

2011

Training Proposal RFP No. 2011-AHHC 008



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EIN: 99-6000354

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Scope of Work

INTRODUCTION

The Asia Pacific Economic Council presents an unparalleled opportunity for Hawai'i to showcase both its unique culture and its ability to host a world class meeting. The potential in APEC can only be realized, however, if the state can ensure the delivery of service that can communicate these two critical features of our islands. Kapi'olani Community College proposes a training program delivery plan that will accomplish just that. The College has a long track record in continuing education and industry training that is service-oriented and culturally-based. Our staff of administrators, faculty and lecturers is in place and ready to begin. With a short lead time before the APEC Conference, Kapi'olani Community College stands ready to launch the training program that will help realize the potential inherent in this global event.

PROJECT PLAN

a. *Coordination*

Kapi'olani Community College (KCC), through its Office for Continuing Education and Training (OCET) will provide coordination, registration, scheduling, and on-site management services for the APEC training sessions specified in RFP No. 2011-AHHC 008. To that end, OCET will collaborate with and draw upon the resources of the KCC's Hospitality Department, the University of Hawai'i (UH) community colleges, universities, and external collaborators.

b. *Curriculum Modifications*

If curriculum modifications are required, KCC has personnel with the capacity, experience, and content expertise to modify curriculum and to work with the team members who developed the proprietary curriculum. The trainers will be notified about curriculum changes via email drawn from an electronic database developed to facilitate regular and timely communication. In addition, the trainers will be given access to Lulima which is an on-line classroom site, where information, announcements, and curriculum updates will be hosted.

c. *Curriculum Materials*

Curriculum materials and pocket cards will be produced and included in the 4,000 two-pocket portfolio packets. Printing of materials and pocket cards, and assembling of the portfolios will be done by community college print shop(s) at cost and no tax.

d. *Trainers*

A pool of professional trainers and instructors will volunteer their services to assist with APEC *volunteer training*. To prepare them, two (2) one-day train-the-trainer sessions will be conducted in June at KCC. Each trainer/instructor will be required to attend a train-the-trainer session, which will be offered at no cost. Upon completion of the training, the trainers/instructors will be certified to teach the Hospitality module.

The trainers/instructors will also be qualified to teach the General Information about APEC and APEC Economies, Hospitality and Customer Service to transportation, industry, Department of State, and other stakeholder groups at a cost. The groups can be trained during the time period June 2011 – October 2011 at various sites such as the UH community colleges and university venues, airports, industry, and other on-site locations.

e. *Training Sessions*

Using the proprietary curriculum and materials, KCC can coordinate and conduct the training sessions outlined in the RFP:

Group	Tot. Pax.	Appx. no. of Sessions	Session Length	Time Frame	Venues
Train-the-trainer	60	2	7 hrs	June	KCC
Lead/Sub-lead Vol.	60	2	7 hrs	June/July	Comm. Coll/UH
Hon. Airport Empl.	1200	40	2 hrs	July/Aug	On-site
Taxi	400	15	2 hrs	July/Aug	On-site
Volunteers	1200	40	3 hrs	Aug/Sept	Comm Coll/UH
HI Conv. Ctr.	100	4	3 hrs	Aug/Sept	On-site
Con. Transp. Vendors.	500	16	3 hrs	Sept/Oct	On-site
DOS Staff	100	4	2 hrs	Oct	Comm. Coll/UH
H.S. Student Vols.	40	1	7 hrs	Oct	Comm. Coll/UH
LO Officers/Drivers	200	8	2 hrs	Oct	On-site
*Custom. Trng.					

*Customized contract training can be provided as requested for additional groups such as the APEC Host Committee, industry hotels, food and beverage, retail outlets, and agencies on-site and at a negotiated cost.

f. *Venue(s)*

Kapi'olani Community College will coordinate with other UH community colleges and universities to provide venues for training sessions as outlined in the Training Sessions' matrix. Training sessions will be scheduled at the UHCC venues on days and at times that will optimize the availability of rooms and parking. Room capacities range from the traditional classroom size of 35 pax, 120 seat auditoriums, to 300 seat proscenium theatres.

PROJECT BUDGET

	Total Budget	UHCC Rapid Resp.	Industry Fee (for program)	Budget Request to AHHC
Trainer & volunteer training	-0-	In-kind trainers	-0-	-0-
Airport, taxi, liaison officers/drivers (2 hrs sessions) 1800@\$50/pax	\$ 90,000	\$ 11,000	\$ 68,000	\$ 11,000
Cont. transport, HICC employ. (3 hrs sessions) 600@\$75/pax	\$ 45,000	\$ 7,500	\$ 30,000	\$ 7,500
Sub-total	\$135,000	\$ 18,500	\$ 98,000	\$ 18,500
Materials & Supplies				
Pocket Card	\$ 3,120			\$ 3,120
2 pocket portfolios	\$ 8,000			\$ 8,000
Printing	\$ 75,400	\$ 36,800		\$ 38,600
Misc. supplies, i.e. food	\$900	\$ 900		-0-
Sub-total	\$ 87,420	\$ 37,700		\$ 49,720
Equipment				
Sub-total				
Other				
Facility rental	\$1,700*	\$ 850		\$ 850
Audio visual rental	\$ 4,000*	\$ 2,000		\$ 2,000
AV/Fac. supp staff	\$ 12,768	-0-		\$ 12,768
Sub-total	\$ 18,468	\$ 2,850		\$ 15,618
TOTAL	\$240,888	\$ 59,050	\$ 98,000	\$ 83,838

*non-UHCC

PAST EXPERIENCE AND QUALIFICATIONS

Personnel

For the APEC training initiative, KCC's key personnel will include: a) Dean Carol Hoshiko; b) Dean Frank Haas; c) Program Coordinator Shirley Tsukano; and d) support staff from the Office of Institutional Effectiveness, Honda International Center, and Business Office Grants Management.

- Carol Hoshiko earned a Master of Arts in Education from San Jose State University; a Bachelor of Arts Degree in Psychology and Minor in Communications from the University of Colorado; and is a current PhD Candidate in Public Policy and Public Administration with a dissertation focus on multinational corporation corporate social responsibility programs in China. She is currently the Dean of Continuing Education and College Relations at Kapi'olani Community College. Dean Hoshiko has over 30 years of work experience for universities, community colleges, continuing education/workforce development. She has served as Principal Investigator (PI) and project director for numerous federal, state, foundation, non-profit grants, and industry contracts. Noteworthy related projects included her USAID grant work for Sri Lanka and Namibia tourism, research work funded by the Japan Foundation and National Endowment for the Humanities, international contracts and training for Japan, China, and Korea, Asia/Pacific Presidents Conferences planning and coordination, previous service as the Acting Executive Director for the Honda International Center, and Director for International training programs for KCC
- Frank Haas earned a Masters in Business Administration and a Bachelor of Science Degree in Journalism, both from Northwestern University. He is currently Dean of Hospitality, Business and Legal Education programs at Kapi'olani Community College and has taught undergraduate and graduate level courses in marketing management and tourism development. In addition to his educational duties, he has undertaken planning projects for tourism, government, and non-profit organizations in the U.S., Asia/Pacific and most recently for the Abu Dhabi Tourism Authority. Prior to joining the university, Frank served as Vice President and Director of Marketing for the Hawai'i Tourism Authority, where he managed the state's marketing programs for leisure, business travel, conventions, and sports. His marketing career in Hawai'i includes marketing positions in tourism, fast food, and high tech. In 1999-2000, he was national chair American Marketing Association and he has been a speaker at national and international marketing conferences. His work has been recognized with national and local awards and he serves on a variety of community organizations.
- Shirley Tsukano earned a Bachelors in Business Administration in Travel Industry Management from UH Manoa, and a Certified Program Planner Certificate from LERN. Ms. Tsukano has over 26 years of work and consultant experience in the Business and Hospitality fields and has served for 4+ years as the Program Coordinator for Business, Hospitality, Culinary, and Legal Education at KCC. Ms. Tsukano has served as the

Program Coordinator for numerous industry training contracts and for a Rural Development grant for cruise line program development, training, and assessment. Ms. Tsukano has served on the Board of Directors for the American Society of Training and Development (ASTD) for the past three years.

- The KCC Office for Institutional Effectiveness in collaboration with the Business Office is experienced with managing federal grants and other extramural awards for multi-year projects. Specifically, KCC has demonstrated its capacity to manage funds for customized contract trainings offered under the auspices of the U.S. Agency for International Development, U.S. Department of State, and U.S. Department of Education.
- The Honda International Center (HIC): has extensive experience providing international contract training to participants in hospitality, tourism, culinary, English language, and other programs. As a sub grantee of the Community Colleges for International Development (CCID), HIC hosted three cohorts of the U.S. Department of State Community College Initiatives exchange participants (2008 – present). Additionally, HIC successfully conducted contract training programs funded by the U.S. Agency for International Development Missions in Namibia and Sri Lanka. HIC is recognized by the American Council on Education for its leadership in international education and by the Carnegie Foundation for the Advancement of Teaching and Campus Compact for its development of authentic, mutually beneficial partnerships.

Projects

The College has been dedicated to and involved in international education since the early 1950's, which accounts for its numerous international agreements and partnerships with institutions in Japan, China, Korea, Morocco, Indonesia, and others. In addition, KCC offers short-term education and training to meet the demands of a rapidly changing world by delivering hundreds of customized education and training courses for a variety of purposes. In 2010, KCC offered 36 customized contract training classes for over 1,451 participants

As a leader in international education, KCC has been the recent recipient of numerous grants and contracts including: the Freeman Foundation (Japan), Community Colleges for International Development (Egypt, Indonesia, Morocco), (Costa Rica, El Salvador, Ghana, Guatemala, Indonesia, Pakistan), (Cameroon, India, Indonesia, Kenya, Pakistan, South Africa); and Academy for Educational Development (Kazakhstan). For a detailed list of agreements, grants, customized contracts, and scope of services, please refer to the KCC International Education 2010 Annual Report which is enclosed for your perusal.

Background

Kapi'olani Community College is a non-profit, public institution of higher education and is one of seven community colleges in the University of Hawai'i statewide system. KCC is a comprehensive community college that offers liberal arts, career and technical education, continuing education and workforce development programs. The KCC Mission Statement follows:

Mission: Kapi'olani Community College...

- is a gathering place where Hawai'i's cultural diversity is celebrated, championed and reflected in the curriculum, pedagogy, support services and activities, students, faculty, staff, and administration.
- is a nurturing workplace of choice for strong and caring faculty, staff, and administrators committed to effective communication and shared vision, values, mission, and responsibilities.
- strives to provide the highest quality education and training for Hawai'i's people.
- provides open access, and promotes students' progress, learning and success with low tuition and high quality instructional programs, student development and support services, and selective areas of excellence and emphasis.
- prepares students to meet rigorous associate and baccalaureate requirements and personal enrichment goals by offering high quality liberal arts and other articulated transfer programs.
- delivers high quality 21st century career programs that prepare students for rigorous employment standards and to meet critical workforce immediate and long-term needs and contribute to a diversifying state economy.
- prepares students for lives of ethical and social responsibility by offering opportunities for increased service-learning and community engagement.
- leads locally, regionally, nationally and internationally in the development of integrated international education, enriched through global collaborations.
- uses human, physical, technological and financial resources effectively and efficiently to achieve ambitious educational goals and generate a solid return on the public's investment for a sustainable future.
- builds partnerships within the University and with other educational, governmental, business, and non-profit organizations to support improved lifelong learning.
- uses ongoing cycles of planning, best practice research, budgeting, implementation, assessment, and evaluation to drive continuous program and institutional improvement.

References

Dr. John Morton, Vice President for the University of Hawaii Community Colleges, 956-3720

Eileen Nepomuceno, Director of Quality Training, Hilton Hawaii Village Beach Resort and SPA, 947-7861

Thelma Kehaulani Kam, Director of Cultural Services, Starwood Hotels and Resorts, 923-2812

Djuan Rivers, Vice President Disney Vacation Club and Resort Hawaii, Walt Disney Parks and Resorts, 528-9100

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(CCID), (206) 878-3710 ext. 3391

Experience, Knowledge, and Relationship with APEC economies and/or Hawai'i

Kapi'olani Community College has a long and colorful history in Hawai'i. Since the time that it first opened its doors in 1946 at the Ala Wai Community Center as Kapi'olani Technical School, the College has expanded its programs, enrollment, and relocated the campus to its beautiful site near Diamond Head State Monument. At the same time, KCC also maintained its commitment to the Asia Pacific region and kept pace with the College's development and became a leader in international education.

PROSPECTIVE ABILITY AND CAPACITY

Key Personnel

The key personnel and others who will be part of our team are those individuals listed under the previous section, Past Experience and Qualifications. In addition to the key individuals, we will draw upon the resources of the UH community colleges and universities and a pool of qualified, professional trainers/instructors. We acknowledge that, if requested by APEC Hawaii, the Offeror will require personnel to provide consent for background checks by third parties, including but not limited to government authorities.

Facilities

Kapi'olani Community College will coordinate with other UH community colleges and universities to provide venues for training sessions as outlined in the Training Sessions' matrix. Training sessions will be scheduled at the UHCC venues on days and at times that will optimize the availability of rooms and parking. Room capacities range from the traditional classroom size of 35 pax, 120 seat auditoriums, to 300 seat proscenium theatres. In addition to the UH community college and university facilities, KCC will coordinate with external collaborators to utilize on-site venues as needed.

Priority

Kapi'olani Community College stands ready to assist the APEC Hawai'i Host Committee with its efforts to showcase Hawaii's unique culture and its ability to host a world class meeting. If KCC is selected for this project, the KCC team and its collaborators will make the project a top priority, will be responsive and accessible to APEC Hawaii, and provide work in a timely manner.

Financial Standing

It is our understanding that these documents are not required.

TERMS AND CONDITIONS OF CONTRACT

The response to the terms and conditions of this contract are addressed in the cover letter from the University of Hawai'i Office of Research Services, which is the official and legal contracting agent for KCC.

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