

# Engaging with Hiring Employers to Increase Job Board Postings





# Program

A State Workforce Board (WDB) initiated a state-wide program to increase employer participation on their State Job Board.

Local WDBs were tasked with immediately identifying and engaging with hiring and engaging employers with open job listings not currently posted on the State Job Board.





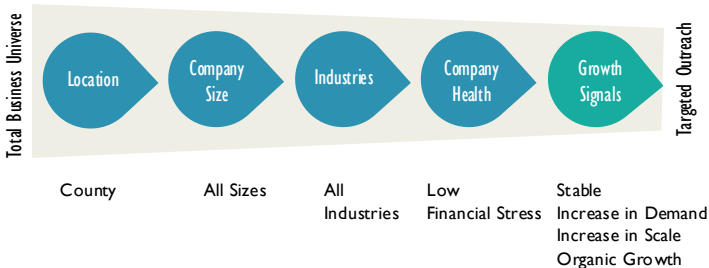
# Challenge

The State was experiencing a significant decline in job board postings. To reverse that trend, the WDB needed to quickly identify growing businesses with open job postings and cross-check the listings against those on the State Job Board.



# Solution

EconoVue's multidimensional search capabilities quickly pinpointed healthy, stable, or growing employers with current job listings in the workforce region.





# Results

One County WDB narrowed its search from 40,345 total companies to 2,754 actively hiring employers, with 5,978 open job listings posted <30 days old. After cross-checking with the state listings, they identified that **OVER HALF** of the county's businesses hiring were not leveraging the State Job Board to promote their open listings and targeted them for outreach.



# Bottom Line

EconoVue facilitates targeted outreach to healthy employers hiring with open job listings – and identifies gaps and participation opportunities for local employers' postings on the State job board.