



**STATE OF HAWAII**  
**Executive Office on Early Learning**  
2759 South King Street, Room C6  
HONOLULU, HAWAII 96826

April 5, 2024

**TO:** The Honorable Senator Michelle N. Kidani, Chair  
The Honorable Senator Donna Mercado Kim, Vice Chair  
Senate Committee on Education

**FROM:** Yuuko Arikawa-Cross, Director  
Executive Office on Early Learning

**SUBJECT: Measure:** G.M. No. 719 – SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE EARLY LEARNING BOARD, GUBERNATORIAL NOMINEE, ERICA MAU-SCHANK, FOR A TERM TO EXPIRE 6-30-2026.  
**Hearing Date:** Wednesday, April 10, 2024  
**Time:** 3:00 pm  
**Location:** Conference Room 229

**EXECUTIVE OFFICE ON EARLY LEARNING'S POSITION: Support**

Aloha, I am Yuuko Arikawa-Cross, Director of the Executive Office on Early Learning (EOEL). EOEL supports the nomination and confirmation of Erica Mau-Schank to the Early Learning Board (ELB).

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

The ELB was established as a governing board through Act 202, Session Laws of Hawai'i (SLH), Regular Session 2017, and is responsible for directing the EOEL on how best to meet the developmental and educational needs of children from prenatal care to entry into kindergarten; providing recommendations to the EOEL on improving the quality, availability, and coordination of early learning programs; promoting collaboration across agencies and stakeholders serving young children; and appointing and evaluating the EOEL director on an annual basis.

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Ms. Mau-Schank serves as the founder and chief executive officer of Vibe Creative Marketing (Vibe) and works to build positive, lasting relationships with clients to execute digital marketing strategies that make sense for the small- to medium-sized businesses and nonprofit agencies that Vibe serves.

Ms. Mau-Schank satisfies the requirements of HRS § 302L-1.65, which provides, that the ELB nominees shall demonstrate integrity, civic virtue, and high ethical standards and be willing to hold fellow members to the same; commit to being a conscientious and attentive board member; have an understanding of best practices in early learning governance or be willing to be trained in best practices in early learning governance; and have a clear understanding of the board's role in developing and protecting a clear, long-term strategic vision for early learning.

As demonstrated by her resume, Ms. Mau-Schank possesses a wealth of experience in marketing communication, digital brand management, and business management. Her experiences indicate a valuable ability to function among diverse colleagues as a member of an effective team and provides a unique skillset and perspective that can support early learning, families, and children across Hawai'i.

Ms. Mau-Schank's experience will add great value to the Early Learning Board. Thank you for your consideration of Ms. Mau-Schank's nomination and for the opportunity to testify in support.

**EDUCATION**

**MBA: Financial Decision Systems & Marketing Management**  
Loyola Marymount University  
Los Angeles, CA, 2014

**BA: English**  
University of Southern California  
Los Angeles, CA, 2011

**ORGANIZATIONS**

**Pacific Century Fellows**  
2023 – Present

**Hawaii Youth Symphony**  
2017 – Present  
2024-2026 Board Chair

**Punahou Alumni Association, Hawaii Chapter**  
2021 – Present  
Board Member

**GIFT Foundation Hawaii**  
2018 – 2021  
Board Member, GIFT Foundation  
2019, 2020 Event Co-Chair

**American Red Cross of Hawaii**  
2017 – 2020  
Board Member, Red Cross Heroes  
Award Committee Member

**AFFILIATIONS**

**Forbes Communication Council**  
2019 – 2023  
Contributing writer featured on  
Forbes.com

**PROFESSIONAL EXPERIENCE**

**Vibe Creative Marketing**  
**Founder & CEO - Honolulu, HI. 2020 - Present**

- ◆ Provide digital marketing services to local businesses and nonprofits, including social media management, paid advertising, and web design.
- ◆ Engage a team of 5 marketing professionals to meet client and company goals.
- ◆ Awarded Hawai'i's Digital Marketing Agency of the Year by *Prestige* in 2021-2022 and 2022-2023.

**Waikiki Shopping & Business Plaza**  
**Vice President - Honolulu, HI. 2019 – 2023**

- ◆ Analyzed financial viability of real estate projects.
- ◆ Oversaw projects including accounting, leasing, and maintenance management software, parking equipment, and point of sale (POS) systems.
- ◆ Created Human Resources policies impacting company culture, employee retention, and candidate recruitment.

**SKY Waikiki | Top of Waikiki | Waikiki Shopping & Business Plaza**

**Director of Marketing - Honolulu, HI. 2016 – 2020**

- ◆ Created and implemented sales and marketing strategies for each company, including PR, radio, print, digital, email, social media, and partnerships.
- ◆ Generated and maintained four separate annual marketing budgets totaling over \$550,000 cumulatively.
- ◆ Led a team of 3-6 marketing professionals to meet department goals.
- ◆ Executed marketing 2018 rebrand of SKY Waikiki, including new logo, website, and operational programming, resulting in a 6% increase in restaurant sales YOY.

**Hotel Angeleno | WEST Restaurant & Lounge**  
**Marketing Manager - Los Angeles, CA. 2014 – 2015**

- ◆ Maintained an annual marketing budget of over \$700,000.
- ◆ Created digital marketing strategy, including email, SEO, PPC, and social media, driving over one-third (\$4m) of overall hotel revenue.
- ◆ Completed brand rollout for Hotel Angeleno rebrand: 'WE ARE NOT SQUARE.'
- ◆ Led brand refresh for WEST Restaurant & Lounge, including a refreshed logo, tagline, brand guidelines, and website.
- ◆ Initiated and maintained marketing partnerships with community organizations to increase awareness and promotional reach.

**Myriad Travel Marketing**

**Account Executive, Branding & Publishing – Los Angeles, CA.  
2013 – 2014**

- ◆ Managed completion of six annually published Travel Planners for Hawaii Visitors & Convention Bureau.
- ◆ Supervised creation of a mobile app corresponding to the Hawaii Visitors & Convention Bureau Travel Planners.
- ◆ Led copywriting and strategy for the rebrand of Grand European Travel.
- ◆ Supervised the rebranding project for Insight Vacations.

**Account Associate, Publishing - 2013**

- ◆ Completed copywriting and editing of various marketing brochures, magazines, flyers, and emails for client accounts including Hawaii Visitors & Convention Bureau, Cunard Line, and Signature Travel Network.



& PACIFIC MUSIC INSTITUTE

HiYouthSymphony.org

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April 9, 2024

**Aloha, Gov. Josh Green:**

I am writing to **wholeheartedly endorse Erica Mau-Schank for a position on the Early Learning Board**. Erica embodies the essence of an outstanding civic leader. She is committed to fostering positive social change and advancing the well-being of our youngest citizens.

In her volunteer work with Hawaii Youth Symphony, where she has held multiple board roles and is currently our Board Chair, Erica has consistently demonstrated her unwavering dedication to championing equity and access. She passionately leads the charge for our organization's vision of *a Hawaii where Music Is A Right*; where every child can learn an instrument or play in an ensemble, regardless of their geographic or financial circumstances.

Erica is a positive, good-natured, and empathetic leader. She takes an inclusive approach and has a deeply rooted collaborative spirit. She recognizes the importance of involving diverse voices and perspectives in decision-making processes. She is mission-driven and leads with integrity. Through her leadership, HYS has been able to set a course for strategic expansion that is reflective of the needs of our diverse communities benefitting youth statewide.

I have no doubt that Erica's passion, dedication, and leadership skills make her an ideal candidate for the Early Learning Board. Her vision for a brighter future for our children is not only admirable but also achievable with her on such a board. I wholeheartedly endorse Erica for this esteemed position and urge you to consider her application favorably. She would be an invaluable asset to the ELB and I recommend her highly for it.

Sincerely,

A handwritten signature in black ink that reads "Randy Wong". The signature is fluid and cursive, with a large loop at the end of the name.

Randy Wong

President & CEO

Hawaii Youth Symphony

[randy@hiyouthsymphony.org](mailto:randy@hiyouthsymphony.org)

(808) 941-9706 x800

**GM-719**

Submitted on: 4/6/2024 10:18:35 PM

Testimony for EDU on 4/10/2024 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chad Sakumoto	Individual	Support	Written Testimony Only

Comments:

I am writing in STRONG support of Erica Mau-Schank's nomination to the Early Learning Board. I first met Erica when we served on the GIFT Foundation of Hawaii Board together in 2018. She immediately stood out as an exceptional contributor and board member thanks to her skills in marketing and digital media. She was quickly named the Marketing Committee Chair, followed by becoming the 2020 Event Co-Chair which was one of our most successful events ever.

Erica is talented, hardworking, principled, and caring...All qualities that fit perfectly with the goals of the Early Learning Board. Being a new mother to an almost two-year old son she is very passionate about early childhood learning for ALL of Hawai'i's keiki. While her direct experience is not in education, her track record of service in all of the non-profit work she has done will help to provide a diverse approach to creating the long-term vision for Early Childhood Learning. Most recently, she helped chart a new and updated course for the Hawaii Youth Symphony as their Chair.

Despite her busy personal and professional life, she still finds time to give back to the community through both her board work, but also with various hands-on service projects led by her and her team at Vibe Creative Marketing. Her passion to lead by example, is also a big reason why I think Erica will be a fantastic contributor to the ELB Board.

Erica will undoubtedly be a rational and significant voice if confirmed to served on the ELB Board. I have two young kids myself and there is no one I'd rather have helping to craft the vision or their learnings journeys than Erica Mau-Schank. Thank you for your time.