

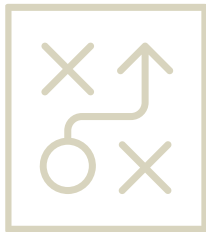
Expanding Employer Participation for Incumbent Worker Training Grant Funding Program





Program

To increase employer awareness, grant participation, and funding access to the state's IWT Grants Program, a Local Workforce Board (WDB) created a series of informative events for business owners across their region to educate employers on available funds, program resources, and the benefits to their business.



Challenge

The WDB wanted to target employer participation from the IT, Healthcare, and Manufacturing sectors, prioritizing employers with current or recently open job postings, OR with prior involvement in the state's Apprenticeship programs. The WDB lacked the ability to identify and then assess/prioritize employers for outreach, and lacked contact details for key personnel at those businesses.



Solution

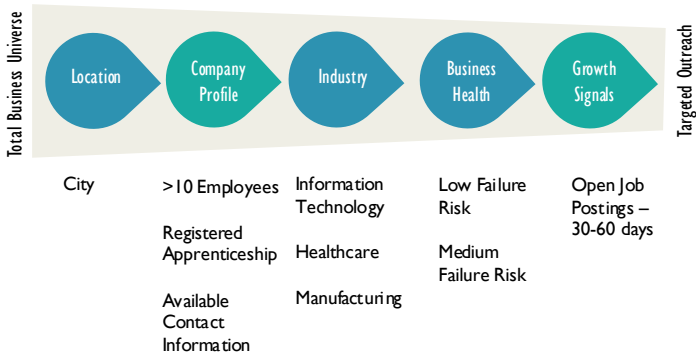
EconoVue's robust search filters enable the WDB to quickly pinpoint financially stable employers by NAICS code within city limits who are actively hiring, have recent apprenticeships, and have accurate contact information for immediate outreach.

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Solution

EconoVue filters used in this analysis:





Results

The WDB identified 4,464 businesses in their target industries, then refined their search to 643 businesses with current or recent job posting activity and 70 employers with current or past apprenticeship sponsorship. The WDB then launched an outreach and engagement initiative to engage, inform, and invite those employers to participate in the program.



Bottom Line

Different programs have different requirements and are the right fit for different businesses. EconoVue allows workforce boards to precisely manipulate their candidate criteria to connect the right business to the right program at the right time.

