

Employer Recruitment for Specialized OJT Programs





Program

A State Dental Association (SDA) created an accelerated and immersive training bootcamp combining 15 hours of classroom, 20 hours of online instruction, and 6-month OJT training to prepare individuals with no experience as entry-level dental assistants. The SDA requested WDB's immediate support in recruiting dental offices to participate.





Challenge

The SDA engaged the Local Workforce Board (WDB) very late in the process, giving the WDB only one week to identify, engage, and recruit businesses willing to offer six months of paid OJT for the accelerated dental assistant training bootcamp.



Solution

In minutes using EconoVue, the WBD implemented a highly targeted search to recruit healthy and hiring dental offices (by NAICS) with <50 employees and in targeted ZIP codes close to trainees' homes.

Total Business Universe



Targeted Outreach

Targeted
Zip Codes
Near Trainee
Homes

<50
Employees

NAICS Code
621210 – Dental
Offices

Low Risk

Increase in Demand

Increase in Scale

**econovue**



Results

The WDB narrowed its outreach strategy from the 68 dental offices in the County to the 16 eligible dental offices that were hiring.

- All 16 participated in the OJT program.
- The WDB established new business relationships with local dental offices.
- Twelve training candidates enlisted in the Bootcamp and received six months of paid on-the-job training.
- All trainees completed training.



Bottom Line

EconoVue's intuitive data visualization platform provides broad, deep, and specific employer data to make the right matches for program eligibility. EconoVue's agile user interface delivers insight and answers in seconds, supporting success even for last-minute projects.

