

Pinpointing Qualified Employers for Funded IWT Programs

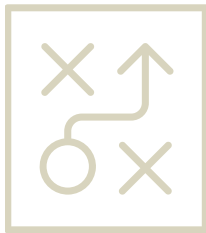




Program

A Local Workforce Development Board (WDB) partnered with the State Employment Training Panel to provide no-cost customized training incumbent worker training to companies facing increased competition. Individual companies must meet the cohort minimum of 15 worker participants.





Challenge

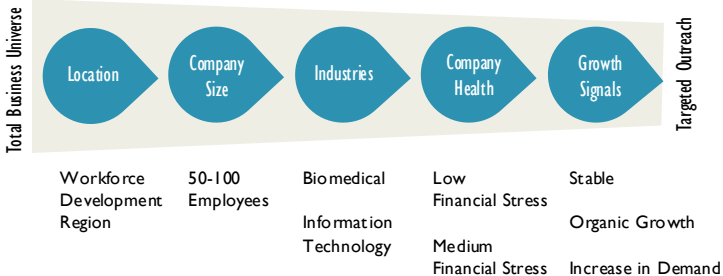
The outreach was highly specific and targeted to companies with:

- 50-100 employees and
- Low/medium business failure risk and
- Financial stability to retain employees in well-paying jobs for a designated time
- In Bioscience and Information Technology (identified by the WDB as threatened by out-of-state competition or competing in the global economy)



Solution

The WDB used EconoVue to connect their very specific business eligibility requirements into one customized search.





Results

The WDB quickly narrowed its outreach strategy from the 232,452 total businesses in the region to the ninety-eight businesses (0.04%) that met the industry, size, and financial criteria for the ETP program. After the outreach, 56 businesses took advantage of the incumbent worker training for almost 1,000 employees.



Bottom Line

Targeted programs to a very small business cohort can have an amplified impact when the right businesses are identified and engaged. EconoVue provides a very focused lens into micro-segments of eligible businesses.