



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKA'I

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DTS 202411131613LA

November 15, 2024

The Honorable Ronald D. Kouchi,
President and Members
of the Senate
Thirty-Third State Legislature
State Capitol, Room 409
Honolulu, Hawaii 96813

The Honorable Nadine K. Nakamura,
Speaker and Members of the
House of Representatives
Thirty-Third State Legislature
State Capitol, Room 431
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Nakamura, and Members of the Legislature:

For your information and consideration, I am transmitting a copy of the *Annual Report on Workforce Development Programs*, as required by Section 202-10, Hawaii Revised Statutes. In accordance with Section 93-16, Hawaii Revised Statutes, I am also informing you that the report may be viewed electronically at:
<http://dbedt.hawaii.gov/overview/annual-reports-reports-to-the-legislature/>.

Sincerely,

James Kunane Tokioka
DBEDT Director

Enclosure

c: Legislative Reference Bureau



Annual Report on Workforce Development Programs

Report to the 2025 Legislature

HRS 202-10

Hawai'i Department of Business, Economic Development &
Tourism

November 2024

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Annual Report on
Workforce Development Programs
Department of Business, Economic Development & Tourism

The Department of Business, Economic Development & Tourism (DBEDT) is Hawai‘i’s resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT’s mission continues to be achieving a Hawai‘i economy that embraces innovation and is globally competitive, dynamic, and productive, providing opportunities for all Hawai‘i’s citizens. Through our attached agencies, we also foster planned community development, create affordable workforce housing units in high-quality living environments, and promote innovation sector job growth.

DBEDT holds **workforce development** as one important aspect of its mission, through its agencies, divisions, and branch programs. In this report, we provide an account of DBEDT’s workforce development programs, underlying their scope, employment potential, and target metrics. The report is organized according to DBEDT division or agency involved in the programs’ operations.

BUSINESS DEVELOPMENT SUPPORT DIVISION (BDS)

1) Program Title: Healthcare Workforce Development Program. BDS Collaboration with the Healthcare Association of Hawai‘i to Alleviate Statewide Healthcare Staffing Shortage.

Description of the program: The Hawai‘i Healthcare Workforce Initiative 2022 report published by the Healthcare Association of Hawai‘i (HAH) indicates the state's need for non-physician patient-facing healthcare professionals has grown 76 percent specifically from 2,200 job openings (2019) to 3,873 openings (2022). Approximately 40 percent are in entry-level positions. Critically needed professions include certified nurse aide (CNA), medical assistant, phlebotomist, and patient service representative¹.

To alleviate the statewide healthcare staffing shortage, the Business Development Support Division under DBEDT has agreed to contract with the Healthcare Association of Hawai‘i to implement the following two healthcare workforce development programs: 1) the public high school healthcare workforce certificate program, and 2) the CNA-to-LPN (licensed practical nurse) Glidepath program.

- i. The purpose of the public high school healthcare workforce certificate program is to address the entry-level healthcare workforce shortage by certifying high school students in high-demand health certificate professions with transition-to-employment support.

These high-demand patient-facing professions include CNA, medical assistants, phlebotomists, and patient service representatives. HAH expects to enroll 175 students from at least 13 schools across the State.

- ii. Meanwhile, the CNA-to-LPN Glidepath program is an earn-and-learn pathway that enables employers to retain employees as they pursue education and career advancement.

In 2019, there were 144 LPN job openings, but this number increased to 211 LPN job openings in 2022. Currently, LPN programs only produce 30 graduates per year. Implementing the CNA-to-LPN Glidepath program addresses this shortage of LPNs throughout the state. HAH expects to enroll 50 students for the upcoming year.

Number of jobs created/supported or hired directly, or amount of revenue generated:

- i. Public high school healthcare workforce certificate program: 175 students eligible for employment after course completion.
- ii. CNA-to-LPN Glidepath program: 50 students eligible for employment after course completion.

¹ Healthcare Association of Hawaii, 2022. [Healthcare Workforce Initiative and Reports — Healthcare Association of Hawaii](#).

Program Metrics:

Type or category of employment garnered:

- i. Public high school healthcare workforce certificate program at entry level.
- ii. CNA-to-LPN Glidepath program at entry level.

Average annual salary of the jobs created/supported:

- i. Certified nurse aide - \$35,000 to \$39,000 per year.
- ii. Medical assistant - \$41,000 to \$47,000 per year.
- iii. Phlebotomist - \$39,000 to \$49,000 per year.
- iv. Patient service representative - \$34,000 to \$49,000 per year.
- v. Licensed practical nurse - \$53,000 per year.

Amount and nature of expenditures made on workforce development programs:

- 1) Public high school healthcare workforce certificate program - \$750,000.
- 2) CNA-to-LPN Glidepath program - \$700,000.
- 3) Total: \$1,450,000 appropriated by the Legislature under Act 089, SLH 2024.

2) **Program Title: Programming of Professional Master Classes for Professionals and Culinary Aspirants.** BDSO Collaboration with Kapiolani Community College, the Culinary Institute of the Pacific, and the Culinary Institute of America to Initiate Culinary Workforce Development Program

Description of the program: Beginning in the Fall of 2024, the Culinary Institute of the Pacific (CIP) and Kapi‘olani Community College collaborated with the Culinary Institute of America (CIA), the world’s premier culinary college, to carry out a workforce and professional development program in the culinary arts. The workforce development program is designed for professional chefs and people aspiring to join the food service and hospitality industry. Programming includes weeklong courses emphasizing cuisines from Asia, the Pacific Rim, and Latin America complemented by global, plant-forward cuisines.

The first two cohorts recently completed their respective weeklong courses focusing on ‘āina-based Mediterranean cuisine and plant-based Hawaiian themes. Planning is currently underway for the second two cohorts scheduled for October 28 and November 4, 2024. Future classes are scheduled for Spring, Summer, and Fall 2025.

Cohort 1 included 16 participants from a variety of food service establishments such as hotels, restaurants, and the military. Meanwhile, Cohort 2 enrolled 15 participants from similar demographics with instructors from Windward Community College and Hawai‘i Community College. Cohorts engaged in various activities such as discussions, demonstrations, hands-on cooking, and product evaluations.

This culinary workforce development program directly benefits the food service and hospitality industry. In fact, according to the Hawai‘i Restaurant Association, there is a dire shortage of chefs and skilled kitchen workers in our islands, with about a fifth of Hawai‘i’s restaurants having

openings for chefs, and three-quarters of local eateries actively hiring for cooks. The program's professional master classes alleviate the shortage of chefs and skilled kitchen workers. As a workforce development program, these classes retain existing culinary professionals while simultaneously attracting new talent to the food industry.

Number of jobs created/supported or hired directly, or amount of revenue generated:

Cohort 1 members enrolled 16 participants, while Cohort 2 participants enrolled 15 participants. Total Cohort 1 and 2 participants yield 31.

Program Metrics:

Type or category of employment generated:

- i. Below-the-line crew = kitchen/line cooks.
- ii. Above-the-line crew = chefs.

Average annual salary of the jobs created/supported:

- 1) Kitchen line cooks - \$39,000 per year.
- 2) Chefs - \$36,000 per year to \$93,500 per year.

Total amount and nature of expenditures made on workforce development:

- \$2,000,000 from Hawai'i State Legislature

CULINARY INSTITUTE OF THE PACIFIC
DIAMOND HEAD

Culinary Excellence Redefined: Kapi'olani Community College Teams Up with The Culinary Institute of America

Introducing the New Workforce
Development Program in Culinary Arts

Learn More ↓

HAWAI‘I STATE ENERGY OFFICE (HSEO)

1) **Program Title: Clean Energy Sector Partnership.** Good Jobs Hawai‘i / Clean Energy Sector Partnership.

Description of the program: Lead by the University of Hawai‘i Community Colleges (UHCC), Good Jobs Hawai‘i (GJHI) offers free skills training that can lead to career pathways, better-paying jobs, and job advancement in four (4) of Hawai‘i’s high demand projected growth sectors: Healthcare, Information Technology, Clean Energy/Skilled Trades, and Creative Industries. GJHI supports the training and wraparound support costs for participants by leveraging various federal, state, county, and philanthropic resources including: the U.S. Economic Development Administration (Good Jobs Challenge), the U.S. Department of Education (Hāna Career Pathways), the City and County of Honolulu (Good Jobs O‘ahu), the Hawai‘i Department of Labor and Industrial Relations Workforce Development Division, Ascendium Education Group, the Harold K.L. Castle Foundation, the Hawai‘i Community Foundation, and the Hawai‘i Workforce Founders Collaborative.

The Hawai‘i State Energy Office (HSEO) is the sector lead for the Clean Energy / Skilled Trades sector under GJHI. As the sector lead, starting in 2022 HSEO supported and recruited key employers to support UHCC’s Resilient Hawai‘i: Good Jobs Challenge competitive grant application that brought in \$16.3M in federal funds to help establish GJHI by leveraging and combining existing workforce development programs. As the sector lead, HSEO and its partners established the Clean Energy Sector Partnership (CESP) in March 2023 via Steering Committee and launched the Full CESP in October 2023. Patterned after other sector partnerships in Hawai‘i, the CESP is a coalition of educators, businesses, and community partners that serves to identify workforce needs in the clean energy sector, and impiety resources and foster partnerships to fill those needs. The Full CESP has been convened four (4) times from October 2023 through September 2024 and will continue indefinitely as a forum to identify and pursue sector workforce priorities and opportunities.

Number of jobs created/supported or hired directly, or amount of revenues generated:

Good Jobs Hawai‘i Clean Energy / Skilled Trades Sector (as of 10/15/24)			
	Current	Goal	% of Goal
Total Participants	649	400	157%
Total Completers (Target: 85% of Participants)	457	341	118%
Total Job Placement (Target: 75% of Completers)	225	255	80%

Program Metrics:**- Top 10 Trainings for Participant Employment:**

Training Provider	Training	Sector	Jobs
Hawai'i CC	Forklift Operator Training	Skilled Trades	31
Leeward CC	Commercial Motor Vehicle (Class A)	Skilled Trades	31
Hawai'i CC	Electrical Tech – Maintenance Electrician (EM)	Skilled Trades	30
UH Maui College	Electrical Tech – Maintenance Electrician (EM)	Skilled Trades	28
Honolulu CC	Carpenter Pre-Apprenticeship	Skilled Trades	27
Windward CC	Certified Arborist Prep	Skilled Trades	25
UH Maui College	Solar Safety Training	Clean Energy	23
UH Maui College	Renewable Energy Certificate	Clean Energy	11
Windward CC	Advanced Landscaping Training for Professionals	Skilled Trades	10
UH Maui College	Carpenter Pre-Apprenticeship	Skilled Trades	9
TOTAL			225

CC = Community College

Median hourly wage of the jobs created/supported:

- i. Median Wage for Clean Energy and Skilled Trades: \$26/hour
- ii. Exceeds GJHI goal of \$20/hour for this sector

Amount and nature of expenditures made on workforce development programs:

HSEO's workforce development initiatives are funded primarily by federal funds and grants. HSEO has one full-time employee dedicated to workforce development: its Energy Training Specialist funded by the U.S. Economic Development Administration through Good Jobs Hawai'i, and the funding for the position ends in September 2025. HSEO received \$250,000 through UHCC for this position.

The primary state funds HSEO receives towards workforce development are for two HSEO staff salaries: the Managing Director of HSEO's Jobs and Outreach Branch, which oversees HSEO's community engagement and workforce development initiatives; and, one of HSEO's Outreach and Engagement Specialists, who oversees HSEO's innovative Clean Energy Wayfinders youth corps program and HSEO's support of the Hawai'i Department of Education's Career and Technical Education Advisory Council for the Energy Pathway. HSEO's Wayfinders host fees paid to Kupu come from federal funds from the U.S. Department of Energy. HSEO is planning

to onboard six (6) new Wayfinders in 2025 with the mission of engaging Hawai'i residents and businesses on the ground to share information on energy efficiency and renewable energy opportunities.

Separately, HSEO has been allocated and is in the process of being awarded \$1,194,820 from the U.S. Department of Energy to develop workforce training and job placement for residential energy contractors to install energy efficiency technologies and home retrofits eligible for rebates from USDOE under its Home Energy Rebates program that will roll out in 2025. HSEO is waiting for this award from USDOE and is currently negotiating the contract for this work.

HAWAI‘I GREEN INFRASTRUCTURE AUTHORITY (HGIA)

1) **Program Title:** Ensuring Skilled Workforce for Solar Deployment.

Description of the program: Scaling the deployment of Solar for All (SFA) funds requires increased installers, solar sales professionals, and green lenders.

For solar installers and solar sales professionals, HGIA is currently partnering with HSEO’s Clean Energy Sector Partnership Good Jobs initiative and has plans to expand collaboration efforts with other partners that could include the State’s Workforce Development Council, Chamber of Commerce of Hawai‘i, Climate Coalition, Makaha Learning Center, etc.). SFA-HI workforce development investments made by HGIA will be additive and not duplicative to other existing efforts. To achieve this, HGIA will continue its workforce development collaborations statewide, as well as on a national level.

The Good Jobs Clean Energy Sector workforce development program (CESP) was launched last year, and a significant amount of work is being conducted around identifying needs, gaps, and obstacles. Based on its findings, SFA-HI will complement CESP by offering wrap-around services to increase the clean energy workforce with low-income, minority, and/or rural employees in solar installations and/or solar sales.

The \$7,500/intern budget is expected to be used to offset the cost of required training or provide stipends to employers to offset the cost of hiring interns, or it may be used to assist with childcare or transportation costs to get said interns to the job sites. HGIA anticipates implementing this initiative during the second year of the program.

Number of jobs created/supported or hired directly, or amount of revenue generated:

Budgeted for 65 participants.

Program Metrics:

Type or category of employment garnered:

A mix of solar sales professionals and solar installers.

Average annual salary of the jobs created/supported:

- i. Solar Installers ranging from \$40,000 to \$70,000.
- ii. Solar Sales Professional – over \$100,000

Amount and nature of expenditures made on workforce development programs: Budget of \$500,000 in federal funds.

2) **Program Title:** Federal Solar for All Funds (SFA). Technical Assistance for Green Lenders.

Description of the program:

Green Banks and Green Lenders like HGIA who are implementing and administering non-traditional financing programs to expand access to capital to low-income households and disadvantaged communities, are “stuck” between finance and climate. Candidates from Banks or credit unions may understand traditional lending; however, they lack knowledge of non-traditional lending, clean energy technology, and utility interconnection programs. Candidates from the energy industry understand clean energy technology and utility interconnection programs; however, they are ignorant to traditional and non-traditional lending. As such, every single HGIA employee needs to be trained “on the job” and this lengthens the amount of time it takes for new hires to become proficient in their work.

The starting pay for an entry-level residential loan underwriter and processor for HGIA is equivalent to mechanical engineering technicians, cardiovascular technologists and technicians and first-line supervisors of non-retail sales. Further, HGIA’s entry-level underwriter’s salary is higher than teachers in both Hawai‘i and on the mainland, making Green Lending a good career choice for minorities, and/or individuals from low-income households or rural areas.

This technical assistance program will support the growth, development, and deployment of a diverse professional workforce to enable state and community lenders, project developers, and low-income communities in Hawai‘i to conduct state-of-the-art planning, assessment, financing, and entity-level implementation of rooftop solar projects funded through the Hawai‘i Solar for All (SFA) grant. In the process, it will help build an equitable new market for solar program development and lender-based financing to accelerate the deployment of direct investment funds of SFA to low-income households and communities.

This program will create and provide university faculty and professional-based instruction and capacity building for two sequential, accreditation-level, upper-level undergraduate, graduate, and early/mid-career professional courses. These will address 1) foundational skills and tools needed for planning, designing, and assessment of rooftop solar projects and programs, and 2) financing and entity-level implementation of solar projects and programs with a focus on lending, leveraging (e.g., mobilizing private capital) and green budgeting. The courses will be coupled with experiential learning-by-doing technical assistance opportunities through education program-based assistance to a stream of new SFA projects in Hawai‘i. The program will be designed to be launched through an NGO partnership platform led by thought leaders experienced in strategy, analysis, innovation, training, advanced facilitation, and technical assistance, as well as an educational organization focused on creating intellectual and economic wealth through providing education and programming for minorities, with more than 44 chapters across the country. In addition to SFA financial support, HGIA will assist in the design of the program to not only train FTE in Hawai‘i but also help scale inclusive green lending nationwide.

The two courses and the project-level learning by-doing and technical assistance will be fully integrated as a cohesive program. The program will be structured to transition to a sustainable business model by the end of the grant period and designed to scale to university MBA curricula

and other educational partners. It will also be designed for optional expansion to additional zero-emitting technologies beyond solar.

While the impetus for this technical assistance program is to help accelerate the development of HGIA's workforce and other potential green lenders in Hawai'i, feedback from energy stakeholders indicates high levels of additionality benefitting other professionals in the energy sector, such as:

- Foundational Skills and Tools
- Lenders (Green Banks, banks, credit unions, CDFIs)
- PUC staff
- Consumer Advocate Staff
- Energy attorney staff
- Energy office staff
- Solar contractors
- Financing and Entity Level Implementation (participants must take #2 or have functional equivalency)
- Lenders
- Investors
- Nonprofits
- Local and state government

Number of jobs created/supported or hired directly, or amount of revenues generated:

It is anticipated the program to be launched in the Fall 2025 or Spring of 2026 and estimating 10 participants from Hawai'i over the program period.

Program Metrics:

Type or category of employment garnered:

Training will be for middle and upper management levels

The average salary for mid-level green lender is approximately \$100,000 to \$150,000

The amount and nature of expenditures made on workforce development programs:

Budgeted \$500,000 in federal funds.

HAWAI‘I TOURISM AUTHORITY (HTA)

1) **Program Title:** Hawai‘i Tourism Authority Work Wise Program

Description of the program: The HTA Work Wise program, held in June 2024, was designed for recent high school graduates and current students aged 16 to 18 who are interested in part-time or seasonal employment within Hawai‘i’s visitor industry. Through a variety of hands-on experiences—including customer service simulations, job shadowing, mentorship opportunities, site visits, guest speakers, and more—participants were introduced to potential part- and full-time roles as well as long-term career paths in Hawai‘i’s businesses. Students also benefited from an expedited application process for current job openings aligned with their interests.

The program aimed to expose high school students to the wide range of career opportunities available in Hawai‘i’s visitor industry and offer them the chance to gain practical work experience during the summer and beyond.

Number of jobs created/supported or hired directly, or amount of revenues generated:

23 high-school students and recent high-school graduates were hired – full or part-time – during Summer 2024. In addition, 17 were qualified and waiting to get processed for hiring.

Program Metrics:

Type or category of employment garnered: 23 front-line workers.

Amount and nature of expenditures made on workforce development programs:

2024 was the first year for this program. \$34,000 was allocated for this program.

NATURAL ENERGY LABORATORY OF HAWAI‘I AUTHORITY (NELHA)

1) **Program Title: NELHA HOST Park**

After four decades, NELHA is well on track to fulfilling its mission as an engine for economic development in Hawai‘i and the economic impact generated by HOST Park is approaching \$150M annually with the creation of over 600 jobs statewide.

HOST Park is a unique outdoor demonstration site for emerging renewable energy, aquaculture and other ocean-based sustainable technologies.

Description of the program:

- i. Outreach to schools:
 - 800 children K through 12 have visited NELHA in tours provided by NELHA staff in the past year
 - Schools served are primarily West Hawai‘i Island
 - Other participating schools include Wai‘anae High School from O‘ahu
 - Listed on ClimbHI (<https://climbhi.org/>) as part of network
 - Career day at Kealakehe Intermediate and high school.
 - West Hawai‘i Explorations Academy is located at HOST Park: West Hawai‘i Explorations Academy Public Charter School | WHEA
- ii. Internships:
 - Akamai Program: <https://www.akamaihawaii.org/> We have worked with this program for over a decade. Interns have been placed both at NELHA agency itself and within HOST Park clients.
 - Kupu ‘Āina Corps: Kupu Hawai‘i (kupuahawaii.org) recently started engaging with this group. So only a few interns have been placed so far.
 - Some larger HOST Park clients have their own active internship programs.
 - Some information on past internships opportunities at NELHA is available on our website (including past presentations): Powered by the Natural Energy Laboratory of Hawai‘i Authority | NELHA Internship Program
 - We also have high school internship opportunities. For that, we work with our local schools and Charter school that is located at NELHA and STEMworks: STEMworks (stemworkshawaii.org)
- iii. Partnerships:
 - 1) Seagrant Aquaculture collaborative: most of the job postings on their page are at HOST Park: Hawai‘i Aquaculture Collaborative Jobs – Hawai‘i Sea Grant
 - 2) Hawai‘i Community College – Pāalamanui re 2-year certificate for algae technicians.
 - 3) UH Good Jobs Hawai‘i re a potential 2-year aquaculture specific certificate as well as a dive certification for offshore commercial work.

Program Metrics:

Number of jobs at NELHA HOST Park: approximately 400 directly, approximately 600 including indirectly generated jobs.

Types of jobs: 25% STEM; the largest employers are in the aquaculture sector but there are also jobs in energy R&D. Jobs are primarily: operations management, technicians, scientists, and business.

As shown below, the NELHA HOST Park supports variety of jobs related to the blue economy.

A Future at HOST PARK

Hawaii's Blue Economy is Growing!

According to the US Dept. of Commerce, in 2018, the American blue economy supported 2.3 million jobs and added \$373 billion dollars. It's predicted that the blue economy could generate up to \$3 trillion by 2030. What does that mean? There will always be JOBS!!

If you are interested in a blue economy future, consider taking a path that will take you towards a career in ocean science and technology. A lot of HOST Park tenants are hiring college graduates with degrees related to marine science.

COLLEGE BOUND?

Consider taking classes related to:

- Biological Sciences • Forestry • Maritime Law
- Environmental Sciences • Ecology • Biology • Phycology • Physical Oceanography
- Aquaculture & Marine Science • Economics • Business Accounting • Coastal Management • Mechanical, Civil, Aerospace Engineering
- STEM-related discipline - Physics, Mathematics, Statistics, Computer Science, Electrical Engineering
- Marine Biotechnology • Chemistry and Biochemistry

JOBS WITH COLLEGE DEGREES

- Operations Manager • Hatchery Technician • Purchasing & Inventory Manager • Mechanical Designer/Engineer
- Software and Controls Engineer/Senior Scientist
- Corporate Counsel • Head of Carbon Strategy • Controller • Operational R&D Technician
- Senior Commercial Phycologist (Macroalgae)
- Communications Specialist • Earth Scientist
- Policy Analyst • Marine Ecologist • Ocean Engineer • Marine Energy Specialist • Program Manager

OCCUPATION	MEAN HOURLY WAGE	ANNUAL MEAN WAGE
<i>With a college degree</i>		
Natural Science Managers	\$69.44	\$163,610
Mechanical Engineer	\$48.47	\$100,820
Operations Manager	\$59.07	\$122,860
Marine Engineers	\$50.75	\$105,560
Agricultural and Food Scientists	\$39.06	\$85,730
Agricultural Engineers	\$43.61	\$90,710
Environmental Engineers	\$48.88	\$101,670
Lawyers	\$78.74	\$163,770

According to the U.S. Bureau of Labor Statistics, May 2022 National Occupational Employment and Wage Estimates

Follow Us On
SOCIAL MEDIA!

Hawaii Ocean Science & Technology Park (HOST Park)
Powered by Natural Energy Laboratory of Hawaii Authority

73-4460 Queen Ka'ahumanu Hwy., #101
Kailua-Kona, HI 96740
Phone: (808) 327-9585 | Fax: (808) 327-9586
nelha.hawaii.gov | hostpark.io

CREATIVE INDUSTRIES DIVISION (CID)

1) **Program Title: Good Jobs Hawai‘i: Creative Industries Sector Partnership**

Description of the program: The Good Jobs Challenge is a U.S. Economic Development Administration (EDA) grant administered through the University of Hawai‘i Community Colleges as Good Jobs Hawai‘i (GJH).

- i. From the EDA website (<https://www.eda.gov/funding/programs/american-rescue-plan/good-jobs-challenge>): “The Good Jobs Challenge supports regional workforce training systems to establish sectoral partnerships that train and place workers in good jobs. Good jobs are those that align with the [Departments of Labor and Commerce Good Jobs Principles](#). The Good Jobs Challenge highlights workforce development as key to accelerating local economic growth and rebuilding regional economies so they are more resilient to future challenges, while providing good job opportunities for American workers to achieve economic mobility and security.”
- ii. Creative Industries was identified as one of 4 sectors showing promise for Hawai‘i’s economic growth. The Creative Industries Division is the sector lead for the Creative Industries Sector Partnership (CISP).
- iii. The grant funding runs from August 2022 to September 2025. The CISP was the last of the 4 sectors to get started, with the first sector partnership meeting happening in December of 2023.

Classes being offered:

- Beginning & Intermediate Theatrical Combat (Noncredit), Windward CC
- Foundations in Acting Certificate, Windward CC
- Digital Art Fundamentals, Kapi‘olani CC
- Esports internship, Kapi‘olani CC
- Accounting in Media Production, Windward CC
- Unreal Engine for Filmmakers, Windward CC
- Introduction to UX/UI Design and ADA Essentials with AI Copilot, Honolulu CC
- Intro to Esports Careers, Kapi‘olani CC & UH Mānoa
- Fashion Incubator Series, UH Maui

Number of jobs created/supported or hired directly, or amount of revenues generated:

Total students enrolled in GJH courses up to October 2024: 99

- i. Total completers of GJH courses: 44
- ii. Total completers who are employed: 18
- iii. Educator Externship (May 2024) – 28 DOE CTE Teachers attended an externship with workshops and opportunities to network with representatives from various creative industries.

Program Metrics:

Average annual salary of the jobs created/supported:

The GJH CISP immediately recognizes that most careers in creative industries are not typical full-time jobs but are more contract and “gig work” type of opportunities. Thus, the need for trainings, as you can see from the list of courses provided, that offer foundational skills and knowledge on which someone can then build the experience/portfolio needed to just start on the path towards getting the kinds of jobs that meet the “good job” parameters.

The amount and nature of expenditures made on workforce development programs:

Funding for Good Jobs Hawai‘i, including the tuition for classes and the personnel for CID attached to the Program, all come from the EDA Good Jobs Challenge grant funding that the University of Hawai‘i System was awarded.

2) Program Title: Rescue HI Surf: Television Series

Brief description of the program: Rescue: HI-Surf is an American action-drama television series created by Matt Kester that premiered with a special preview episode on September 22, 2024, after the NFL on Fox before its timeslot premiere on September 23, on Fox. The series is produced by John Wells Productions, Fox Entertainment and Warner Bros. Television, with Matt Kester serves as an executive producer of the series, alongside John Wells, Daniele Nathanson, and Erin Jontow. Like all television series productions in Hawai‘i, Creative Industries Division and the Hawai‘i Film Office work directly with showrunners for permitting, film tax credits, and other services.

Number of jobs created/supported or hired directly, or amount of revenues generated:

- 4) 788 Jobs created.
- 5) 1,350 Local extras.

As shown below, the production of *Rescue HI Surf* supports O‘ahu’s economy by hiring staff and using local vendors.

RESCUE HI SURF

Throughout 2023 and 2024, *Rescue: HI Surf* filmed a total of 137 days around Oahu, Hawai‘i during its first season, contributing over \$65.6 million in direct spending to the local economy.

ECONOMIC IMPACTS


788
Jobs Created


1,350
Local Extras


\$ 33.85 Million
Local Vendors


\$31.75 Million
Local Wages

The production's direct spending went towards:

- Hiring 2,138 local cast and crews employees earning more than \$ 31.75 Million in wages; and
- Supporting hundreds of local Oahu-based businesses and government agencies—investing over \$33.85 million into the local economy including:
 - \$4.5M on public and private location fees, and production office space;
 - \$3.3M on car and truck rentals;
 - \$2.2M on catering and food for local cast and crew;
 - \$2.1M on lighting, camera, and sound equipment; and
 - \$1.2M on local hotel and housing for cast and crew.

PHILANTHROPY

The production team supported the Haleiwa Memorial Day Veterans Ceremony and Haleiwa Fourth of July Festival. They additionally supported **15+** local nonprofit organizations across the island, such as:

- Camp Erdman
- Sustainable Coastlines Hawai‘i
- North Shore Chamber of Commerce
- Mālama Pūpūkea
- Waimea Valley Botanical Gardens
- ‘Ōlelo Community Media
- Nākama Kai (Children of the Sea)
- La‘ie Elementary School
- Waianae Intermediate School
- Our Lady of Kea‘au (Waianae)
- Haleiwa Arts Festival
- North Shore Junior Lifeguards
- Waiialua High School
- Access Surf



Access to Action (ATA) provides individuals who haven’t traditionally had pathways into the entertainment industry with access to below-the-line jobs on Warner Bros. Discovery film and television productions. *Rescue: HI Surf* was a proud supporter of the program and placed **11** production assistants across all departments. Please see the additional ATA report.

SUSTAINABILITY

Warner Bros. Discovery has a deep commitment to sustainable production practices which directly reduce the environmental impact of our productions. The production worked with Sustainable Coastlines Hawai‘i to prepare an in-depth report on all their initiatives.

3) **Program title:** International Cultural Arts Network (ICAN)

Brief description of the program:

- i. Acting Workshops for Pacific Islanders, Hawai'i locals (2): The intention is to train up more Pacific Islander, Native Hawaiian, and Hawai'i local actors to meet the Programed needs for Programs like Chief of War: Season 2 and other Hawai'i-based Programs (Rescue: HI-Surf included).
- ii. Writing Workshop for Pacific Islanders, Hawai'i locals: Similar to the acting workshops, the intention is to train up more Pacific Islander, Native Hawaiian, and Hawai'i local writers to meet the Programed needs for upcoming Programs.

Number of trainees:

- i. Acting classes: 40 total attendees across the two iterations
- ii. Writing workshop: 10 total attendees

Employment outcomes: As stated previously, most careers in creative industries are not typical full-time jobs but are more contract and “gig work” type of opportunities. Trainings like these are intended to provide a solid foundation for careers in the creative industries.

CID Expenditures: 2024 In-kind donations: \$24,200. 2023 In-kind donations: \$19,000. In-kind donations for ICAN essentially were use of the studio space at the Entrepreneur's Sandbox.

4) **Program Title:** Sundance Indigenous Intensive

Brief description of the program: The Sundance Institute Indigenous Program champions and provides deep support of Indigenous-created stories on a global scale. From labs and fellowships to screenings and gatherings around the world, the program's offerings are designed in response to the specific needs of Native and Indigenous storytellers. Through our work, we emulate our core values of decolonizing the screen and uplifting the voices of Indigenous artists, recognizing that telling their stories comes with great responsibility and obligation towards Indigenous peoples, communities and their sovereignty. The program took place at the studio space at the Entrepreneur's Sandbox.

Cohort: 5 total Hawaiian screenwriters

- i. **Kapena Liu** with *Olelo Kupuna*: A nonfiction short that dives into the traditional Hawaiian language and the history that led to its current state. Kapena Liu is a filmmaker based in Mililani, O'ahu. Liu made his directorial debut in 2023 with his film *Blue Fish*. His work explores themes influenced by his family, community, and everyday life in modern Hawai'i.
- ii. **William “Billy” Roehl** with *Just A Rock*: After losing a precious possession, a young nurse blames his bad luck on a cursed lava rock. Determined to set things right, he risks missing out on the gifts in front of him. Billy Roehl is a published marine biologist and merman. Born in Oregon, he spent summers in Kahalu'u and Mānoa with the Hawaiian

- and Chinese sides of his family. From fishermen on both maternal and paternal lineages, his love of the ocean runs deep and is reflected in his work and art.
- iii. **Taylor Chang** with *Untitled Pana O‘ahu Film Program*: A meditation on pre-contact ceremonial sites of O‘ahu — inspired by and building upon the work of photographer Jan Becket. Taylor Chang currently serves as Director of Public Programs and Community Engagement at Bishop Museum. From 2013–2022, she was Curator of Film and Performance at the Honolulu Museum of Art and Director of Doris Duke Theatre. Past films include short documentaries and narrative period pieces.
 - iv. **Conrad Lihilihi** with *Island Fever*: With another pandemic on the horizon, disgruntled Hawaiian tour guide Greg Alaka‘i must reconnect to the power and self-sufficiency of how his ancestors lived in order to survive the impending apocalypse. Conrad Lihilihi is an award-winning writer, director, and editor who explores culture and identity through various forms and genres. He’s currently a staff Assistant Editor at Warner Brothers and produces Mixed Plate Storytime, which encourages literacy with Hawai‘i children’s books.
 - v. **Pumehana Cabral** with *Becoming My Own Ahupua‘a*: An Indigi-queer take on “self-care.” This experimental short tells the story of one queer Kanaka (re)connecting with culture and home through becoming their own refuge. We experience their journey through movement, mixed media, and a range of Native Hawaiian practices, mo‘olelo (stories), and beliefs. M. Kaleipumehana Cabral (Pumehana) is a queer Kanaka who has navigated in and out of diaspora. As an MSW (Master of Social Work) and proud Kanaka ‘Ōiwi, Cabral’s life centers on social justice and community-building with other māhū and BIPOC. They believe that creative work is pivotal to ea and liberation.

CID Expenditures:

- i. **In-Kind:** Studio space at Entrepreneur’s Sandbox, event space, Becker Communications: \$11,300.
- ii. **Honoraria:** \$2,000 (2 mentors).
- iii. **Program Funding:** \$14,900.

5) **Program Title:** Hawai‘i Women in Filmmaking (HWIF) training

Brief description of the program: Workshops, community “talk-story” events with HWIF in conjunction with the Hawai‘i International Film Festival.

Attendees: Total 100 attendees across all three events.

CID Expenditures: In-kind donation of usage of the studio space at the Entrepreneur’s Sandbox: 3 days x 6 hours x \$175/hr = \$3,150

6) **Program Title:** State of Hawai‘i Film Tax Credit: Workforce Development

Brief description of the program: Each production required to provide .1% of total budget to workforce development in Hawai‘i. FY2023 funds: \$185,000. Some of the ways the funds were utilized:

- i. **Baldwin High School:** 191.9 Hours of service for a Camera Dept. intern; \$2,878.50 total internship earnings.
- ii. **Leeward CC:** 102 hours of service for a VFX Dept. intern; \$1,530 total internship earnings.
- iii. **UH Mānoa School of Cinematic Arts:** 3,674.7 Total hours of service for interns in various departments, including Sound Dept., AD Dept., Art Dept., Set Dec., Costumes Dept., SPFX Dept. Total internship earnings: \$57,569.
- iv. **UH West O‘ahu ACM:** 409.2 hours of service for a Vido Asst. Dept. Intern; \$6,149 total internship earnings.
- v. **Kea‘au HS:** 60 students participated in a workshop with Devin Murphy and Alison Week, producers for the Zoe Eisenberg film “Chaperone”.
- vi. **Hilo HS:** multiple internship opportunities for students during the Merrie Monarch festival, including shotgun operator, social media, editing.
- vii. **Kalāheo HS:** \$3,500 went to cover faculty/chaperone to take students to the 2024 annual Student Television Network Convention; Kalāheo team placed #2 nationally in the Podcast Category.

HAWAI'I TECHNOLOGY DEVELOPMENT CORPORATION (HTDC)

1) **Program Title: The Pearl Harbor Naval Shipyard PHNSY and Intermediate Maintenance Facility (IMF) Pilot Program**

Description of the program:

HTDC, in collaboration with the Pearl Harbor Naval Shipyard (PHNSY) and Intermediate Maintenance Facility (IMF), has launched a pilot program to address the engineering workforce gap. The key goals for PHNSY & IMF include:

- i. **Community Awareness:** Raising awareness of the significant job opportunities available at PHNSY & IMF, ensuring a steady pipeline of local talent for the next decade.
- ii. **Streamlined Pathways:** Clearly define the steps required for employment at PHNSY & IMF, ensuring that pathways are accessible and well-communicated.

Number of jobs created/supported or hired directly, or amount of revenues generated:

With an estimated need for 100 engineers annually over the next 10 years, PHNSY and IMF present significant opportunities for growth in Hawai'i's technology workforce.

Challenges with Engineering Talent Supply:

Currently, the University of Hawai'i at Mānoa graduates approximately 250 engineering undergraduates each year. This output is not sufficient to meet Hawai'i's growing demand for engineering professionals, particularly given the long-term needs projected by PHNSY and IMF. The university faces several hurdles in increasing its capacity to meet this demand, including:

- i. **Space Constraints:** UH Mānoa has limited classroom space, which restricts its ability to expand its engineering programs and accommodate more students.
- ii. **Faculty Shortage:** A lack of experienced faculty further constrains the university's ability to grow its engineering programs. Competitive salaries are required to attract and retain qualified educators who can deliver the necessary training to meet industry standards.

To address these challenges, UH Manoa must look at expanding its infrastructure and offering more engineering courses. This would increase the number of graduates and help fill the talent gap in Hawai'i's technology sector. Additionally, aggressive promotion of engineering job opportunities, particularly to local talent on the mainland and abroad, is essential. These jobs offer competitive salaries and represent a valuable opportunity for Hawai'i's workforce, making it critical to inform and attract candidates from outside the state as well.

Action Items:

To achieve the goals of the Workforce Development Initiative, the following action items have been established:

- **Growth Strategy:** The PHNSY recruitment team will develop strategies for expansion and form strategic partnerships to ensure long-term workforce sustainability.
- **Marketing Materials:** Gray Media will create promotional content to highlight career opportunities at PHNSY & IMF, focusing on the benefits of working in Hawai'i's engineering sector.
- **High School Outreach:** CLIMBHI will engage with local high schools to introduce students to career opportunities at PHNSY & IMF, with HTDC assisting in coordination.
- **Tours and Outreach:** PHNSY and HTDC will organize facility tours and outreach events to engage schools and community organizations, promoting engineering careers.
- **Website Updates:** By September 1st, the PHNSY website will feature comprehensive information on job application requirements, including the need for an ABET-accredited engineering degree.
- **Career Fair Promotion:** In October, HTDC will promote the Holiday Tech Job Fair in December, emphasizing recruitment opportunities at PHNSY & IMF.