

Identifying Employers for State UI Modernization Survey

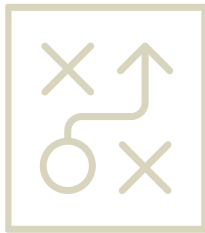




Program

A State Department of Labor (SDOL) was planning to modernize its unemployment system. SDOL needed to gather input from larger businesses across the state that have used the legacy platform and can provide feedback on the existing system and why a new, improved system is needed.





Challenge

The SDOL faced multiple challenges:

- Lacked any data on employers with past dislocated workers who had used the legacy system.
- Had no current way to identify and connect with employers of a certain size, in “workforce-heavy” industry sectors, and who may have had a higher propensity to use the UI system in the past.
- Inability to identify active businesses with elevated failure risk or a history of layoffs.



Solution

SDOL used EconoVue for two targeted statewide searches to identify businesses that met their criteria:

1. Construction, Manufacturing, and Retail businesses, with >50 employees, and who had a Medium or High Failure Risk across all workforce regions.
2. Historical WARN notice search to identify all still-active employers who had filed a WARN notice in the past five years.

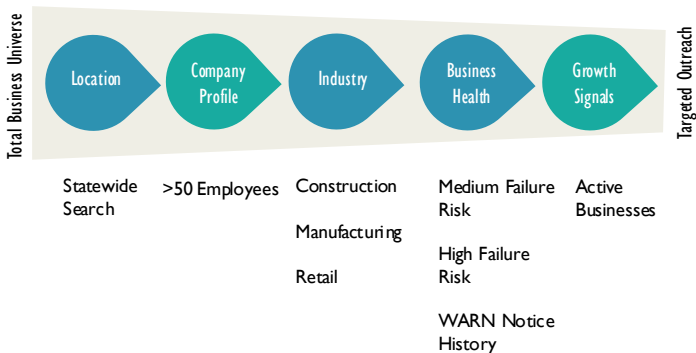


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Solution

EconoVue filters used in this analysis:





Results

SDOL identified and extracted two targeted employer lists for survey outreach:

- 1,891 companies met the criteria for the industry sector search
- 1,068 businesses met the criteria for the WARN filer search
- 30 businesses met BOTH criteria

SDOL implemented a multi-pronged outreach campaign to survey the targeted employers for input on the State's existing Unemployment processing system.



Bottom Line

EconoVue makes a complex statewide search simple. Our comprehensive database of business insights, including sector, size, WARN history, and current financial health, enables a State to quickly build statewide, targeted outreach with complex criteria.

