

Improving Employer Engagement and Outcomes Through Data-Driven Outreach Strategies



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econovue A Changing Workforce Environment

remote workforces



changing communication methods



ECONOMY

shifting economic conditions



more specialized programs





- The importance of implementing targeted employer outreach strategies based on specific business needs throughout the business cycle: expanding, stable, or contracting.
- How using Actionable Data to guide employer outreach, can accelerate the search for job seeker and work-based learning opportunities by choosing viable business partners with an informed approach.
- Measuring program success of employer engagement strategies with quantifiable performance metrics and outcomes.

WIOA Regulation at § 682.300

“A successful rapid response system includes... Delivery of solutions to address the needs of businesses in transition, provided across the business lifecycle (expansion and contraction), including comprehensive business engagement and layoff aversion strategies and activities designed to prevent or minimize the duration of unemployment...”

FROM WIA to WIOA

A switch from a Reactive Response to Layoffs to that of Proactive Business Engagement. This requires:

- A new way of thinking about businesses (Dynamic Business Cycle)
- New data about businesses: Actionable Data
- New strategies to engage and maintain relationships with business partners

Per WIOA, local WBDs need to fulfill the very important task of placing local job seekers in companies in the community

WIOA Charter	Job Programs	Training Programs	Equity Programs	Business Impact Programs	Funding Programs	Business Research
Job Placements	Job Fairs	ITA	Diversity	Expansion	Grants	Local Area Plans
Proactive Business Engagement	Welfare to Work	OJT	Minority-Owned	Retention	Loans	Micro Research
Rapid Response	Paid Work Experience	IWT	Women-Owned	Disruption	COVID Impact	Employment Fluctuations
Layoff Aversion		Internships	Veteran-Owned	Public Safety		Lost Businesses
		Apprenticeships	Disadvantaged	Supply Chain		

1

Targeted employer engagement begins with understanding the business

2

Data-driven approach accelerates the right engagement strategies

3

Measurable success and impact is not only quantifiable; it is just simple math

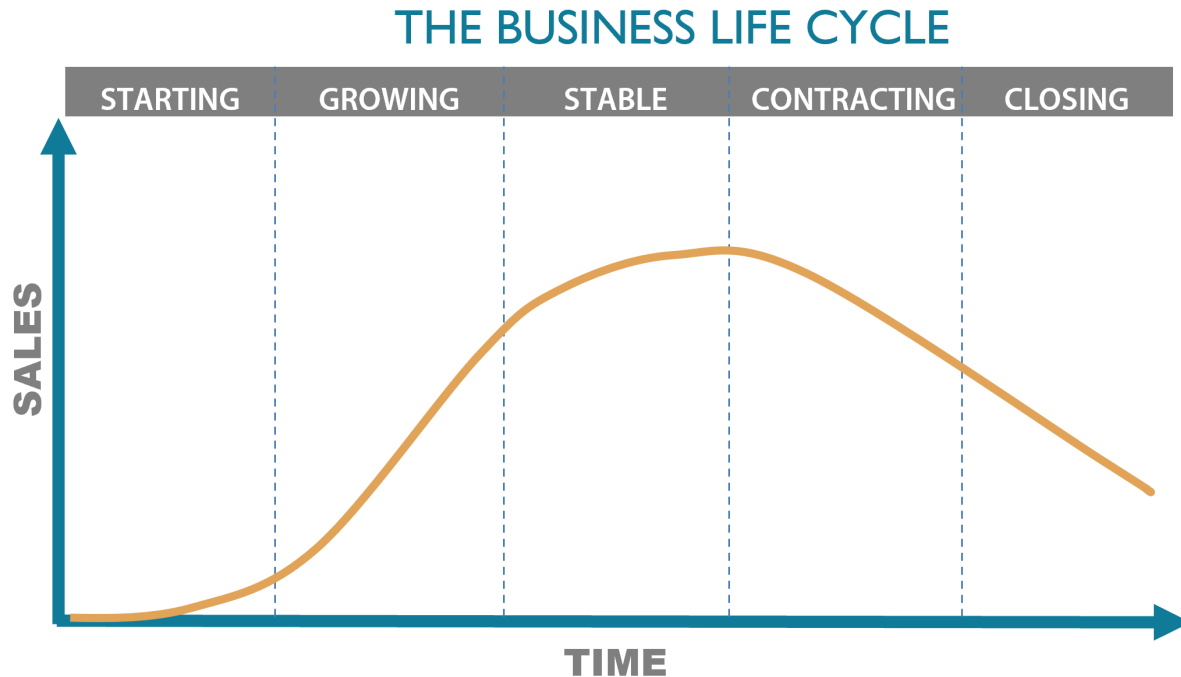


Targeted employer engagement
begins with understanding the
business



Different businesses have different needs

Manufacturing
Construction
Trade & Logistics
Hospitality
Healthcare
Technology



Veteran-Owned
Minority-Owned
Women-Owned
Microbusinesses
<10 employees
Small businesses
10-50 employees
Large businesses
> 500 employees

Over time, a company may move back and forth through these stages



EXPANDING ECONOMY

Business
Engagement
Apprenticeships
Job Fairs
IWT

Layoff Aversion
Early Intervention
Rapid Response

CONTRACTING ECONOMY

Data-driven approach
accelerates the right
engagement strategies

AUDIENCE POLL

What labor market information
do you use today for your
proactive business engagement
strategies?

Actionable Data Has Five Dimensions



All-encompassing

Dual perspective offers a macro view of the community and a micro view of the businesses.



Dynamic

Dynamic – always in motion like the businesses they represent – and is current and reliable.



Predictive

Forward-looking, indicating the health of a business or community in the near future.



Contextual

Relative, offering context when compared to other locations or points in time.



Visualized

Easily accessed, filtered, and understood in a visualization dashboard, enabling immediate action.

Today

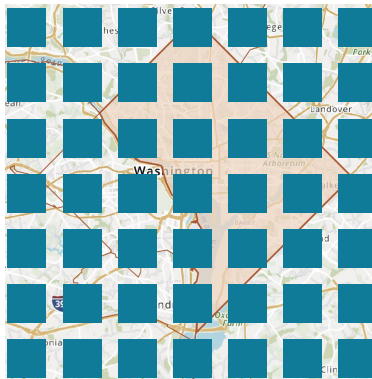
Aggregated LMI Industry Level Data



Industry-level data with zero visibility into the businesses

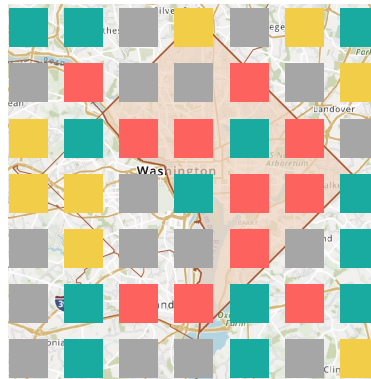
Tomorrow

Actionable Business Level Data



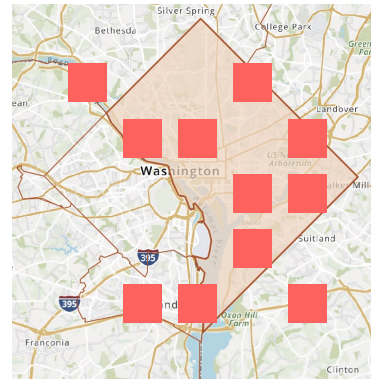
Drill down from industry bubble to individual businesses

Predictive Indicators on Company's Health



Understand who is growing, stable, contracting, and at risk

Targeted Business Outreach



Know who to contact first based on specific use case criteria

So, you can stop calling 1,000 wrong businesses and call only the 100 that matter



Layering in custom variables and criteria helps to refine, refine, and refine your search for more effective engagement.

Measurable success and impact
is not only quantifiable,
it is just simple math

AUDIENCE POLL

How do you track your
program impact today?

There are many ways to measure your effectiveness in serving employers

BUSINESS ENGAGEMENT

- # of businesses engaged
- # of repeat businesses engaged
- % of penetration across workforce region
- % increase in penetration over time
- % increase in serving women-owned/veteran/minority-owned businesses
- % of increase in businesses actively posting jobs
- Successful referrals to network partners – EDC, SBDC
- # of new businesses attending job fairs
- # of jobs saved
- # of businesses applied for/awarded special grants
- % increase in business improvement over time

JOB PLACEMENTS

- # of job postings
- # of job seekers registered at Career OneStops
- # of apprenticeships
- # of WEX participants
- # of OJT participants
- # of job seekers hired from referrals
- # of job fair attendees interviewed/hired
- # of job placements

WAGES

- Increase in wages
- Impact of wage gains on economy

RETENTION

- # of OJT/WEX conversions to full-time employees
- # of IWT completed and retained by business after 6 months
- # of jobs saved
- Cost avoidance for the UI Fund

econovue Case Study: COVID-19 Grant Program

GOAL:

A WDB from a large, rural county on the Pacific coast in the State of California had a directive to find small businesses eligible for COVID-19 Relief grant funding.

CHALLENGE:

Urgency to help vulnerable small businesses impacted by the Pandemic.

Over **90%** of small businesses in the County have **<50** employees across an expansive geographical area.

SOLUTION

Location

ZIP Code

Company Size

ALL

Industries



Risk Indicators

Medium Risk

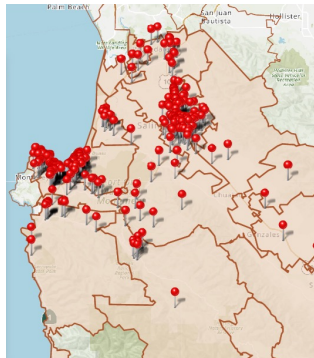
High Risk

Growth Indicators

Early Signs of Decay

Decrease in Demand

Decrease in Scale



SUCCESS

Round	Applicants	Grant Recipients	Total Funding
1	152	130	\$1.2M
2	138	110	\$830,000
3	119	100	\$700,000
Community Impact	409	340	\$2.7M

econovue Case Study: Campaign in a Box Case Study

GOAL:

The Montana Department of Labor and Industry implemented a quarterly, statewide Campaign in a Box program for targeted outreach to industry sectors.

The current campaign focused on Breweries with the goal of 100% engagement (50% in-person).

CHALLENGE:

Workforce Services wanted to ensure relevant, effective engagement between businesses and job service offices, but local offices lacked the resources to create individual strategies to do business outreach effectively.

SOLUTION

Company Size

All Sizes

Risk Indicators

Low Risk

Medium Risk

High Risk

Growth Indicators

Stable

Increase in Demand

Increase in Scale

Early Signs of Decay

Decrease in Demand

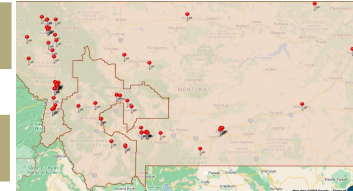
Decrease in Scale

Location

All Counties

Industries

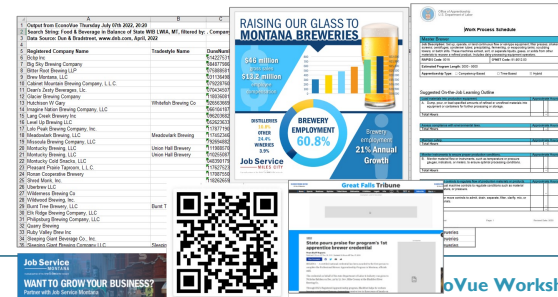
All Breweries



SUCCESS

Increased Effectiveness in Serving Employers as measured by:

- # of touchpoints with businesses
- Increased credibility and awareness
- # of repeat customers
- Increased employer engagement



GOAL:

The large, densely-populated State challenged itself to **pivot from reactive rapid response efforts** to a proactive business engagement approach – **across all local WDBs**.

CHALLENGE:

The challenge was two-fold.

Enabling a **statewide shift** from reactive rapid response **to proactive business engagement** – and **quantifying impact from something that is not typically measured**, (i.e., layoff aversion/jobs saved).

SOLUTION

Company Size

<50 Employees

Industry

ALL

Risk Indicators

Medium Risk

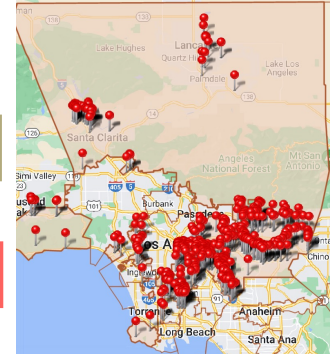
High Risk

Growth Indicators

Early Signs of Decay

Decrease in Demand

Decrease in Scale



SUCCESS

First Year Impact

Average cost of weekly UI claim

\$350

Average number of weeks unemployed

X 15

Cost of one job saved

= \$5,250

Number of layoffs averted in state

X 2,000

Cost avoidance for Unemployment Insurance Fund

= \$10,500,000



Real Wages into the Economy and Community Impact – The Social Good

INPUT: Total # of participants

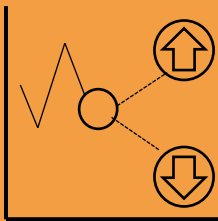
X INPUT: The percentage of participants retained at 6 months

X INPUT: Six months median salary

= IMPACT: Wages into the economy

Example: $1,000 \times 80\% \text{ (retention)} = 800 \times \$15,000 \text{ (6-month wage)} = \$12,000,000$

In Summary, Data Driven Strategies Will Improve Employer Engagement and Outcomes



PREDICT

Predict the health of the businesses – growing, stable or contracting – in your community.



TARGET

Target with greater precision and speed for improved business outreach.



SUCCEED

Succeed through early engagement for greater impact.

Q&A

Contact Us

[**www.econovue.com/contact/**](http://www.econovue.com/contact/)

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Thank You
for joining our session
STOP BY OUR BOOTH 409

