

Targeted Outreach for the Growing Forward Employer Resource Luncheon Builds Awareness, Relationships, and Collaboration

CASE STUDY

Background

CareerSource Capital Region connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity in Gadsden, Jefferson, Leon, and Wakulla

counties. The workforce board works with local businesses, offering services for various workforce programs.

- Talent Sourcing
- Employee Development
- Retention Strategies
- Labor Market Analysis
- Apprenticeship Programs
- Training Grants
- Layoff Aversion Strategies
- Re-Employment Assistance
- Short Time Compensation

CareerSource Capital Region does not receive many WARN notices, so it wanted to be proactive and create an event to engage with employers and community partners. The challenge was identifying financially stable local businesses experiencing financial stress or other hardship that could benefit from the available resources and assistance offered by CareerSource Capital Region and the State of Florida.

This case study explores how EconoVue supported CareerSource Capital Region in developing a targeted outreach strategy for its first Growing Forward Employer Resource Luncheon and how this successful program evolved with a more strategic outreach strategy in 2024.

Challenge CareerSource Capital Region does not receive many WARN notices, so it wanted to create an event to build awareness and collaboration with employers and community partners. To do so, they needed a different approach to business outreach.

Solution

CareerSource Capital Region leverages EconoVue, a data visualization platform built on top of the Dun & Bradstreet Data Cloud, to build outreach strategies across the counties in its workforce development region for the Growing Forward Employer Resource Luncheon. Data visualization, mapping, and advanced search tools target companies by location, sector, size, risk, growth, and diversity in seconds. Contact information is available for export.

2023

Location: Gadsden, Leon, and Wakulla Counties

Industries: All

Company Health: Financially Stable Companies with Medium Risk Score

2024

Location: Gadsden, Leon, and Wakulla Counties

Industries: Targeted for OJT/IWT

Company Health: Financially Stable Companies with Medium or High Financial Risk

Special Populations: Minority-Owned, Women-Owned, Veteran-Owned

Apprenticeship Programs: Previous/Existing Employer Sponsors

EconoVue was instrumental in developing our engagement strategies, from understanding an employer's financial condition to targeting industries, special populations, and apprenticeship sponsors.

Reenee Williams-Walter, Rapid Response Coordinator, CareerSource Capital Region

The Evolution of a Strong Program

In its first year, the Growing Forward Employer Resource Luncheon focused on connecting community partners—Economic Development Councils, Small Business Development Center, Chambers of Commerce, and Vocational Rehabilitation—with local businesses. EconoVue assisted with identifying not only financially stable businesses but also businesses with inconsistent financial history graphs that spiked and declined over the years.

In the second year, CareerSource Capital Region wanted a more collaborative peer-to-peer event. EconoVue helped to refine its approach with additional business criteria by targeting industries such as construction, manufacturing, trades, transportation, and utilities, as well as professional and business services, educational services, healthcare, and social assistance. Additionally, the workforce board prioritized businesses considered medium or high-risk, diverse businesses and those involved with the Registered Apprenticeship Program (RAP). For the Spring 2025 event, the new focus will be to provide businesses with resources to assist with in-depth SWOT analyses and develop a game plan for how to have proactive strategies in place to assist employers before natural disasters occur.

2023 Business Luncheon

Community Partner Focused

- Targeted outreach to stable local businesses
- 50 businesses identified for outreach
- 48 employers attended
- Informative session led by partners
- Economic Development Councils (EDCs)
- Small Business Development Center (SBDC)
- Chambers of Commerce
- State Education & Vocational Rehabilitation Department
- Sponsored by WellConnector

2024 Business Luncheon

Programs/Services Focused (OJT/IWT)

- A more refined outreach approach includes stable businesses, industries, diversity, and RAP sponsors
- Eligibility survey for interested businesses
- Emphasis on stable companies with medium or high risk. High-risk companies required further in-depth analysis of each Company's Financial History Graph
- 32 employers in attendance
- Collaborative peer-to-peer employer discussion
- Sponsored by Jim Moran Institute for Global Entrepreneurship / Florida State University

Lessons Learned About Partnerships

Community partners are your biggest advocates and essential for businesses that need additional assistance. The Jim Moran Institute for Global Entrepreneurship is a real asset for businesses and is available for every workforce development board in the CareerSource Florida network. EconoVue is a key partner providing indispensable business data and valuable advice on identifying, connecting, and building stronger business relationships.

ABOUT ECONOVUE™ EconoVue™ is a product of The Urban Explorer, Inc. The Urban Explorer is an analytics software company accelerating business engagement for workforce and economic development agencies. The EconoVue intuitive data visualization platform, powered by Dun & Bradstreet, combines map-based views with best-in-class business, workforce, industry, and company financial health data. Our unique combination of actionable data and visualization enables customers to predict the health of the companies in the community, target with greater precision and speed, and succeed through early engagement for greater impact.