

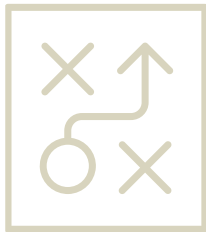
Pre-WARN Rapid Response Outreach for Anticipated Worker Displacement





Program

Based on local market intelligence and the grapevine, a Local Workforce Board (WDB) was anticipating a possible layoff or merger of two local boat-building firms, resulting in worker displacement or layoffs. The WDB wanted to get a proactive jump on identifying other similar businesses in the region as possible future candidates to hire dislocated workers, or for job fairs, etc.



Challenge

The WDB needed a complete picture of ALL businesses in its region, including those in the boat-building industry – and surrounding areas, to identify possible job placements for dislocated workers.



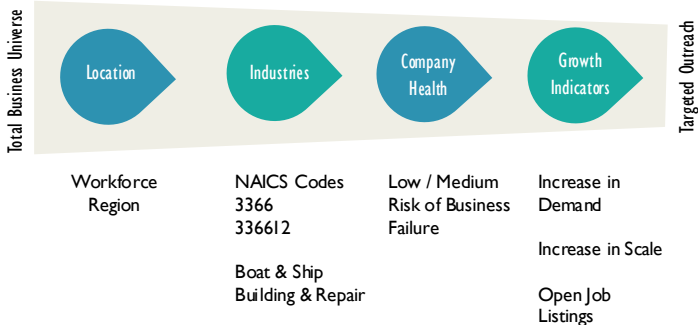
Solution

Using the NAICS LOOKUP in EconoVue for industry-specific searches at the 4- and 6-digit levels, the WDB created a comprehensive picture and a targeted list of alternative employers for outreach and engagement.



Solution

EconoVue filters used in this analysis:





Results

Using EconoVue, the WDB identified 12 boat/ship building businesses in its workforce region, plus an additional 58 businesses in adjacent regions. While there is no current layoff in effect, the WDB is now more proactively prepared to connect and build relationships with employers in the industry sector for future possible needs.



Bottom Line

EconoVue enables workforce boards to do industry searches by targeted NAICS codes and geography. WDBs can also prioritize low- and medium-risk businesses that are growing and have active open positions for outreach.