

# CORE VALUES & GUIDING PRINCIPLES

## KĀKOU

E alu like mai kākou i ka ho'okō'ana i ko kākou mikiona. *We work together, unified to accomplish our mission.*

## ALOHA KEKAHI I KEKAHI

'Olu'olu a maika'i kākou i nā kānaka a pau. *We are kind and compassionate to all whose lives we touch.*

## PONO PAU'OLE

E hana kūpono kākou i me ka 'oia'io. *We act with integrity and truthfulness.*

## MĀLAMA KEKAHI I KEHAHI

E hō'ihī a mālama kākou i nā po'e a pau a me nā mea 'ē a'e a pau. *We respect and care for others and all that surrounds us.*

## KULEANA

E ho'okō kākou i ko kākou kuleana hana. *We carry out our individual and collective responsibilities.*

## KŪLIA

E ho'okumu kākou i ka hana e pili ana i nā kuleana Hawai'i me ka ho'ohulu. *We take initiative and are resilient in advocating for Hawaiian rights.*

## PO'OKELA

E hana kākou me ka 'oi a e ho'omaika'i iā kākou iho. *We do our absolute best and continuously seek improvement.*

## HO'OMAU

E ho'omau kākou i ke ea o ka 'āina, nā mea e ho'opuni ana, ka mo'omeheu a me ka po'e Hawai'i. *Together, steadfast we preserve and perpetuate our culture, people, land and environment.*

## STRATEGIC RESULTS

### VALUE HISTORY AND CULTURE

85% of Hawai'i residents appreciate and value Native Hawaiian history and culture.

### PARTICIPATE IN CULTURAL ACTIVITIES

51% of Native Hawaiians living in the State of Hawai'i participating in cultural activities, including language, and who interact with the 'āina for cultural, spiritual, religious and subsistence.

### UNDERSTAND NEED FOR VIABLE LAND BASE

70% of all Hawai'i residents understand and agree that a viable land base is necessary for the new Native Hawaiian governing entity.

### ACHIEVE PAE 'ĀINA SUSTAINABILITY

Increasing the percent of Ka Pae 'Āina O Hawai'i managed to create economic value, preserve cultural and natural resources and historic properties, and/or provide cultural and social opportunities for Native Hawaiians in a sustainable and balanced manner:

- By 2018, increasing from 12% to 15% the percent of ahupua'a that are managed sustainably

### TRANSFER ASSETS TO ENTITY

Adoption by the Board of Trustees of a Transition Plan that includes the legal transfer of assets and other resources to the new Native Hawaiian governing entity.

### IMPROVE FAMILY LIFESTYLE CHOICES

Increasing the percent of Native Hawaiian families actively improving lifestyle choices by engaging in health programs and supportive family development practices by:

- Decreasing the number of Native Hawaiians in State DOH substance abuse treatment from 45.9% to 39% by 2018
- Increasing the number of Native Hawaiian mothers receiving prenatal care in the first trimester from 81.4% to 83.6% by 2018

### INCREASE FAMILY INCOME

Native Hawaiian median family income will equal 100% or greater than the Statewide median family income:

- 92% or greater than the Statewide median family income by 2018

### BUILD STABILITY IN HOUSING

Increase the percent of Native Hawaiians who improve their capacity to own or rent a home by focusing on:

- By 2018, decreasing from 55% to 50% the percent of Native Hawaiian renters who are paying more than the HUD standard housing cost (no more than 30% of household income)
- By 2018, increasing Native Hawaiian owner-occupied housing from 56.62% to 58%

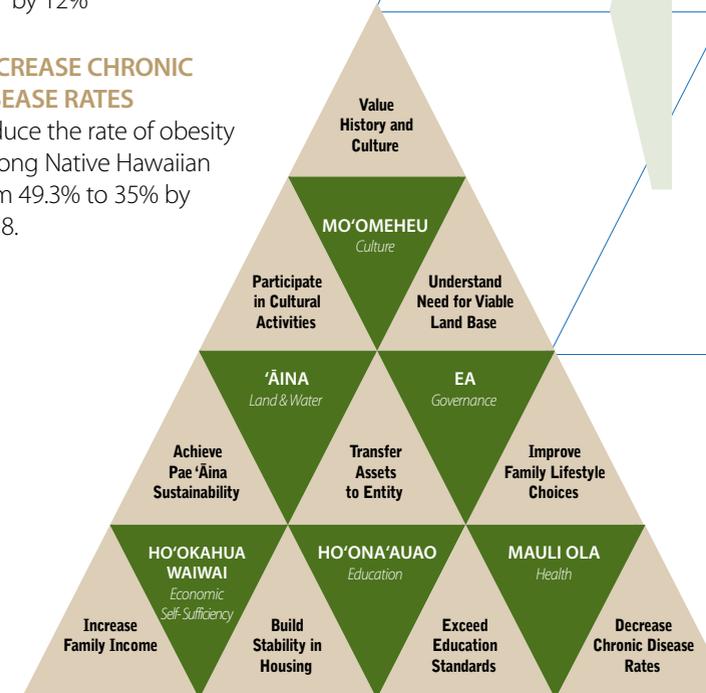
### EXCEED EDUCATION STANDARDS

Increase the percent of Native Hawaiian students who meet or exceed educational standards and who graduate from post-secondary institutions. By 2018, increase the number of Native Hawaiian students:

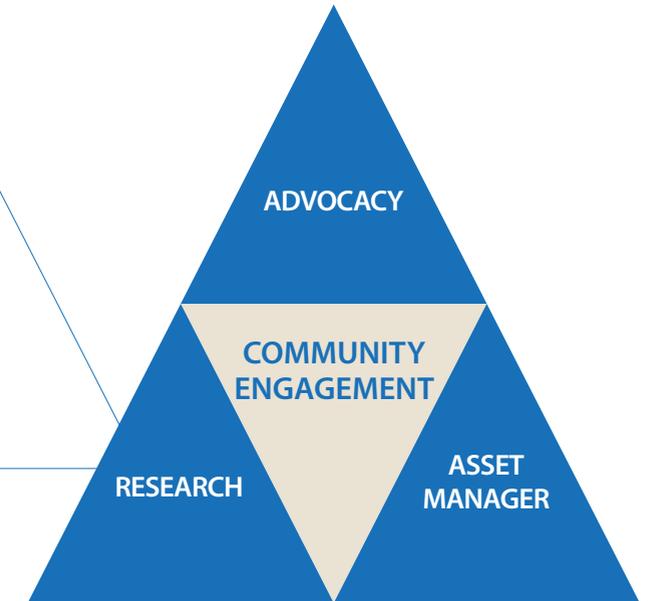
- exceeding READING standards from 55% to 65%,
- exceeding MATH standards from 32% to 45%
- who earn post-secondary degrees or certificates in the UH-system by 12%

### DECREASE CHRONIC DISEASE RATES

Reduce the rate of obesity among Native Hawaiian from 49.3% to 35% by 2018.



## OUR ROLES



**IN ORDER TO ACHIEVE** our Priorities and Strategic Results, we are focused on the roles of advocate, researcher, asset manager and community engager to improve conditions for all Native Hawaiians through systemic change.

**ADVOCACY** means making changes to laws, policies, and practices which broadly impact the Priorities the BOT has approved in the OHA Strategic Plan. This includes community outreach to mobilize the community, monitoring activities to identify harmful policies and laws, and advocacy initiatives to change laws, policies and practices in ways that improve conditions for Native Hawaiians as outlined in the Priorities.

**RESEARCH** means to compile and gather data to identify gaps and important issues, inform our advocacy efforts and ensure our actions and initiatives are based on the best information available.

**ASSET MANAGER** means to fulfill our sacred trust by analyzing opportunities, making critical decisions, and maximizing the value of our portfolio and other investments.

**COMMUNITY ENGAGEMENT** means creating two-way communication channels that share stories of our lāhui with the goals of connecting OHA with Hawaiian communities and the general public and mobilizing communities for the betterment of our lāhui.

VISION

**Ho'oulu Lāhui Aloha** *To Raise a Beloved Nation*  
 OHA's vision statement blends the thoughts and leadership of both King Kalākaua and his sister, Queen Lili'uokalani. Both faced tumultuous times as we do today, and met their challenges head on.

"Ho'oulu Lāhui" was King Kalākaua's motto. Aloha expresses the high values of Queen Lili'uokalani.

MISSION

*To mālama Hawai'i's people and environmental resources, and OHA's assets, toward ensuring the perpetuation of the culture, the enhancement of lifestyle and the protection of entitlements of Native Hawaiians, while enabling the building of a strong and healthy Hawaiian people and nation, recognized nationally and internationally.*



Empowering Hawaiians, Strengthening Hawai'i  
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STRATEGIC PRIORITIES

**MO'OMEHEU** *Culture*

To strengthen identity, Native Hawaiians will preserve, practice and perpetuate their culture.

**'ĀINA** *Land & Water*

To maintain the connection to the past and a viable land base, Native Hawaiians will participate in and benefit from responsible stewardship of Ka Pae 'Āina O Hawai'i.

**EA** *Governance*

To restore pono and ea, Native Hawaiians will achieve self-governance, after which the assets of OHA will be transferred to the new governing entity.

**HO'OKAHUA WAIWAI** *Economic Self-Sufficiency*

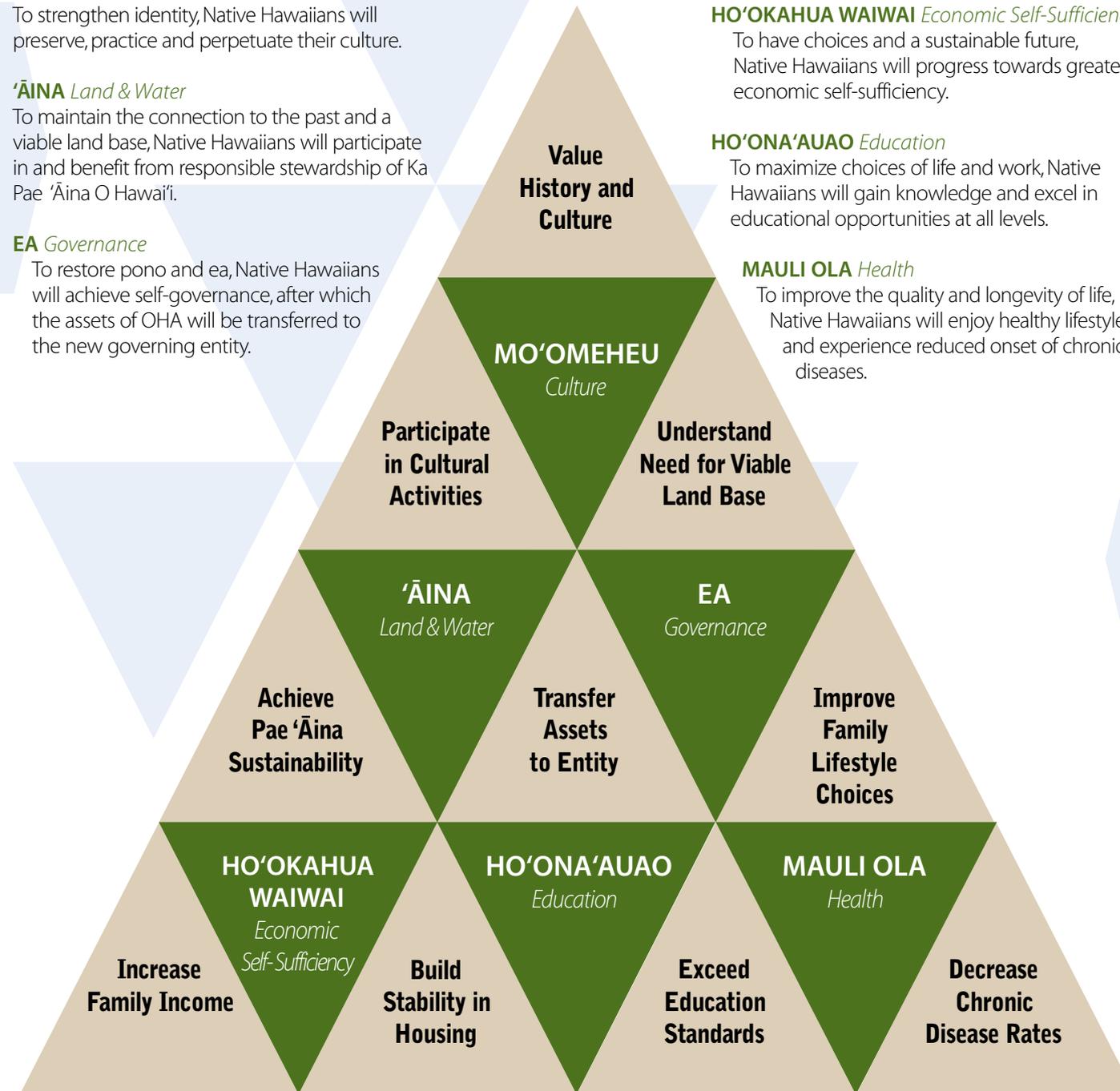
To have choices and a sustainable future, Native Hawaiians will progress towards greater economic self-sufficiency.

**HO'ONA'AUAO** *Education*

To maximize choices of life and work, Native Hawaiians will gain knowledge and excel in educational opportunities at all levels.

**MAULI OLA** *Health*

To improve the quality and longevity of life, Native Hawaiians will enjoy healthy lifestyles and experience reduced onset of chronic diseases.



**EMPOWERING HAWAIIANS**

**STRENGTHENING HAWAI'I**

2010-2018

**STRATEGIC PLAN**

OF THE OFFICE OF HAWAIIAN AFFAIRS

**2010-2018 STRATEGIC PRIORITIES & RESULTS**