

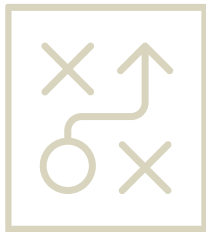
Finding Employment for Adult Education Program Graduates





Program

A Local Workforce Board (WDB) is financing adult education training in Healthcare and Manufacturing as part of a work-based learning grant from the State. A key program requirement is that graduates are employed, yet many remain unemployed. The WDB launched an initiative to engage employers in their counties with active or potential job postings.



Challenge

Because their counties were geographically large and rural, the WDB realized they had very limited awareness of all the potential hiring companies in their region.



Solution

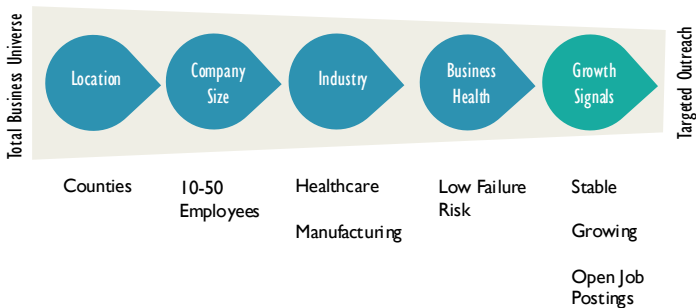
Using EconoVue's geo-targeted Career Pathways, the WDB identified stable, growing, and actively hiring businesses in targeted industry sectors, as well as specific occupation opportunities.

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Solution

EconoVue filters used in this analysis:





Results

EconoVue enabled the WDB to identify 161 Healthcare companies and 75 Manufacturing companies that met the specific criteria across the two counties for employment outreach and engagement for program graduates.



Bottom Line

EconoVue's multi-dimensional search platform can quickly narrow or expand targeted outreach strategies based on key criteria, including Career Pathways, location, industry, business health, and available job opportunities.