

Employer Recruitment for Disabled Worker Inclusive Job Fair

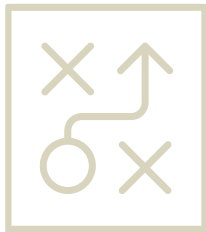




Program

A Local Economic Development (EcDev) team was planning an ability-inclusive job fair to connect job seekers with employers also open to hire workers with disabilities. The team wanted to specifically recruit participation from supermarkets, grocery retailers, and related food and beverage service businesses.





Challenge

With a large targeted industry sector, the EcDev team wanted outreach efficiency through a data-driven approach to identify “higher value” participants such as large-chain supermarkets and grocery retailers and wanted to identify those who also had current hiring needs.



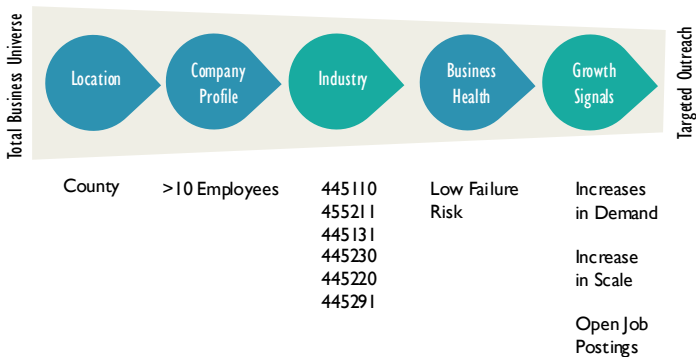
Solution

The team used EconoVue to first build a County + Industry search, then further refined their targeting to exclude micro-businesses, and to flag healthy, growing businesses and those with active hiring opportunities.



Solution

EconoVue filters used in this analysis:





Results

Using the industry NAICS search, they initially identified 1,000+ businesses across the county, then aggressively added more qualification criteria to reach a very manageable high-potential target list of 45 employers that met the size, financial health, and open job listings criteria for the job fair engagement and recruitment.



Bottom Line

EconoVue enables program efficiency and effectiveness by prioritizing Quality over Quantity in business outreach and engagement by using specific data and qualifications to help users precisely identify the right business for the right program at the right time.

