

Leveraging Targeted Business Outreach for Good Jobs Challenge





Program

A Local Workforce Board (WDB) received a one-in-generation grant from EDA for the Good Jobs Challenge and needed a systematic approach to connect employers with the trained workforce they need to grow and maintain competitive economies.



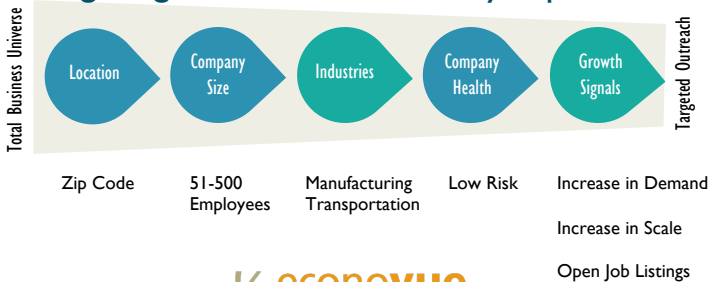
Challenge

Identify healthy, mid-to-large businesses with jobs in the Manufacturing and Transportation sectors in underserved/rural communities for outreach to encourage participation in the Good Jobs Challenge program.



Solution

Using EconoVue, the WDB identified eligible mid-to-large, healthy and growing Manufacturing and Transportation businesses with active open job listings, targeting underserved areas by Zip Code.



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Results

Of the 1,099 total businesses in the County, 9% (98) met all the eligibility requirements for participation. After outreach:

- 65 new participating business partners (66% engagement success rate)
- Co-designed training curricula specific for Manufacturing & Transportation
- 112 job seekers were offered paid work-and-learn opportunities with a commitment to future employment after completed training



Bottom Line

EconoVue's intuitive data visualization platform allows WDBs to research, analyze, and refine the larger business community to find the companies best qualified to participate in the Good Jobs Challenge – in seconds.