

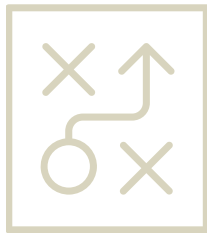
Enabling a Successful Data-Driven Apprenticeship Program With Macro & Micro Research





Program

A local Workforce Development Board (WDB) implemented a two-phase data-driven approach to expanding its apprenticeship program. The first phase required macro research on priority sectors with in-demand occupations, and the second phase required business research on potential employer sponsors before outreach.



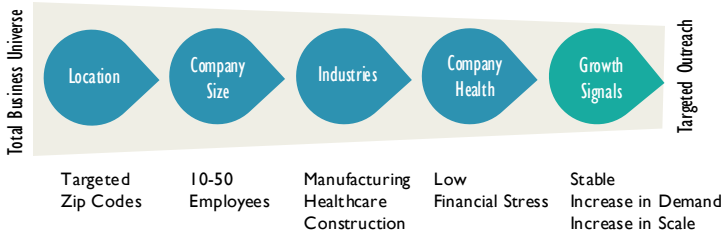
Challenge

With limited resources and results, the WDB needed to reinvent its door-to-door approach to finding the best employers to be Apprenticeship program sponsors.



Solution

Using EconoVue, the WDB's two-prong approach focused only on growing industries and pinpointed low-risk, growing businesses within targeted ZIP codes.



econovue



Results

EconoVue enabled the WDB's data-driven approach to identifying the most qualified businesses to become employer sponsors in priority sectors with in-demand occupations, resulting in:

- 82 apprenticeship programs
- 215 employer sponsors
- 2,225 apprentices
- 12 apprenticeship programs under development



Bottom Line

Only EconoVue offers the unique combination of industry macro research and individual business micro research to enable a powerful data-driven approach to expanding apprenticeship programs with high-potential employer sponsors.