

Geo-Proximity Business Outreach Facilitates Job Placements

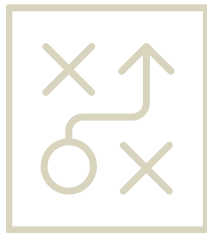




Program

A local CareerOneStop wanted to refine its job placement program to improve its job seeker/business placements and retention goals.

The OneStop adopted a data-driven approach, which enabled geo-targeting businesses with job openings.



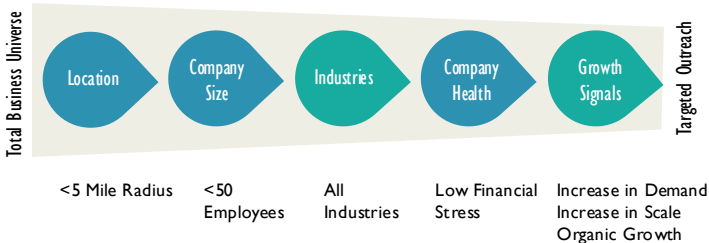
Challenge

Because an increasing number of job seekers struggle with transportation barriers, CareerOneStop evolved its job search criteria beyond “industry” and “occupation” to include job location proximity.



Solution

EconoVue's advanced search capabilities allowed CareerOneStop to pinpoint healthy small businesses with job openings within a <5-mile radius of the job center.





Results

The CareerOneStop narrowed its search from the 2,547 companies in the selected ZIP code to the:

- 126 financially sound and hiring small businesses that were within 5 miles from the job center.
- 102 job seekers have been successfully placed at companies near their residences.



Bottom Line

EconoVue targets businesses by specified radius, open job postings, size, company health, and growth signals in seconds so job centers can match geo-proximity businesses to a skilled workforce.