

Proactive Business Engagement Leads to On-Site Hiring Events





Program

A Local Workforce Board (WDB) mandated that its Business Services Teams (BSTs) conduct proactive engagement with all businesses experiencing growth in priority sectors that were either new to the business community or unknown to the WDB.



Challenge

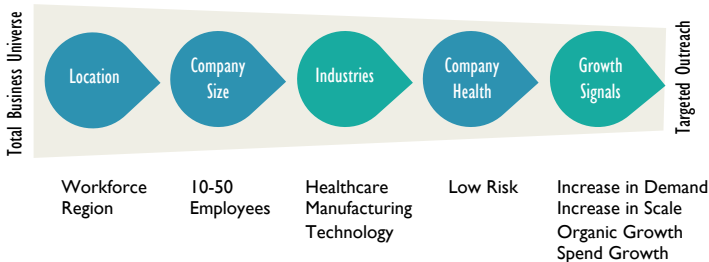
The workforce board literally mandated BSTs to identify businesses for engagement based on information they didn't have.

“How can we see what we can't see, or find who we don't know?”



Solution

Using EconoVue, the WDB could specifically identify businesses showing growth activity and identify new or unknown businesses meeting their target qualifications.





Results

The WDB narrowed its outreach from the 10,624 businesses in the priority sectors to the ~1% of businesses in a growth mode needing hiring support services.

- 927 companies targeted for outreach
- 100% outreach/engagement goal met
- 40% held on-site hiring events
- 652 employees hired



Bottom Line

EconoVue's deep business data and intuitive research ability let workforce boards “see the unknown” – in seconds. Identifying new and qualified businesses, building employer relationships, and helping to put people into jobs.