

to 3 Foreign
language speaking
technical consultant

GROUP3 CURRENT

mandarin

- As a whole, our company needs additional ~~mandarin~~ conversational skill at the supervisory level
- Hawaii hasn't had issues, yet

GROUP3 CURRENT

3 Foreign
language speaking
representative

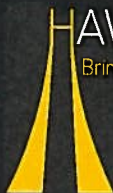
GROUP3 CURRENT

Flight Attendants + Customer Service
Ongoing fluency
in English AND:
Japanese, mandarin,
Korean, Ilocano, Tagalog

3rd Roadmap Symposium
on Building a Multilingual Workforce for Hawai'i

The Multilingual Match:
Meeting the Needs of Hawai'i's Workforce
Through Career Pathways & Linguistic
Proficiency

September 12, 2017



HAWAII LANGUAGE ROADMAP INITIATIVE

Bringing Employers and Educators Together to Shape Hawai'i's Future Multilingual Workforce



UNIVERSITY of HAWAII
MANOA



Morning (Keoni Auditorium)

- 7:30 A.M. Registration and Breakfast Service
WiFi-Network: EWC-Events
Event Code: roadmap
- 8:25 A.M. Oli
Nā Haumāna o Ke Kula Kaiapuni 'O Ānuenue
- 8:30 A.M. Welcome
Dr. Dina R. Yoshimi, Director
Hawai'i Language Roadmap Initiative
- 8:35 A.M. Morning Session Opening Remarks
Dr. Laura E. Lyons, Interim Dean
College of Languages, Linguistics & Literature
- 8:45 A.M. Keynote Address
*Building America's Multilingual Workforce:
Why? How? Who? When?*
Dr. Richard D. Brecht
American Councils Research Center
- 10:00 A.M. Education Panel
*"Are you fluent?": Educators' perspectives on
developing and assessing language proficiency
(with Q&A)*
Dr. Kauanoe Kamanā, Principal
Ke Kula 'O Nāwahīokalani'ōpu'u Iki
Lisa Kobuke, Associate Professor
Kapi'olani Community College
Dr. Madeline K. Spring, Director
University of Hawai'i at Mānoa
Danicia Honda, Alumna
UHM-Chinese Flagship

Cont'd.

- 11:00 A.M. Employer Panel
Proficiency preferred: Employers expectations for employees proficient in an additional language in the hiring process and on the job (with Q&A)
- Pohai Ryan, Executive Director
Native Hawaiian Hospitality Association
- Danielle Muffat, HR Manager
Bloomington's Ala Moana Center
- Stanley R. Olayan, Training & Recruiting Specialist, *Mutual of Omaha-HI Division*
- Lena Young, Corporate Director of Operations & Human Resources, *JTB Hawaii, Inc.*

Noon

Hosted Bento Lunch in Garden-level Rooms (downstairs)

Afternoon

- 1:00 P.M. Afternoon Session Opening Remarks
Dr. David Lassner, President
University of Hawai'i
- 1:15 P.M. Afternoon Session
- 3:30 P.M. Pau

Building America's Multilingual Workforce: Why? How? Who? When?

Nationwide and worldwide, leaders in business, government and education are increasingly aware of the economic advantages of a multilingual workforce. This awareness has prompted national and international efforts to build a globally competent, multilingual workforce.

This presentation proposes to review these efforts by documenting evidence they have generated as to *Why* and *How* to proceed in the face of existing challenges and unprecedented opportunities. Acknowledging the established relationship between a skilled workforce and economic growth and documenting the business and government need for such talent, the presentation will turn next to *How* to prioritize and infuse "Global Competency" and Multilingualism into the education system and business hiring process. The 'market' makes clear the *Who*: both sides of the business-education equation, with their responsibility to improve mutual understanding of the language supply & demand, strengthen commitment to enlightened self-interest, and undertake concrete collaborative actions on innovative messaging and effective mechanisms. The final answer as to *When* goes almost without saying.

Richard D. Brecht, PhD

American Councils Research Center



Having received his M.A. and Ph.D. from Harvard University, Dr. Brecht is now Professor Emeritus at the University of Maryland. Brecht is co-director of the American Councils Research Center, a think tank devoted to providing evidence for language policy and management decisions in education and the work place. As an academic entrepreneur, he has founded, built and led over a dozen academic organizations,

including the Center for Advanced Study of Language (a Department of Defense University Affiliated Research Center), American Councils for International Education, the National Council of Less Commonly Taught Languages, and the National Foreign Language Center.

Currently, Dr. Brecht is Co-Founder and Chief Research Officer of Global Professional Search Inc. (GPS), a business connecting employers to job applicants with foreign language proficiency, international experience, and multicultural understanding. He has testified in Congress before the U.S. House of Representatives Committee on Education and Labor, the U.S. House Permanent Select Committee on Intelligence, the U.S. House Armed Services Committee, and the U.S. Senate Committee on Homeland Security and Governmental Affairs. He has made hundreds of academic presentations and has authored and edited dozens of scholarly books, textbooks, manuals, articles and reviews on language policy, second language acquisition, and Slavic and Russian linguistics, including a briefing paper "America's Languages: Challenges and Promise" for the language education commission of the American Academy of Arts & Sciences. Finally, Dr. Brecht has received numerous awards from national and international organizations in the language field.

Opening Remarks

Laura E. Lyons, PhD

College of Languages, Linguistics & Literature
(Remarks Morning Session)

Laura E. Lyons is the Interim Dean of the College of Languages, Linguistics and Literature and a Professor



of English at the University of Hawai'i at Mānoa. She is a recipient of the University of Hawai'i Board of Regents Medal for Excellence in Teaching, and her key teaching areas include cultural theory, globalization, postcolonial studies and the public humanities.

Dr. Lyons's recent publications have been on corporate personhood, life writing and human rights and land and globalization.

In teaching, she is particularly concerned to consider what kinds of theories and practices have developed out of this specific place and how these directly or indirectly challenge cultural theories developed elsewhere

David Lassner, PhD

University of Hawai'i

(Remarks Afternoon Session)

David Lassner is the 15th president of the University of Hawai'i System and is currently serving as interim chancellor of



UH Mānoa. He has worked at the university since 1977, holding the position of vice president for information technology and chief information officer for many years. Lassner is also a member of the university's cooperating graduate faculty and has taught both online and in-person in computer science, communications, business and education. In his prior positions Lassner played an active leadership role in a variety of local, national and

international information and communications technology organizations. He served on the boards of Hawai'i's High Technology Development Corporation and chaired the state's Broadband Task Force. He is currently a Western Interstate Commission for Higher Education (WICHE) commissioner, a board member for the National Association of System Heads (NASH), and on the Board of Governors of the East-West Center. He also serves on the boards of the Aloha United Way and the Blood Bank of Hawai'i. Lassner led Hawai'i's major statewide federally funded project that interconnected all public schools, libraries and campuses on six islands with fiber optics. He is principal investigator for the Maui High Performance Computing Center and for the Pacific Disaster Center, major Department of Defense programs on Maui.

Lassner earned an AB in economics summa cum laude and MS in computer science at the University of Illinois at Urbana-Champaign and a PhD in communication and information sciences from the University of Hawai'i.

Kauanoë Kamanā, PhD

Ke Kula 'O Nāwahīokalanī'ōpu'u

Kauanoë Kamanā serves as president of 'Aha Pūnana Leo, Inc. and is an associate professor



at Ka Haka 'Ula O Ke'elikōlani, Hawaiian Language College at the University of Hawai'i at Hilo. Dr. Kamanā directs the university's internationally renowned P-12 Hawaiian medium laboratory school Ke Kula 'O

Nāwahīokalanī'ōpu'u

(Nāwahī) in Kea'au, Hawai'i. In its inaugural year 2016-2017, the Seal of Biliteracy was awarded to 12 Nāwahī students, the largest number among the 13 state high schools honored.

Her own two children were both raised totally in Hawaiian at home, in the Pūnana Leo preschools and in the follow up Hawaiian medium educational system. Her life's work reestablishes the link between cultural vibrancy and academic success. She firmly believes that we all have a role in carrying that legacy into the future.

Lisa Kobuke

Kapiʻolani Community College

Lisa Kobuke is an associate professor of Japanese language and literature at the University of Hawaiʻi Kapiʻolani Community



College. She received her B.A. and M.A. from the University of Hawaiʻi at Mānoa in Japanese literature. She has been teaching Japanese language, culture, and literature for 20 years. For the past 12 years, she has been preparing students for study abroad in Japan in the Freeman Foundation Community College Study Abroad Scholarship Program, an intensive second language training and study abroad program for community college

students. As a study abroad student herself, she has been passionate about preparing students for study abroad, assessing the gains in their language proficiency and intercultural skills, and guiding students to unpack and identify marketable skills gained from study abroad.

Lisa Kobuke has recently worked with Dr. Dina Yoshimi in piloting the use of the STAMP 4S Proficiency Test in the assessment of students' language proficiency gains, collecting pre- and post-study abroad data from the Freeman Foundation Community College Study Abroad Scholarship Program.

Madeline K. Spring, PhD

Chinese Flagship

Madeline K. Spring is the Co-Director of the Language Flagship Technology Innovation Center, Professor of Chinese Language,



Director of the Chinese Language Flagship Program, and Director of the Chinese Curriculum at the University of Hawai'i at Mānoa. She earned her PhD in Chinese Language & Literature at the University of Washington.

Her research interests are divided between medieval Chinese literature (especially Six Dynasties to Tang prose and rhetoric) and current issues in Teaching Chinese as a Foreign Language (TCFL). In that

area, her focus is on curricular design and implementation, content-based instruction, intercultural communication, assessment and other issues related to developing Superior Level language proficiency.

Danicia Honda

UHM-Chinese Flagship

Danicia Honda is a recent graduate of the University of Hawai'i at Mānoa. There, she studied Chinese and



English Language and Literature before completing her Chinese Flagship Capstone year in Nanjing, China. Passionate about the Chinese language and culture, and with the support and encouragement from friends and family, Danicia delved into an array of study abroad programs. She interned at the Language Flagship Roadmap, studied at National Taiwan

University with the International Chinese Language Program (ICLP), Beijing Normal University with Princeton in Beijing (PIB), and Nanjing University with the Chinese Language Flagship Program. She then interned at a corporate law firm headquartered in Nanjing, and worked closely with their Mergers and Acquisition team, utilizing her language skills to bridge a Chinese firm to a global society.

Danicia's next goal is to study law and education policy, eventually turning her focus back home: to Hawai'i. She hopes to give back to the place that helped her discover her roots, and contribute the experiences that she's gained along the way.

Education Panel

Business Panel

Pohai Ryan

Native Hawaiian Hospitality Association

Pohai Ryan has served as the Executive Director of the Native Hawaiian Hospitality Association since 2014. Her varied background of work experiences include serving as a Hawaii State Senator, Executive Director of the Democratic Party of Hawaii, and the Kailua Chamber of Commerce and Manager of the Kailua Information Center. While serving as a State Senator, Pohai sat on the State Senate Committee on Hawaiian Affairs



as Vice Chair and Member of the Ways and Means, Water Land and Public Safety and Military Affairs Committee. Her community tourism background was earned while managing the Kailua Information Center and learning about the independent travelers from Europe, Asia, Canada and North America. She is known as an advocate for small business and supports advocacy and policy development for business while balancing the rights and benefits of Hawaii's working people and island cultures.

Pohai has two goals for her tenure at NaHHA; show the appreciation for Native Speakers and our Olelo Hawaii infused in Hawaii's hospitality industry and the business sectors and building understanding and love for our island culture and people. Respectful visiting will build understanding of unique sense of place and people and that is what NaHHA aims to do with workforce training and cultural consultations and an expanded sharing of our language.

Danielle Muffat

Bloomingdale's Ala Moana

Danielle Muffat is the Human Resources Manager for Bloomingdale's Ala Moana Center. Her first passion was for hotels and tourism. She grew up spending her



summers "playing hotel" in South Dakota where her grandparents owned The Lazy Motel. She attended the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management. During university, Ms. Muffat had the wonderful opportunity to study abroad in Australia serving as a Rotary Cultural Ambassadorial scholar which furthered her love for travel. Upon graduation she

joined Four Seasons Hotel and Resorts working 9 years primarily in HR and Recruitment. She has worked all around the world including Texas, Canada, Qatar, Syria, UAE and finally Hawaii. Some of her most memorable recruitment trips include time in Belarus, Lithuania, the Philippines and Peru. After Four Seasons, she held various positions on the mainland finally landing at the Waldorf Astoria Chicago as Director of Human Resources.

When approached by Bloomingdale's she leapt at the chance to combine her passion for Human Resources with Fashion. She joined the prestigious retailer at their Midwest flagship store on Michigan Avenue. It was only natural for her to return to Hawaii and help open the retailer's first store on island. In her spare time, she can be found hiking or doing anything that involves the outdoors. She currently serves as Treasurer for the Rotary Club of Ala Moana and has recently started volunteering with Nā Kama Kai, a not for profit offering ocean-based programs for our keiki.

Stanley R. Olayan

Mutual of Omaha – Hawaii Division

Stan Olayan loves life and enjoys sharing his business life experiences. His business career spans four decades, insurance in the 70's, real estate during the 80's, and telecommunications in the 90's as the Director of Training at Sprint Hawaii. He returned to financial services in 2011 as the Training & Recruiting Specialist at Mutual of Omaha-Hawaii. Born and raised in Hawaii, he brings a refreshing approach to sales training, utilizing Adult Learning and Sales Performance Coaching skills. He graduated from Farrington High School and Honolulu Business College. Stan has conducted upbeat



sales and customer experience workshops for colleges, hotels, banks, insurance companies and real estate firms. He has delivered keynote speeches for the Hawaii Association of Public Accountants, Filipino Chamber of Commerce, United Filipino Council, Hawaii Credit Union League & the Office of Hawaiian Affairs.

In 1983-84, Stan served as the 41st State President of the Hawaii Jaycees. Through Stan's leadership, the Hawaii Jaycees was selected as one of the TOP 3 Jaycee States in the nation at the United States Jaycees National Convention in Atlanta, GA. In 1989, Stan was the first person from the State of Hawaii to be selected as the opening speaker at the annual U.S. Jaycees "Hours of Power" held in Tulsa, Oklahoma. Stan has also delivered motivational talks to the Hawaii Jaycees, Lions Club, Kiwanis Club, Toastmasters, Hawaii High Schools and the Hugh O'Brian Youth Foundation focusing on Leadership Development Skills. He is married (to his high school sweetheart) with two children and one grandchild.

Lena Young
JTB Hawaii, Inc.

Lena Young is currently the Corporate Director of Operations and Human Resources at JTB Hawaii, Inc.



Prior to her current position, she was Vice President of Human Resources at Hilo Hattie, HR Manager at City Mill, and Vice President of Human Resources at Bank of America. Other positions she held previously include Assistant Vice President at Bank of Hawaii, and Associate Director of Personnel at Kamehameha

School/Bishop Estate.

Lena currently serves as the Board of Director of UHA Health Insurance as well as the Board Director and Treasurer of JTB Goodwill Foundation. She previously was President and Trustee of Friends of the Library Endowment Fund, President and Board Director of Society for Human Resources Management (SHRM) in Hawaii and President and Board of Director for World at Work (Hawaii Chapter).

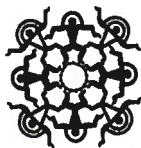
Business Panel

Mahalo to our Sponsors!



College of
Languages, Linguistics & Literature

 **National Foreign Language Resource Center**
University of Hawai'i at Mānoa



KE KULA KAIAPUNI
'O ĀNUENUE

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