

October 2021



## Building Connections with Manufacturers in Your Region

October 1st was **National Manufacturing Day!** This day signals the start of a monthlong focus on advanced manufacturing careers and industry opportunities - supported by Workforce Boards, manufacturing leaders and local educational groups working together to build direct employment pathways for our next generation of skilled, high-tech, innovative workers.

As you build connections with the manufacturers in your region, EconoVue™ is ready to support your work with tools and data that can help you:

### Build a bigger contact list

Identify and connect with a higher number of manufacturers, including smaller companies that may need more support. The search features built into EconoVue™, backed by D&B data, give you the fullest picture of your local manufacturing community, with an inside look at companies that are off your radar.

### Invite the right hiring partners

Ensure that you are sending job candidates to healthy, growing companies with long-term advancement opportunities. Within EconoVue™, you can sort and filter lists of potential job placements using the D&B Financial Stress and Material Change scores to focus in on businesses that are poised for growth and can provide stable employment with room to advance.

### Look to the future

Dig into current and historical trend data so you can predict what's next for manufacturing in your community. The OverVue™ dashboard and RegionVue™ graphs work together to highlight industry sub-sectors that are on their way up, as well as those that may be struggling in coming years, to help guide strategic decisions about training and support resources.

## Manufacturing Snapshot

The manufacturing sector in the US has taken several hits in the last 18 months - but as we close out 2021, there are signs of growth and recovery on the horizon.

We've been hearing from Workforce Boards in several states about new programs focused on putting people to work in manufacturing jobs. These careers offer fair wages, benefit packages, job security and many opportunities for growth and advancement. Within the industry, there is a focus on:

- filling current openings in entry and mid-skill level positions;
- preparing workers to take on higher-level roles as Baby Boomers retire in larger numbers;
- creating a more diverse and inclusive workplace environment;
- and building employment and training pathways to prepare American workers for new high-tech, digital manufacturing processes.

Using the Dun & Bradstreet Business Risk and Material Change indicators, we analyzed the nationwide distribution of high and low failure risk of manufacturing businesses by state. These maps illustrate the relative concentrations of high and low risk manufacturing businesses. States with darker shading have higher concentrations of high or low risk manufacturers.



[Defined by D&B Financial Stress score.]

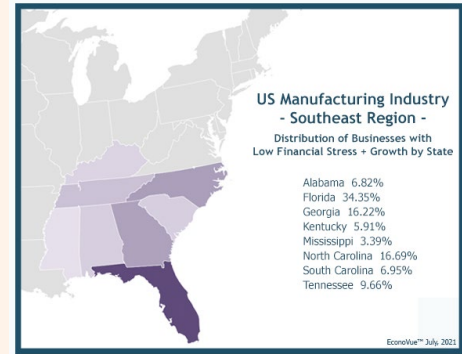
## Manufacturing Snapshot (continued)

Zooming in to look at the Southeast region for targeted engagement with manufacturers, this map shows the combination of low risk manufacturers with those showing signs of growth. Companies that fall within this grouping are prime candidates for hiring events, training cohorts and industry partnerships.

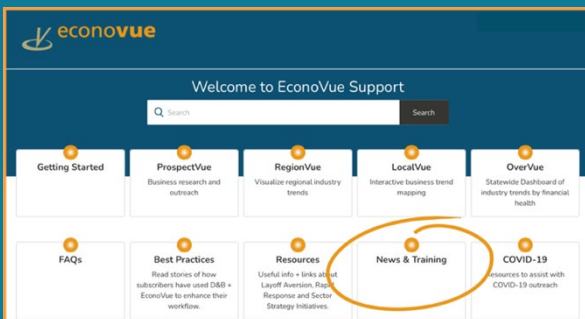
### Put the Data to Work for Your Region

Take a closer look at the growth trends in manufacturing for your city, county, region or state.

- DATA DEEP DIVE: [Login to EconoVue™](#) today to discover the specific manufacturers in your region that match your particular growth criteria.
- LIVE CLASSES: Join the [EconoVue™ Skills Series](#) for 30-minute coaching sessions throughout the month. For an in-depth focus on industry sector analysis, please select classes 5 and 6.
- IN-PERSON SOLUTIONS: Reach out to Ulisse Gallo ([gallo@econovue.com](mailto:gallo@econovue.com), (571) 527-4921) to talk more about the tools and data available in EconoVue™ to help you take a closer look at manufacturing in your region.
- ONLINE RESOURCES: Visit our [Help Center](#) for videos or step-by-step instructions on a wide range of topics, including [Outreach Lists](#), [OverVue Trends](#), and the D&B [Financial Stress](#) and [Material Change](#) scores.



[Defined by D&B Financial Stress and Material Change scores.]



**Skills Seminar • October 27**  
1:00 PT / 2:00 MT / 3:00 CT / 4:00 ET

## 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

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 dates and times that are convenient!

