

EconoVue™ Insights

APRIL 2023

Point of Vue

Business engagement must now be a critical success measure for all workforce boards

State and local workforce development boards (WDBs) lead a broad list of essential workforce programs from rapid response and layoff aversion to apprenticeships and incumbent worker training, DEI, and justice-involved, and youth programs within their communities. And that is just the tip of the iceberg. These programs involve many constituents from the community, including the business partner.

Like all publicly funded programs, a certain level of accountability is involved. The workforce system has become very efficient at calculating the outcomes of WIOA common measures, such as placement, wages, and retention.

However, measuring the impact beyond those mandated measures remains a constant challenge for WDBs. As the tip of the spear into the workforce system into the business community, business engagement does matter.

Read the blog to learn about key success measures to track impact. > [READ BLOG](#)

Product Vue

Expansion Use Case

Workforce development professionals can identify stable companies who are looking to expand operations in your community in seconds. This insight allows WDBs to connect those businesses to network partners. Start your search by filtering by businesses with >50 employees, with low risk of business failure, and showing signs of growth such as increase in demand and increase in scale.



For example, Business Services teams in the Louisville, Kentucky can quickly narrow their outreach efforts from **14,555** companies in the workforce area to the **157** companies most likely ready for expansion.

All Businesses in the WDB region
14,555 companies

Employee Size Filters:
>50 Employees

D&B Data Filters:
Low Financial Stress +
Material Change Indicators:
Stable, Increase in Demand/
Increase in Scale

157 companies
likely to be in the
early stages of expansion

Going to NAWDP's Annual Conference?

EconoVue and Dun & Bradstreet will be there, stop by and say hello!

> **Stop by Booth 409:**

> **Stop by our Session:** Improving Employer Engagement and Outcomes through Data-Driven Outreach Strategies
MAY 8 - 9AM

Vue Points

> **Customer Roundtable: Lessons from your Peers**

Listen to fascinating use cases and insights shared by your peers during this month's roundtable - SELACO's sector strategies and Nevada's approach to serve veterans facing significant barriers to employment in their workforce area.

> [DOWNLOAD RECORDING](#)

> **Case Study: Competitive Micro-Grant Program Case Study**

The challenge facing the Workforce Alliance of the North Bay (WANB) was to quickly narrow down a target audience for a competitive COVID-19 micro-grant program outreach based on the rigorous eligibility requirements for micro-businesses.

> [READ CASE STUDY](#)

> **Case Study: Case Study: Montana's Campaign in a Box Strategy**

All across Montana, local offices struggled to create individual business engagement outreach strategies effectively. In response, the Business Strategy Team designed and implemented a quarterly, statewide Campaign in a Box program for targeted outreach to specific industries and workforce sectors.




> [READ CASE STUDY](#)

Training Vue

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 tracks:

-  Business Outreach
-  Research and Planning
-  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.

Visit our new Express Sign Up page to register for multiple classes at once!

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LIVE SESSIONS: A series of eight 30-minute coaching sessions - [Sign up now](#)



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