

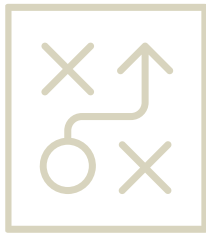
Identifying Advanced Manufacturing Employers for Regional Tech Hub Initiative





Program

To support a new Tech Hub launch, two Local Workforce Boards (WDBs) wanted to identify and engage key employers in that Tech Hub corridor, specifically those with Advanced Manufacturing operations, including robotics, photonics, and med tech.



Challenge

Because of their very specialized eligibility requirements, the WDB lacked the business-specific intel to 1) identify the right employers for the Tech Hub fit, but 2) lacked any specific information to contact those businesses.



Solution

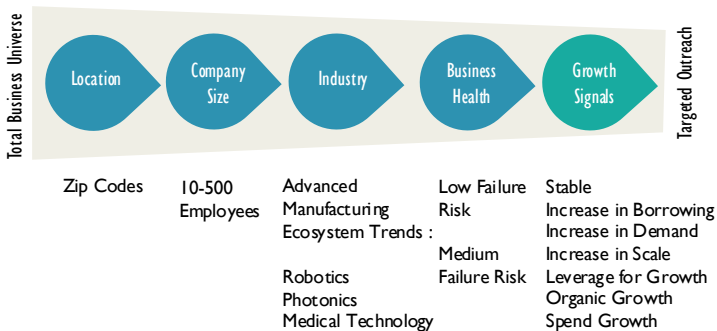
The WDB used EconoVue's deep search agility to create a very customized search & eligibility profile, including geo-proximity to the Tech Hub, precise industry subsectors, company size, and business health and growth information as proxy indicators of Tech Hub benefit value.

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Solution

EconoVue filters used in this analysis:





Results

EconoVue enabled the WDBs to complete the workforce assessment by mapping occupations to NAICS codes and building a working list of ~150 priority advanced manufacturing employers that met all the Tech Hub criteria. They were also able to cross-reference contacts and use EconoVue's Career Pathways Search to connect skills and training resources to employer needs.



Bottom Line

EconoVue's advanced search capabilities allow workforce boards to narrow their search quickly and develop targeted outreach and engagement strategies based on career pathways, industry sub-sectors, geographic proximity, company size, financial stability, and growth signals for specialized workforce programs.

