

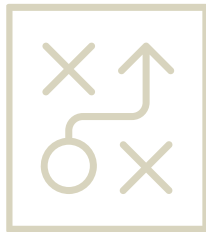
Finding Employment for Vocational and CTI Graduates in a Rural County





Program

A County Technical School operates a four-year public high school offering vocational education and adult Career Technical Initiative (CTI) programs. One of its offerings is an Auto Technology program that seeks assistance in identifying local employers for its graduates.



Challenge

The Technical School faced challenges due to its location in a very rural county, where there were few obvious employment options for graduates. In addition, it lacked the capability to conduct a broader search for other potential employers with suitable job opportunities.



Solution

EconoVue's flexible NAICS search filters enabled the Technical School to first search by the keyword "Auto Repair," then conduct a company lookup to identify additional relevant 4-digit NAICS codes (e.g., Fuel Dealers), thereby expanding its employer universe. A final review at the 6-digit NAICS level removed any businesses unrelated to auto repair and applied Low- to Medium-Business Health filters.



Solution

EconoVue filters used in this analysis:

Total Business Universe

Location

County

Company
Profile

Keyword
Search
Auto Repair

Industries

NAICS Codes:
4411 New Car
Dealerships

8111 Auto
Repair Shops

4572 Fuel
Dealers

Company
Health

Low Business
Failure Risk

Medium Business
Failure Risk

Targeted Outreach



Results

The Technical School initially identified only 10 auto repair companies across two sectors: new car dealerships and automotive repair shops. They then expanded the search to include “fuel dealers” (e.g., gas stations), which returned 117 businesses. After removing unrelated automotive businesses (such as car washes) and companies in decline, the Technical School identified 83 potential employers for employment outreach.



Bottom Line

Workforce boards often follow a “less is more” approach in targeted outreach programs, but in some situations, “more is more” delivers better results.

EconoVue’s ability to expand or narrow searches to match specific program requirements is exactly why we exist.