

Finding Employer Sponsors for Youth Apprenticeships in the Maritime Industry





Program

A Local Workforce Development Board (WDB) developed a Youth Apprenticeship program for the Maritime industry to shadow and ultimately replace the aging and retiring workforce within the thriving industry at the local Port.





Challenge

The challenge was identifying and engaging with the diverse nature and range of businesses in the Maritime industry, making it difficult to pinpoint potential employer sponsors.



Solution

EconoVue's robust industry and sub sectors filtering identifies the most qualified Maritime businesses near the Port with Low/Medium Financial Stress and early signs of Growth.



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Results

From the 6,430 businesses in the Port's ZIP code, the WDB quickly targeted the top 1% of companies most qualified for engagement and participation in the employer sponsor apprenticeship program.



Bottom Line

EconoVue's intuitive data visualization platform prioritizes potential business partners by industry, sub-sectors, and location in seconds so WDBs can conduct outreach and explore the possibility of apprenticeship opportunities.

