complex economic future, both globally and locally. The cost of living continues to rise in Hawaii while affordable housing options become more scarce. More than ever, students need to leave our K-12 system with the career readiness skills they need to survive and thrive and hopefully contribute to our state. Hawaii schools understand this reality, which is why there has been a growth in career academies and pathways programs in recent years.

SB 3013 is an important step forward to ensure schools receive support so that they are offering learning experiences and classes that lead to the biggest impacts, and that the opportunities available to students are tied directly to industries with the greatest economic and growth potential for students. Building on work in states like Tennessee and Colorado, this legislation incentivizes the use of high value employment criteria for making industry certification awards to public high schools. This means that schools will get financial support when they build out career pathways programs for local occupations with high need of



additional competent and skilled employees, high growth potential, and high wages. Since similar work has already begun in Hawaii, this legislation should build upon rather than duplicate these efforts.

National research has shown that the question should be not *whether* schools offer career pathway programs, but *what types* of programs are offered. For example, research shows that workers with certificates in engineering technologies have median earnings between \$75,001 and \$150,000, easily outpacing those with certificates in cosmetology, who earn between \$10,001 and \$20,000, and culinary arts, at \$20,001 and \$30,000.¹ As such, schools and policymakers need quality economic data to more strategically drive career readiness experiences for students. SB 3013 helps to increase transparency about post-college outcomes for career pathways programs, including employment and earnings, and strengthen accountability for these career-oriented programs.

By ensuring schools focus on high value career readiness programs, we can ensure the next generation thrives in that challenging environment; grow our local economy; and address the state's persistent "brain drain" phenomenon, which sees many of our talented students leave for the mainland and stay there due to perceived lack of opportunity.

Mahalo for the opportunity to testify,

David Miyashiro
Founding Executive Director
HawaiiKidsCAN

¹ Georgetown University Center on Education and the Workforce. (2020). The Overlooked Value of Certificates and Associate's Degrees: What Students Need to Know Before They Go to College. Retrieved from <https://cew.georgetown.edu/cew-reports/subba/>

Thursday, February 19, 2020 at 10:00 AM
Conference Room 211

Senate Committee on Ways and Means

To: Senator Donovan Dela Cruz, Chair
Senator Gilbert Keith-Agaran, Vice Chair

From: Carl Hinson
Director, Workforce Development

Re: **Testimony in Support of SB 3013
Relating to Education**

My name is Carl Hinson, Director of Workforce Development at Hawai'i Pacific Health (HPH). Hawai'i Pacific Health is a not-for-profit health care system comprised of its four medical centers – Kapi'olani, Pali Momi, Straub and Wilcox and over 70 locations statewide with a mission of creating a healthier Hawai'i.

I write in support of SB 3013 which establishes industry certificates awards and appropriates funds to the DOE to incentivize public high schools to encourage students to obtain industry-recognized certificates.

Hawaii has critical shortages of qualified local workers in fields including health, education, air travel, and technology. In light of the needs of the state's economy, our public high schools should strategically prepare students for the workforce by encouraging industry certification in "high value" occupations. With 3.7 million students expected to graduate during the 2019-2020 school year, steps should be taken to increase career readiness in order to ensure that those graduates can successfully enter the workforce. Thus, incentivizing public high school students to obtain industry certification in high value occupations provides a benefit to both the student as well as the state's employers.

As one of the largest employers in the state, HPH recognizes the value of the program proposed in SB 3013 in producing future employees who have been provided with the skills needed to make a meaningful contribution to the workforce.

Thank you for the opportunity to testify.



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Toby Taniguchi, KTA Superstores, *Advisor*

TO:
Committee on Ways and Means
Senator Donovan M. Dela Cruz, Chair
Senator Gilbert S.C. Keith-Agaran, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 19, 2020
TIME: 10am
PLACE: Conference Room 211

RE: SB3013 Relating to Education

Position: Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

One of the biggest challenges of doing business in Hawaii right now is lack of skilled, trained workers. This program will help bring to light the benefits of industry recognized certifications. These types of certifications can provide valuable industry specific in demand skills and lead to employment opportunities. Unfortunately, certifications as a form of education are not sought out by many young people in Hawaii. Incentivizing high schools is a good way to ensure that Hawaii youths are aware of these certifications and have the opportunity to pursue them. We believe this program will help increase workforce readiness will have benefits for Hawaii students and Hawaii business.

We thank you for the opportunity to testify.

SB-3013

Submitted on: 2/17/2020 11:37:31 AM

Testimony for WAM on 2/19/2020 10:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Dylan	Testifying for Hawaii Kids Can	Support	No

Comments:

In support



Chamber of Commerce HAWAII

The Voice of Business

**Testimony to the Senate Committee on Ways and Means
Wednesday, February 19, 2020 at 10:00 A.M.
Conference Room 211, State Capitol**

RE: SB 3013, RELATING TO EDUCATION

Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **supports** SB 3013 which establishes industry certificate awards and appropriates funds to the Department of Education to incentivize public high schools to encourage students to obtain industry-recognized certifications. This bill would also require the department to submit an annual report containing specified information about the progress of the incentivization.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 2,000+ businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

In alignment with the Department of Education (DOE) and State Office of Career and Technical Education's efforts to bridge the gap between school and employment, the Chamber has partnered with the University of Hawaii ("UH"), Workforce Development Council ("WDC"), Hawaii P-20 Council and the Harold K.L. Castle Foundation (Castle) to strengthen college and career pathways. The Chamber is currently serving as an intermediary for Pearl City High School and Waipahu High School to increase access to Work-Based Learning (WBL) opportunities, which include attainment of associate degrees, workforce development diplomas, pre-apprenticeship certificates, and other industry-recognized certificates

The Lumina Foundation, a leader in increasing post-secondary opportunities, conducted an "Education Consumer Survey" focused on certifications. Results published in a Forbes Magazine article showed that adults with a short-term certificate or industry-based certification were more likely to be employed (85%) than adults without such credentials (78%). Results also showed that adults holding certificates reported their median annual income to be \$45,000, compared to \$30,000 for adults without any certificates. Among the non-degreed adults with a certificate or certification, two-thirds were inclined to recommend the educational path they had followed to others, compared to less than half of the non-degreed adults without such credentials. Among certificate/certification holders, 60% believed their educational experiences made them more marketable to potential employers, compared to 44% of those who had not earned certificates or certifications.

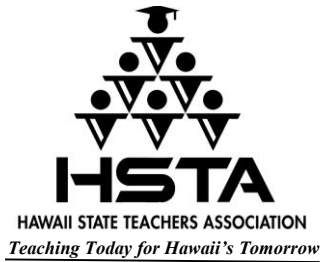


Chamber *of* Commerce HAWAII

The Voice of Business

Overall, this legislation is an important step to providing career paths for good paying jobs for employees, while simultaneously helping to fill employment and skills gaps that financially burden businesses and the economy.

Thank you for the opportunity to testify in support of SB 3013.



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Executive Director

TESTIMONY BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS

RE: SB 3013 - RELATING TO EDUCATION

WEDNESDAY, FEBRUARY 19, 2020

COREY ROSENLEE, PRESIDENT
HAWAII STATE TEACHERS ASSOCIATION

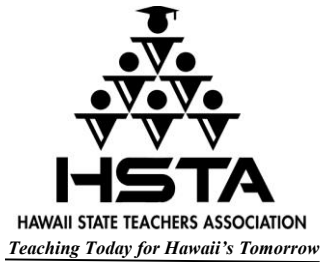
Chair Dela Cruz and Members of the Committee:

The Hawaii State Teachers Association **supports SB 3013**, relating to education. This bill establishes industry certificate awards and appropriates funds to the DOE to incentivize public high schools to encourage students to obtain industry-recognized certifications. It also requires the DOE to submit an annual report containing specified information about the progress of the incentives. The department shall coordinate with the University of Hawaii system and other relevant cross-sector partners, such as partners in the P-20 Initiative and P-20 for Education programs, to develop high value employment criteria for making industry certification awards to public high schools.

According to the Hawaii State Department of Education, “Career and Technical Education is an educational structure that allows students the opportunity to explore and learn through the practical application of academic and technical skills and knowledge. The support and involvement of business and industry in CTE is critical to the preparation of tomorrow's skilled workforce.”

Yet, there is concern among CTE stakeholders (teachers, industry experts, and employers) about the lack cutbacks to CTE programming. As a result of a federal and state emphasis on high stakes accountability over the past decade, secondary schools across have diverted CTE funding to core content areas, especially English Language Arts and mathematics, and cutting CTE programs, where industry recognized certificates should not only be encouraged, but also supported.

A majority of all current job openings, both locally and nationally, are for positions that do not require a college degree. While education reform rhetoric extols “college and career readiness,” job projections by the Hawai‘i Department of Labor show that, overall, more than 70 percent of the state’s projected openings through 2022 require a high school diploma or less. For comparison, about 15 percent of future openings



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require a bachelor's degree and only 4 percent require a master's, doctoral, or professional degree.

Expanding opportunities for young people to acquire these industry standard certificates while still in high school allows young people to design their own futures. According to a national study, only 25 percent of polled job seekers reported receiving career pathing in high school, with 41 percent saying that they wished they had received more vocational guidance. Careers taught through the department's vocational programming—from financial management to civil engineering to teaching—are at the core of our local economy, requiring real-world skills that benefit both students and employers alike.

Vocational training, now called CTE, should be a viable alternative to college, which is increasingly cost prohibitive for high school graduates and their families (though, notably, students who obtain CTE certifications attend college a higher rate than students who do not). This bill will allow forty-four percent of Hawai'i high school graduates who do not seek post-secondary education at four year institutions to have more opportunities to receive industry-based skills and certifications required to join the 21st Century job market.

The establishment of these opportunities will help ensure that when a student graduates from high school they are prepared to be a productive member of society and able to be gainfully employed. This will have a pronounced beneficial impact on society for generations to come.

The Hawaii State Teachers Association asks your committee to **support** this bill.

SB-3013

Submitted on: 2/15/2020 11:52:09 AM

Testimony for WAM on 2/19/2020 10:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Aisha Heredia	Individual	Support	No

Comments:

Aloha,

I am in strong support SB3013 because this bill will create greater financial support for schools to have career certification pathways for students. This bill will ultimately lead to increasing opportunities for high school students to understand and access the high quality jobs in their communities. When I taught lessons on alternative energy, I recognized that although students know that there is a need for alternative energy, they did not know the types of skills that workers in the alternative energy field would need to learn, and how to go about learning these skills.

I taught science, ecology and technology lessons at the intermediate school level, and notice that students were beginning to understand where their job opportunities at that early of an age. Knowing where their careers can go, created motivation and greater drive to learn. I brought industry professionals into my classroom to connect with students, to discuss what skill sets are involved in their careers, and how they can make a difference in their community. My students sometimes didn't know that they could become power plant managers, or water treatment engineers until they met these professionals.

I would like to see schools receiving financial support to build out career pathways programs, with opportunities like I mentioned above, where students can learn how to get into their future careers. These pathways should align with high-skilled, local occupations that have high potential for growth, and high wages. I understand that there are already CTE programs in the state, but they are not consistent across all schools, and they are possibly outdated to the advances in technology and career opportunities that we have today. I would like to see current CTE programs updated and looking for the future tech-based economies ahead.

Students should have opportunities to learn entry-level job skills while in high school, and graduate high school with real-world employable skills. I am in strong support of SB3013 because it will help incentivize schools to develop these types of career skills training for students.

Mahalo,
Aisha Heredia
Former STEM Teacher

SB-3013

Submitted on: 2/17/2020 3:14:38 PM

Testimony for WAM on 2/19/2020 10:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Cynthia Bartlett	Individual	Support	Yes

Comments:

The DOE has the ability for the first time in history to LEVEL THE PLAYING FIELD for Hawaii students to prepare them for the NEW job market. Here is the story of why:

To fit into the job market of today it will take digital training courses. I met a coach in Waimanalo that said our high school graduates have no motivation to go on. They go back home or get only entry level jobs. And the immediate future shows many of those jobs will be lost to automation and AI. We need to reformat the training now. or Hawaii will have all the future students on welfare. If we want to succeed as a state, we need to pay attention to what is now taught in school or our whole population will be left behind.

We need to excite the students by starting in middle school and offering certifications in high school for digital which is where the jobs are.

We can bring in companies like google, apple and Microsoft to do extra and exciting workshops here they are willing to help in the schools. Today there are a projected 50 million jobs in automation field and our students can be part of this.

Automation computer coding is here. Digital sales and marketing are here. DOE is not. It needs to raise the bar on technology. I met a teacher at our Hawaii Technical Academy. The man said there are not too many technical courses they do not concentrate on that track.... it is mainly called that because it offers an online option so student only attend school 2 days a week. This is another missed opportunity. Someone needs to come into the DOE and be appointed to Digital Training.

We need to offer training certifications where the digital and computing jobs are.

The world is changing. The job market is requiring new digital and social media marketing skills for **all** office jobs and many management jobs.

Here are examples of training certifications that already exist:

Computer Coding

Data management

Website design

SAS design
SEO and Sales Digital Marketing
Social Media marketing and communications
Data Management
Automation

It does not matter if a student graduates high school or community college **this is about job. relevance.** If they do not have this training they will be passed over. Period. I recently was unemployed and the job training center does NOT offer this. They offer an IT course which is different.

If we want our Hawaii students to get a job, we have to modernize for the job market. The ability to use SEO and data testing is now valued over a person's work experience. This means they do not have to hire someone with 15 years' experience, instead a data coder can find out with more efficiency whatever they need to operate. **This is a worldwide trend and it will only get worse. There will be the digitally competent and the non. Companies want to hire young people with coding and digital facility.** We need to be savvy about what careers end and become automated in the next 5 to 10 years and train our students for more online computer skills.

Why should there be a divide between our private and public schools over computer training. Our public students deserve a future where there will be jobs for them. **Let's not talk training about construction or car repair.... let's not waste our opportunity to modernize and make a future for our public-school children.**

They need to know how to use code and internet SEO for sales and optimize websites for businesses--- they do not need training as a bank teller or cashier or in jobs which will get automated.

Hawaii DOE needs short relevant certifications and internships so our students can acquire and put them on. a real career path that employers seek.

Please do not get distracted by car repair training. **This is a crisis and an opportunity to uplift the whole state. Thank you.**