

Econovue Improves Targeted Outreach for Nevada for Veteran Job Placements, Rapid Response and Job Fairs

Background

After the Pandemic, the Department of Employment and Training and Rehabilitation (DETR) for the State of Nevada recognized they needed to change how they did business to improve employer outreach. Overall, the State needed better business insights – and a better way to access those insights. For this reason, the State of Nevada partnered with EconoVue.

Like most areas of the country, Nevada had a low unemployment rate at the time, at 2.9%, yet that was up from a previous low of 1.5%. DETR launched a targeted program to assist the unemployed veteran population. In Nevada, that population numbered over 200,000.

DETR's program focused on how best to serve unemployed veterans, specifically veterans with significant barriers to employment. Veterans typically have different barriers ranging from just out of the military to severe background issues. DETR had a dual responsibility – to put the veterans on the right career pathway and identify the businesses willing to employ veterans.



It was determined to target veteran-owned businesses, which would better understand the typical struggles of those who served our country.

Challenge

There was a dual responsibility to pinpoint the right career pathway for the veteran and quickly identify businesses more likely to hire those with significant barriers to employment.

Solution

The Department of Employment and Training and Rehabilitation for the State of Nevada uses EconoVue, a data visualization platform built on top of the Dun & Bradstreet Data Cloud, to accelerate targeted business outreach. Data visualization, mapping, and advanced search tools enable the filtering of companies by location, sector, size, risk, growth, and diversity in seconds.

In developing the employer outreach strategy for the veteran's job placement program, DETR filtered by the following criteria necessary to identify stable veteran-owned businesses for outreach:

- Veteran-owned businesses
- Designated area – workforce area, county, city, or ZIP code
- Company size
- Low Financial Stress Index (i.e., low risk of business failure)



The strategy also included a detailed review of the targeted employer's D&B company report to pinpoint the location of employees, financial condition, etc. Through this program, DETR reestablished relationships with Fallon Naval Air Station and held veterans' hiring events featuring the companies identified through this process.

EconoVue has provided value from day one – from the phenomenal information to the interactive dashboard and the fantastic support. We could quickly pinpoint the right employers for our veterans' job placement program. I can't tell you how valuable this platform has been for us, and we are just getting started.

Supervisor, Department of Employment and Training and Rehabilitation, Nevada

A Quick Evolution to Broader Programs

With the early momentum from the veterans' job placement program, DETR quickly expanded the number of programs they used EconoVue for. For example, with the economic downturn, there was an increase in Rapid Response events, layoffs, furloughs, and closures, and EconoVue became a very effective tool for gathering critical information. Using EconoVue, the State was able to become more effective on a variety of programs/efforts requiring employer engagement, including:

- **Rapid Response:** Target companies with the same NAICS code and in the same area as the company downsizing or closing to assist with re-employment.
- **Local Job Fairs:** Recruit local businesses with the same NAICS codes for job fairs for affected employees.
- **Proactive Business Outreach:** Identify companies experiencing economic hardship and speaking with them about financial incentives.
- **Increased Program Efficiency:** Reduce the time the unemployed must rely on the UI system and provide the employee with security.

Through the partnership with EconoVue and Dun & Bradstreet, Nevada's Department of Employment and Training and Rehabilitation has positively impacted veterans, other job seekers, local employers, financially stressed companies, and the community.

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.