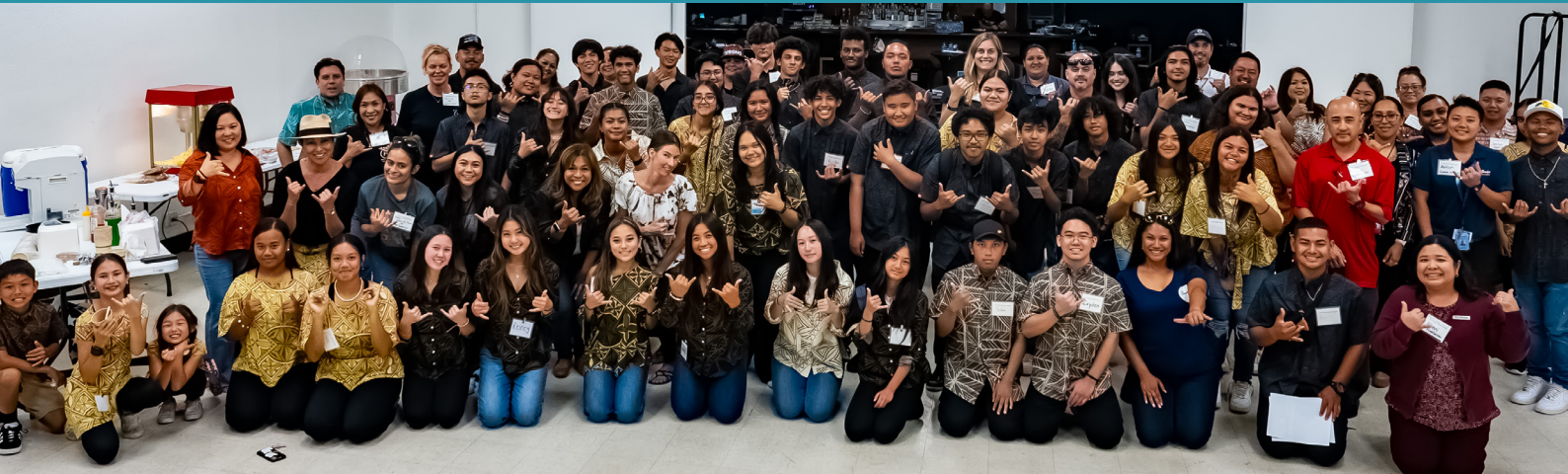




## HTA Work Wise Program 2024



ClimbHI created and executed the inaugural Hawaii Tourism Authority (HTA) Work Wise program for recent high school graduates as well as current students interested in part-time or seasonal work (16-18 years of age). The program took place in three locations (West Oahu, Oahu- Town (Airport to Waikīkī), and Maui) on June 3-4, 2024. The goal was to provide participants in-person exposure to potential part-time or full-time jobs as well as the career pathing available at participating businesses. Experiences included being a customer, job shadowing, mentorship, site visits, guest speakers, and many other exploration activities. During and after the program, participants received expedited application processes to current job openings based on their interests. With HTA's support, all expenses were covered for the participants: meals, shirt, transportation, and activity fees.





# Businesses



## OAHU BUSINESSES

- Alaska Airlines
- Aloha Hospitality Professionals
- Aulani
- Blue Hawaiian
- Elite Parking Services
- Embassy Suites Waikiki Beachwalk
- Enterprise
- Highgate Hawaii
- Honolulu Cookie Company
- Kai Coffee
- Kamoauli
- Lanai Air
- Mana Up
- Polynesian Adventure
- Tanoa
- The LineUp at Waikai
- Unifi Services
- Waikiki Beach Marriott Resort & Spa

## MAUI BUSINESSES

- Blue Hawaiian
- Courtyard by Marriott Kahului
- Elite Parking Services
- Grand Wailea Maui,  
A Waldorf Astoria Resort
- Hawaiian Airlines
- Pulelehua
- Polynesian Adventure
- Ritz Carton Kapalua
- Sail Trilogy
- Sheraton Maui
- Tanoa





# Schools

## WEST OAHU SCHOOLS

- Campbell High School
- Kamaile Academy PCS
- Kapolei Charter School
- Kapolei High School
- Waianae High School
- Waipahu High School

## HONOLULU/WAIKIKI SCHOOLS

- Farrington High School
- Kaimuki High School
- Kalani High School
- Roosevelt High School

## MAUI SCHOOLS

- Baldwin High School
- Lahainaluna High School



## Schedule By Location

### Maui

#### June 3rd

08:15 am	Elite at Aston Kaanapali
09:00 am	Sheraton Kaanapali
12:00 pm	Pick-up Sheraton
12:30 pm	Ritz Carlton Kapalua and Jean-Michel Cousteau's Ambassadors of the Environment
02:15 pm	Depart for schools

#### June 4th

08:30 am	Polynesian Adventure
09:30 am	Hawaiian Airlines
11:30 am	Lunch and Hiring Blitz at Courtyard Marriott
02:00 pm	Depart for schools

### Waikiki/Airport

#### June 3rd

08:00 am	Kai Coffee at Kapahulu
08:45 am	Elite Parking (Twin Fin, Alohilani, Vibe)
09:15 am	Waikiki Beach Marriott
12:00 pm	Kamoauli Kewalo Basin
02:15 pm	Depart for schools

#### June 4th

08:30 am	Enterprise Holdings
10:15 am	Chef Zone
11:45 am	Hiring Blitz and lunch at 891 Valkenberg St AA Of Hawaii Inc
02:15 pm	Depart for schools

### West Oahu

#### June 3rd

08:30 am	Ko Olina Golf Club
09:30 am	Aulani
11:00 am	The Line Up at Wai Kai
02:45 pm	Depart for schools

#### June 4th

08:30 am	45 minute rotations between Lanai Air, PolyAd, and Blue Hawaiian Helicopter
11:45 am	Hiring Blitz and lunch at 891 Valkenberg St AA Of Hawaii Inc
02:15 pm	Depart for schools



# Work Wise Program - Demographics

## Number of Students Attended

West Oahu	Waikiki/Honolulu	Maui
22	19	12

## Current Education Level

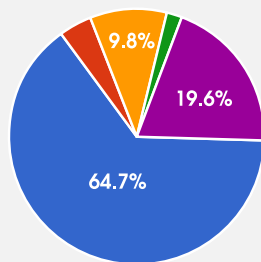
51 Responses

High School Freshman	High School Sophomore	High School Junior	High School Senior	Recent High School Graduate
0	3.9%	43.1%	41.2%	11.8%

## Gender

51 Responses

Male	Female	Other/Non Binary	Undisclosed/Prefer Not to Answer
60.8%	60.8%	0	0



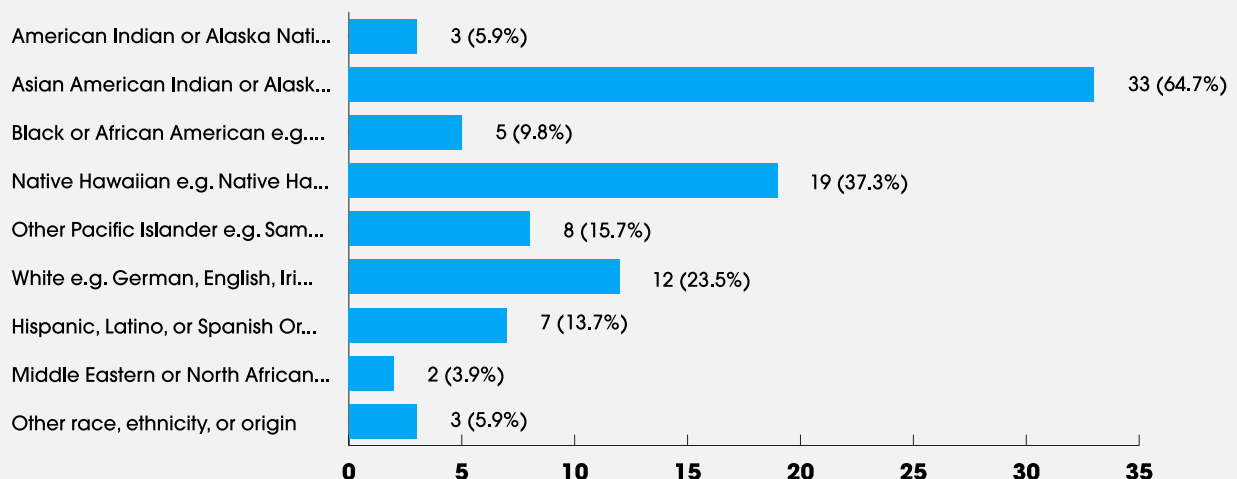
### WHAT ARE YOUR PLANS POST HIGH SCHOOL GRADUATION?

51 responses

- College/Post Secondary Education
- Trade/Skilled Labor
- Work
- Other
- Undecided

## RACE (SELECT ALL THAT APPLY)

51 responses



# HTA Work Wise Program Survey Responses

## Resident Sentiment

	Tourism As an Industry	State as Whole	Family	Tourism has brought more Benefits
Post	78%	66%	48%	50%
Pre	58%	53%	33%	36%

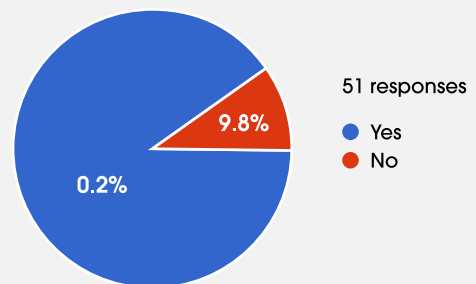
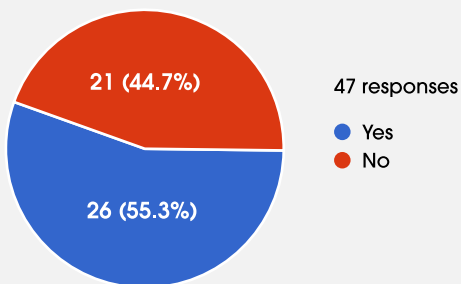
- Using a 10-point scale where 10 means Extremely Favorable and 1 means Not Favorable at All, please give your opinion of tourism as an industry in Hawai'i.
- Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on The State as a whole?
- Please express how much you agree or disagree with this statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10. "Tourism has brought more benefits than problems."
- Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on You and Your Family?

**Note:** % saying Tourism has been mostly positive. Rating of 7 to 10 on a 10-point scale.

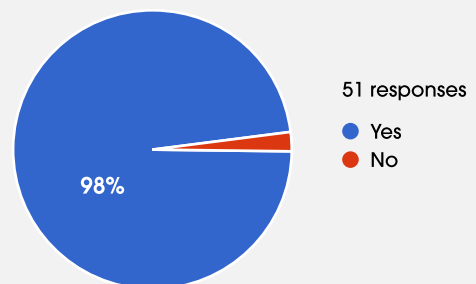
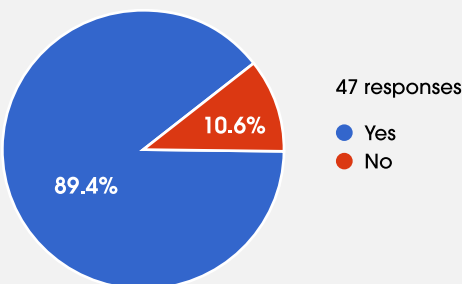
### Pre

### Post

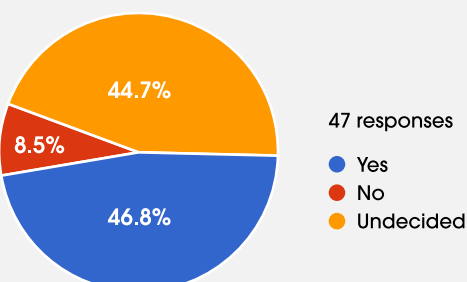
Are you considering a career in the hospitality or culinary industry?



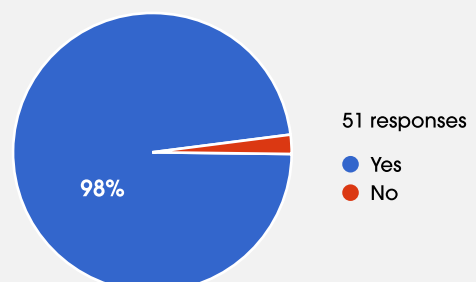
Are you considering a career in Hawai'i?



Do you feel you can live in Hawai'i and be economically self-sufficient post high school?



Did this program help you feel you can live in Hawai'i and be economically self-sufficient post high school?



# Initial Hiring Data

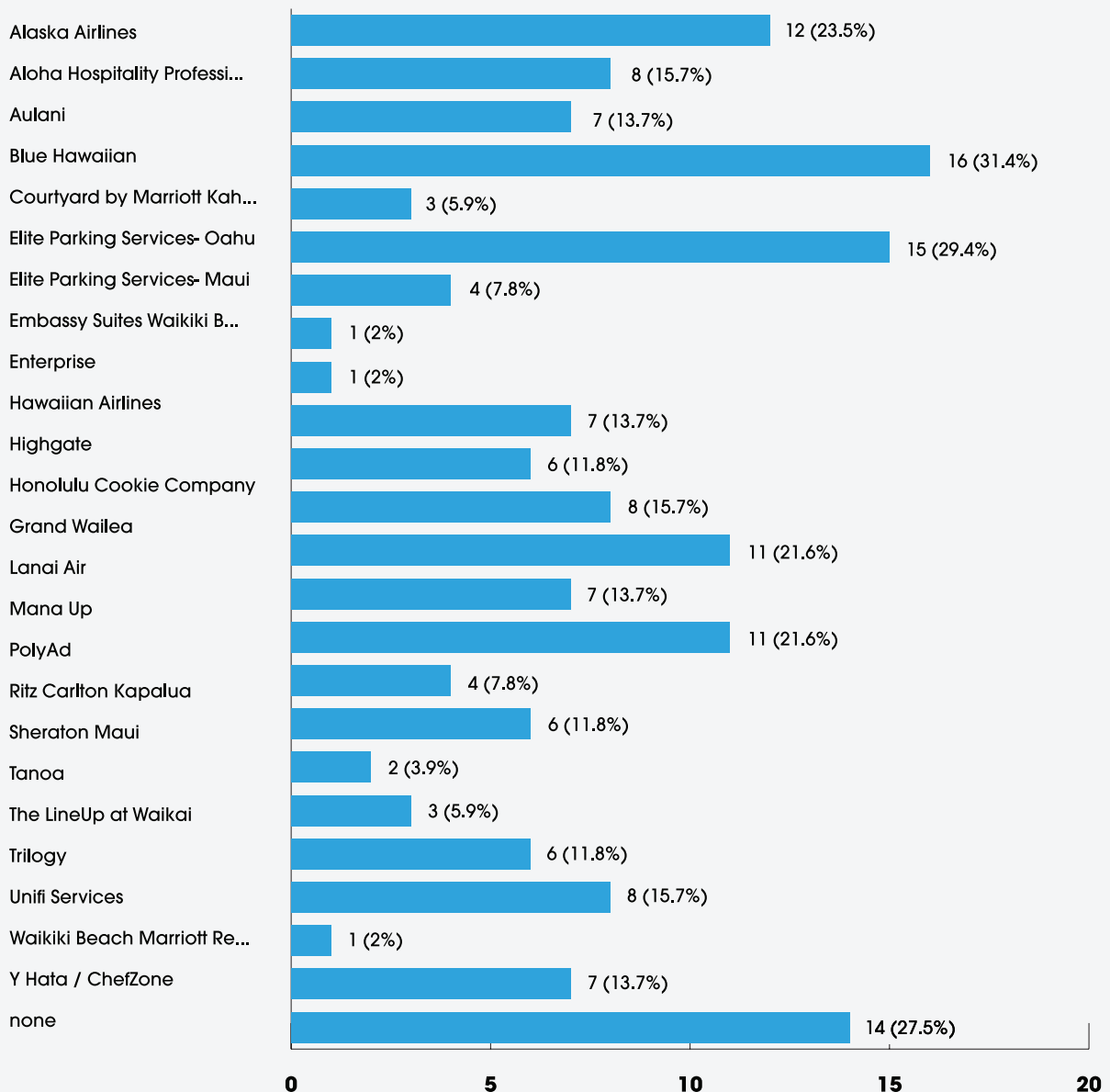
Many of the companies have students in their pipelines waiting until they turn 18 and many have longer hiring processes so students are still going through interviews and background checks. Based on companies that were able to hire qualified candidates immediately, here is an initial look at where they are:

**23 students have already been hired;**  
**17 are qualified and waiting in the pipeline to get processed.**

	Hired	In the Pipeline
Waikai	15	12
Aloha Hospitality Professionals	3	4
Elite	2	1
Mana Up	2	0
Kamouali	1	0

## DURING THE PROGRAM WHICH COMPANIES DID YOU INQUIRE ABOUT JOBS OR EVEN APPLY FOR JOBS FROM?

51 responses



## Participants Were Asked to Provide Their Key Takeaways From The Program



“

One key take away was definitely asking about the different benefits that each company offers and definitely keeping an open mind and taking chances with the opportunities that are offered.

”

“

A key element that I was able to take away was that there are so many different careers and pathways in hospitality.

”

“

I found a lot of careers I could explore that I never knew about.

”

“

Job opportunities matching my schedule

”

“

Different kinds of jobs we can apply for after high school, even during high school.

”

“

I can have a career in Hawai'i even if I don't want to go to school after high school.

”

“

I learned about Hawai'ian culture and how important it is to the hospitality industry and all of the people working in it.

”



## Mahalo Messages

“

Thank you so much for the opportunities provided these past two days. I found everything really insightful and I feel as though I've definitely found some solid places to consider for careers and have a lot more insight about the idea of hospitality and how beneficial it is as a whole. So thank you again for this opportunity.

”

“

Thank you so much for this amazing experience! I am so grateful for all these amazing tours and places we got to visit. Everything we did these 2 days was truly amazing and possibly once in a lifetime.

”

“

Mahalo for taking the time out of your day to give us so many job opportunities. I honestly didn't know there were so many options prior to this event, so it's nice to have some ideas now. :)

”

“

Thank you for having me and thank you for helping and guiding youth through this, a lot of youth try to find jobs and opportunities and it's hard, but with this program it made it much easier.

”

“

Thank you to everyone who helped me to further understand the opportunities that are available for me. I also wanted to thank the companies and businesses that helped to further explain what they do on a daily basis and that helped to explain the responsibilities of each role that they were hiring for.

”

“

I would like to thank everyone who participated over the past two days. I learned a lot from this experience and discovered more about different jobs. During this trip, I became interested in four jobs that I would like to apply for. I also want to express my gratitude to ClimbHi for providing us students with the opportunity to grow our skills, make connections, and learn.

”

## HTA WORK WISE PROGRAM VIDEO

### HTA Work Wise Program 2024

<https://www.youtube.com/watch?v=wqMjur6p3N0>

### FACEBOOK ALBUM LINKS

#### West Oahu

<https://www.facebook.com/media/set/?set=a.835632998597024&type=3>

#### Honolulu/Waikiki

<https://www.facebook.com/media/set/?set=a.835638108596513&type=3>

#### Maui

<https://www.facebook.com/media/set/?set=a.835643835262607&type=3>





## Hawai'i Tourism Authority Work Wise Program Provides Jobs for Public High School Graduates and Students

**HONOLULU** – Fifty-three Maui and O'ahu public high school graduates and students have received invaluable exposure to potential jobs and career pathways in Hawai'i's diverse visitor industry through the Hawai'i Tourism Authority's inaugural "HTA Work Wise" program in partnership with ClimbHI. Of the participants, twenty-three students are currently working and 17 are in the interviewing and hiring process with participating companies.

"HTA Work Wise is all about our emphasis on workforce development by recruiting local public high school students and recent graduates, and providing them with real work experience and opportunities for summer employment here at home," said Mufi Hannemann, HTA board chair. "It's to ensure that our students have viable career pathways so they can remain in Hawai'i and become our next generation of visitor industry leaders."

The inaugural program held in June was a resounding success as students' perceptions toward careers in the visitor industry and the viability of remaining in Hawai'i improved greatly over the two-day span. The percentage of students considering a career in the hospitality or culinary industry leapt from 55 to 90 percent, while students considering a career in Hawai'i increased from 89 to 98 percent.

"Supporting our students and graduates as they seek employment while exposing them to a visitor industry eager to train homegrown talent is a win-win, and we are happy to be a part of connecting the two," said Daniel Nāho'opi'i, HTA's Interim President and CEO.

When initially asked if they feel they can live in Hawai'i and be economically self-sufficient following high school, less than half (47 percent) said yes. Following the program, that percentage jumped to nearly all (98 percent) of the students who participated.

"Our goal for this program is to expedite the hiring process for recent graduates," said Julie Morikawa, president of ClimbHI. "We are exposing them to real-world scenarios and expanding their understanding of available career pathways that allow them to not just survive but more importantly thrive in Hawai'i."

The HTA Work Wise program was created for recent high school graduates and current students from 16 to 18 years of age interested in part-time or seasonal work. Participants included 13 students on Maui, primarily from Lahainaluna and Baldwin High Schools; 22 students from West O'ahu schools, and 18 students from Honolulu.

On June 3 and 4, the students received exposure to potential part- or full-time jobs, as well as career paths available at 29 Hawai'i businesses through in-person experiences, such as being a customer, job shadowing, mentorship, site visits, guest speakers, and other activities. Students also received expedited application processes for current job openings based on their interests.





Reach out to [info@climbhi.org](mailto:info@climbhi.org) for more information, visit our website:  
<https://climbhi.org/programs/hta-work-wise/>

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