

Taking a Data-Driven Approach to Employer Engagement for Workforce Programs

With EconoVue, workforce development boards (WDBs) can accelerate targeted employer outreach and improve outcomes across workforce programs. Data-driven outreach strategies allow you to:

- Determine growing and emerging sectors for local area plans
- Identify expanding and hiring businesses for growth assistance
- Prioritize businesses with elevated risk in need of early intervention
- Connect hiring companies with a skilled workforce

Hundreds of workforce development boards nationwide rely on EconoVue to help business services and program teams work smarter and faster and engage more effectively with their business community.



Learn More:

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Employer Data Improves Targeted Outreach and Outcomes

Business Identity

Business identity data goes beyond name and location to other critical business characteristics such as type of business, employee size, revenue size, company age, operations, geo-location, and contact details – to build targeted outreach strategies.

BUSINESS IDENTITY	
	Business Name (DBA, Trade styles)
	Location (City, County, Workforce Region)
	Size by Employment
	Size by Revenue
	Type of Business (Industry/NAICS)
	Contact Details
	Geo-Location
	Company Age

Business Health

Understanding a company's financial stability, future growth or decline indicators, risk of failure, historical performance, occupation opportunity, and job posting activity is critical to determining the right program based on the overall business health.

BUSINESS HEALTH	
	Current Company Health
	Business Growth/Decline Trend Indicators
	Failure Risk / Layoff Potential
	Occupations
	Occupational Opportunity Data
	Historical Performance
	Job Postings
	Posting Activity History

Other Business Dimensions

Other key characteristics, such as corporate linkage, ownership, industry health, WARN data, apprenticeship participation, employer ratings, and time series analysis – enable you to pinpoint if the business is a high-potential candidate fit for your program.

OTHER BUSINESS DIMENSIONS	
	Corporate Family Size
	Ownership Diversity Classifications (MWOB)
	WARN History
	WARN Trend Data
	Industry Health & Trends
	Time Series Analysis
	Apprenticeship History
	Employer Satisfaction Ratings

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