

September 2021



## Actionable Data for Business Outreach and Employer Engagement

September is **National Workforce Development Month!** At EconoVue™, we're celebrating Workforce Boards and the work you do to meet the needs of your local business communities – and we're working hard to support your efforts with the targeted, timely and actionable data you need to build effective programs for workforce placement, retention and layoff aversion.

We love hearing and sharing your stories! In recent conversations with Workforce Development Boards all around the country, we've been taking notes on some of the creative ways you are utilizing the EconoVue™ platform and D&B data.

Here are some examples:

- 1 Expanding the roster for local job fairs beyond the usual group of participating employers – broadening the scope and types of job opportunities available for different types of job seekers.
- 2 Targeting previously unreached companies for outreach, specifically small and micro businesses that are often omitted or overlooked in other employer data resources.
- 3 Identifying minority-owned businesses to make sure these owners have equitable access to financial assistance and grant programs.
- 4 Anticipating the industries and occupations that are cycling up and poised for growth, identifying the key players in these groups and coordinating with education partners to build training and certification programs.
- 5 Creating strategic planning and impact reports for city and county government groups showing a wide range of business data: employer and employee counts, financial health changes for sector groupings, overall industry and location trends, and many more.
- 6 Utilizing NAICS codes to identify groups of local employers for program-specific outreach.
- 7 Mapping the physical locations of businesses for coordinated outreach in support of neighborhood-based programs and services.

### Put the Data to Work for Your Region

Take advantage of these resources to boost your EconoVue™ skills and find your next data solution:

- **LIVE CLASSES** – Join the [EconoVue™ Skills Series](#) for 30-minute coaching sessions throughout the month.
- **IN-PERSON SOLUTIONS** – Reach out to Ulisse Gallo ([gallo@econovue.com](mailto:gallo@econovue.com), 571-527-4921) to learn more about the above use cases or to talk through your specific project parameters.
- **ONLINE RESOURCES** – Visit our [Help Center](#) for videos and step-by-step instructions on a wide range of topics including [Outreach Lists](#), [NAICS Code Searches](#), [OverVue Trends](#), and [Diversity Search Options](#).



## Sign up for the EconoVue™ Skills Series!

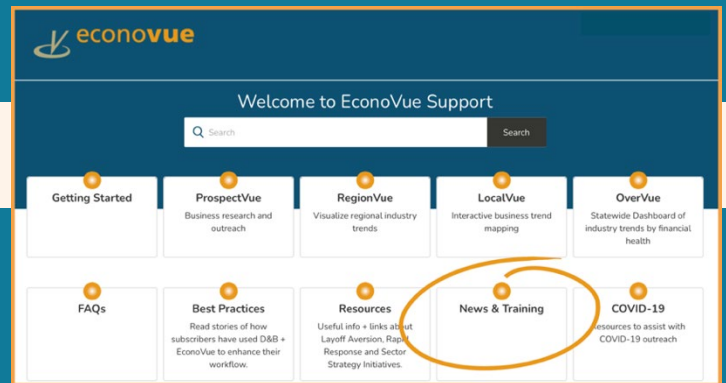
Register today for our [monthly series of 30-minute coaching sessions](#) – each designed to meet a key Workforce data need with a specific set of EconoVue™ skills and practices.

The live, online sessions follow three core Workforce-related tracks:

1. Business Outreach
2. Research and Planning
3. Occupations and Career Pathways


**September Bonus Class** • Data Deep Dive  
September 29 • 1:00 pm PT / 2:00 MT / 3:00 CT / 4:00 ET

Pick and choose the classes that will impact your work the most – or join us for the entire series! Come back each month to try a new class or revisit a topic for current examples and ideas.



## Additional Training and Resources

### EconoVue™ Help Center

Visit the EconoVue™ [Help Center](#) to access step-by-step illustrated guides, links to video training and user guides, FAQs, resource descriptions and more. Within EconoVue™, click the blue Help button  in the corner of the screen to ask a question or search by topic.

### New Learn-As-You-Go Videos

Looking for a quick EconoVue™ refresher? Check out a new series of introductory videos in our Getting Started section - then visit each app section for quick 5-minute videos walking through all the key EconoVue™ tools plus tips and tricks to boost your data outcomes!

[Getting Started](#) | [ProspectVue](#) | [RegionVue](#) | [LocalVue](#) | [OverVue](#)

### Individual or Small Group Training

Would you like a customized training session? [Let us know](#) how we can help. Be sure to include some days and times that are convenient!

