

# Data-Driven Sector Strategies Drive Proactive Business Engagement for SELACO WDB

## Background


The Southeast Los Angeles County Workforce Development Board, commonly known as SELACO WDB, represents eight cities – Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, Norwalk, and Paramount. SELACO WDB is one of seven workforce boards serving Los Angeles County, serving over half a million constituents daily.

SELACO WDB embraces the dual charter of WIOA – to assist businesses and job seekers with access to employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

Ultimately, SELACO's mission is placing job seekers in economically self-sufficient jobs and helping businesses meet their bottom line.

The Business Services Teams are the tip of the spear for business engagement, and data-driven sector strategies enable proactive business engagement for the region. Every two years, SELACO WDB re-evaluates the top 5 sectors experiencing growth and the next ones on the horizon. The challenge was to have the best information available for targeted outreach based on individual sector strategies.

The most current labor market data, as well as actionable business insights, is critical for proactive business engagement across the entire program spectrum - paid work experience (WEX), on-the-job-training (OJT), apprenticeships, rapid response, layoff aversion, entrepreneurship training, and incumbent worker training (IWT).

2020-2022 Industry Sectors				
				
Manufacturing	Trade & Logistics	Hospitality	Healthcare	Business & Professionalism

## Challenge

Since the Pandemic, data is updated less frequently in the LMI platforms and forecast tools/reports, making it difficult to update the bi-annual SELACO WDB local sector plans.

## Solution

SELACO WDB uses EconoVue, a data visualization platform for accelerating business engagement built on top of the Dun & Bradstreet Data Cloud, to enable statewide, proactive business engagement. This powerful tool enabled SELACO WDB to engage businesses across the entire business cycle - allowing them to filter by location, sector, size, risk, growth, and diversity in seconds.



EconoVue, fueled by Dun & Bradstreet predictive data, allows SELACO WDB to conduct outreach strategies based on the current state of a business as determined by their level of financial stress and the forward-looking indicators of material change. As shown below, knowing the business condition of a company – whether it is stable, contracting, or growing – allows the teams to tailor the right engagement strategies for business outreach.

BUSINESS CONDITION	ENGAGEMENT STRATEGIES
Stable	Subsidized Work Experience, On-the-Job Training, & Incumbent Worker Training
Early Signs of Decay	Layoff Aversion Services (Red Team), Employment Training Panel, & Tax Incentives
Increase in Scale	ETP, IWT, OJT, WEX, & Youth Programs

*EconoVue is invaluable in defining our sector strategies. Using this platform has accelerated our business outreach efforts by at least 50%, if not more – and we have done at least 300% more in-person meetings.*  
 Business Services Manager, SELACO

SELACO WDB keeps an eye on the growing sectors that matter to the region. SELACO's 2022-2024 plan demonstrates that sector strategies evolve over time. Healthcare now focuses on two growing sub-sectors, Mental Health and Veterinarian. Mental Health is a spreading national crisis, and LA County is in that mix. Veterinarian services are also on the rise, given all the pet adoptions during COVID-19. SELACO WDB recently added one standalone sector – Information Technology with Cybersecurity and Artificial Intelligence sub-sectors.

Thinking ahead, SELACO WDB continues its focus on growth sectors and self-sufficient jobs. The Green, Blue Energy, and Cyber Security sectors are on the horizon. Additionally, preparation is underway for a potential exodus of small and big businesses closing or leaving LA County in the next 1-5 years due to numerous variables such as the pandemic, recovery, and inflation.

## Outcomes

There is an imperative to track program success as measured by established metrics for California – new business, repeat business, and market penetration. SELACO's CRM tracks the business services activity, business improvement or decline, and case management. Weekly and monthly reports allow business engagement specialists to monitor their progress over time – and understand if there has been an increase in engagement or a decline – and adjust appropriately.

Bottom line, data-driven sector strategies have enabled proactive business engagement with great success. SELACO WDB has accelerated business outreach efforts by at least 50%, if not more. Even more impressive, business service teams have conducted at least 300% more in-person meetings. Now that's proactive business engagement.

ABOUT ECONOVUE™ EconoVue™ is a product of The Urban Explorer, Inc. The Urban Explorer is an analytics software company accelerating business engagement for workforce and economic development agencies. The EconoVue intuitive data visualization platform, powered by Dun & Bradstreet, combines map-based views with best-in-class business, workforce, industry, and company financial health data. Our unique combination of actionable data and visualization enables customers to predict the health of the companies in the community, target with greater precision and speed, and succeed through early engagement for greater impact.