

Rapid Response: Taking a Multi-Pronged Response Approach to a Massive Layoff Event

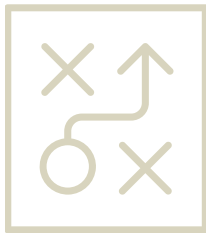




Program

Responding to the closure of a large medical center, a Local Workforce Development Board (WDB) launched a three-pronged reemployment response plan for the 3,000 displaced workers: 1) identifying open job listings for immediate application; 2) identifying other healthcare-related businesses who might be hiring; 3) recruiting employers for a multi-county, industry-wide hiring event.





Challenge

Besides the obvious challenge of mobilizing resources for 3,000 displaced workers, the WDB had no detailed data on impacted occupations or positions to help focus their response efforts. They needed job-, hiring-, and employer-specific data to activate reemployment assistance plan.



Solution

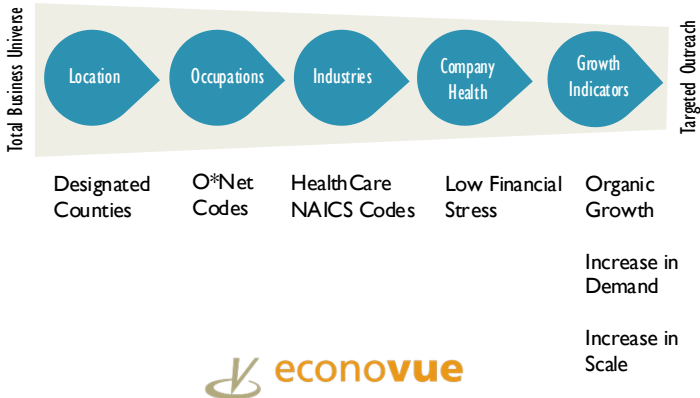
EconoVue enabled the Rapid Response team to quickly find: 1) open job listings for specific occupations at the ONET Code level; 2) healthcare-related businesses with additional hiring potential; 3) high-potential employer partners for a hiring event participation.

Continued >



Solution

EconoVue filters used in this analysis:





Results

In a 4-county region, the WDB identified over 3,800 open job postings in the healthcare sector, found other employers with potential hiring needs, and nearly 30 high-value, high-potential businesses for a hiring event. The WDB has begun to successfully re-employ impacted workers before the formal closure date.



Bottom Line

EconoVue enables targeted job searches for displaced workers after a WARN notice by identifying hiring businesses, using O*NET Codes, geolocation data, and live posting data to facilitate rapid reemployment.