MAKING DATA COME ALIVE FOR EDUCATORS WITH D&B + ECONOVUE

The Centers of Excellence serve California’s Community Colleges, providing usable, real-time workforce data to educators, school leaders and employer liaisons throughout the state. As a vital component of the Workforce Development process, schools and other community partners rely on the market analysis and training recommendations that the Centers provide to build programs and support systems around emerging and economically critical industries and occupations.

Aaron Wilcher, Director, and the COE team in the North/Far North California region capture relevant data inputs and transform them into easy-to-understand visual communication pieces – simultaneously painting a high-level picture of local economic trends and opportunities in high-growth industries, as well as an up-close look at potential training gaps, key employers, and wage and hiring statistics. They achieve this in two ways:

1. Leveraging the D&B data available in EconoVue.
   - Within EconoVue, Aaron and the team are able to find, count and sort companies based on industry sector, NAICS code, number of employees and/or location. This takes the mystery out of a vague concept (such as ‘Public Sector Jobs’) and turns it into a recognizable and relatable business list useful for College outreach to regional employers and students alike.
   - The Centers’ researchers depend on EconoVue as a key resource for D&B information about several groups that are underrepresented in other data platforms, specifically Tribal Gaming employment and small businesses with 1-10 employees that are crucial to the NorCal region.
   - EconoVue + D&B stand out among other data sources because of the quality of information built into the searchable database, allowing the COE team to confidently identify labor market demands, predict high-growth opportunities and help educators respond to workforce needs.

MAKE IT YOUR OWN
What important story do you want to communicate about the needs and opportunities facing your local business community? Use EconoVue to:

- Show Financial Stress trends over time for companies within emerging and declining sectors.
- Build a list of the top 25 employers for key industry sectors or NAICS codes in your region.
2 Building outreach pieces that speak to a wide audience.

- The COE team utilizes infographics, charts and tables to illustrate static data points in a way everyone can understand.

- By deciphering technical details into real-world, straightforward action items, Aaron empowers decision makers within the Community Colleges as they reach out to local employers and build targeted training programs.

BRING YOUR DATA TO LIFE

Take advantage of the charts and graphs available in EconoVue to present your data results in a new way as you reach out to different groups.

- Highlight up-and-coming industries and 5-year growth trends using RegionVue graphs and animations.

- Map clusters of training programs or companies currently hiring for specific occupations.

- Diagram corporate family trees or supply chains using the Linkage Map or the Comprehensive Risk Report.

“*We recognize the importance of EconoVue to help translate something abstract like a NAICS code into something actionable like a regional employer list.*”

- Aaron Wilcher, Centers of Excellence North/Far North Region