

Targeting the Best Employer Sponsors for Apprenticeship Program





Program

Supporting the statewide initiative to expand participation in the Registered Apprenticeship program, a Local Workforce Development Board launched its own independent employer outreach program.



Challenges

Identifying Manufacturing as their desired target industry, the WDB had over 1,000 manufacturing businesses in their region but lacked the manpower or resources to pursue them all and needed to identify and prioritize high-potential Apprenticeship participation candidates.

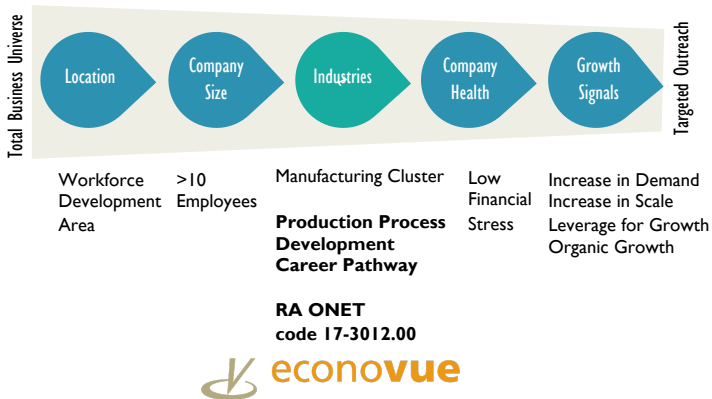


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Solution

Using the Career Pathways Search in EconoVue, the WDB utilized specific clusters, career pathways, and ONET codes to pinpoint eligible employer sponsors.





Results

Using Size, Business Health, Job Code, and Career Pathway data, the WVDB identified their top 25 best-qualified Manufacturing employers for engagement to host or sponsor apprenticeships.



Bottom Line

Quality beats quantity with data-driven employer targeting, which enables the focused, efficient use of WDB manpower to engage a small segment of high-value employers.