

Improving Targeted Employer Outreach for Veteran Apprenticeships





Program

A Local Workforce Development Board (WDB) established a Veterans Apprenticeship program to serve unemployed veterans with significant barriers to employment. The WDB needed a targeted outreach strategy to high-potential veteran-owned employer sponsors.



Challenge

There was a dual responsibility to identify veteran-owned businesses more likely to hire veterans with significant barriers to employment – and willing to become employer sponsors while determining the right career pathway for the veteran.



Solution

EconoVue's differentiating platform goes beyond a basic search to identify stable Veteran-Owned companies with Low Financial Stress and signs of stability.

Total Business Universe



Targeted Outreach

Veterans-
Owned
Businesses

Workforce
Development
Area

10-250
Employees

All
Industries

Low
Financial Stress

Growth Signals:
Stable



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Results

From the 107,967 businesses across the workforce region, the WDB quickly narrowed down the outreach to 29 financially stable, veteran-owned companies, most likely to consider an employer sponsor partnership opportunity.



Bottom Line

EconoVue's intuitive data visualization platform prioritizes potential employer sponsors by special populations, size, financial condition, and location in seconds so WDBs can conduct outreach and explore the possibility of apprenticeship opportunities.

