

Recruiting Specialty Employers for Pre-Apprenticeship Sponsorship Program





Program

A local Workforce Development Board (WDB) partnered with their Manufacturers' Council and Junior College to develop a Pre-Apprenticeship Program for industrial maintenance mechanics to fill a skills and workforce gap.



Challenge

The WDB needed to build a community of businesses that would sponsor and employ participants in the pre-apprenticeship program and identify the best businesses to invite to a targeted recruiting Job Fair.

However, WDBs had limited awareness of their area's industrial equipment maintenance companies.



Solution

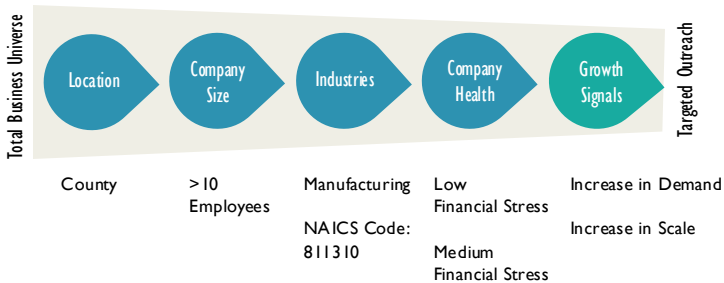
Using EconoVue to target “Commercial & Industrial Machinery Repair & Maintenance” businesses (NAICS 811310), the WDB included requirements of Financial Stability and Growing businesses to be considered strong candidates for job fairs and program recruitment.

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Solution

The WDB used the select criteria below:





Results

EconoVue revealed companies unknown to the WDB and enabled the BSRs to contact only businesses more likely to hire maintenance mechanic positions.

- 16 of the 28 businesses recruited participated in the job fair
- Twelve job seekers were selected for the Pre-Apprenticeship cohort
- 75% of the cohort benefited from apprenticeship opportunities.
- A new partnership with the junior college and regional training center was formed.



Bottom Line

Sometimes, “less is more”.

EconoVue allows WDBs to target a small but precisely qualified cohort of businesses, enabling high employer participation rates and job-seeker success.