

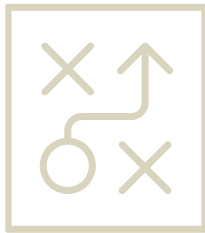
Expanding Employer Participation for Monthly Reentry Job Fairs





Program

A Regional Workforce Board (WDB) was launching a monthly job fair program for justice-involved individuals, consolidating resources from workforce development, probation services, employers, DMV support, SNAP/TANF resources, and hiring partners into a “one-stop event” to accelerate re-entry hiring.



Challenge

To increase employer participation and hiring, the WDB needed to:

- Identify businesses open to fair chance hiring
- Understand businesses with hiring demand (e.g., with open positions)
- Identify companies in close proximity to the one-stop event areas for candidate accessibility



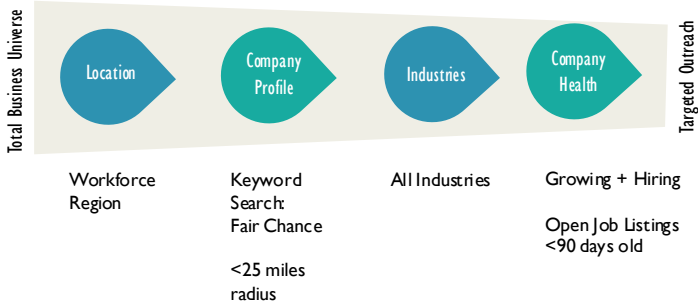
Solution

Also, as a “one-stop resource,” EconoVue enabled the WDB to search, for, find, and engage businesses that met their criteria of fair chance accommodation, with active hiring needs, and in geo-proximity to their hiring events.



Solution

EconoVue filters used in this analysis:





Results

Leveraging EconoVue's advanced search capabilities, the WDB identified 31 reentry-friendly employers with 182 open positions within a 25-mile radius of the job fair location. Focused outreach to those re-entry friendly businesses increased employer participation in the job fair for the board.



Bottom Line

By applying disciplined, repeatable search criteria to the monthly reentry job fair program—from fair-chance and open positions to geolocation-based searches—workforce boards can strengthen their outreach strategies, increase employer participation, and secure more job placements for people returning from incarceration.

