

Recruiting Employers for Youth-Jobs Portal

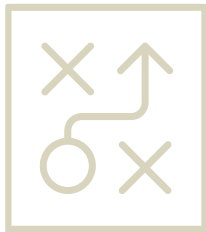




Program

A Local Workforce Board (WDB) launched a youth-focused jobs portal to help young adults (16–24) find entry-level employment opportunities and to provide employers with a free platform to post jobs. The WDB needed to increase the number of employers in the portal – in industries that commonly hire youth, including restaurants, fast food, retail, grocery stores, and similar businesses.





Challenge

The WDB needed to increase employer participation in the new portal through a direct outreach and solicitation initiative to expand awareness and use of the portal, but it lacked a comprehensive list of local businesses in its target industries to contact.



Solution

The WDB first built a search profile for industries prone to youth hiring, focusing only on healthy businesses showing growth (a proxy indicator of hiring needs) and exported the business and contact info for direct outreach. The WDB also ran a search for businesses with current job postings, but who were NOT yet participants in the new Youth Jobs portal, as a high-priority prospect for joining.



Solution

EconoVue filters used in this analysis:





Results

The initial industry-only search yielded 4,175 businesses in their region. The WDB refined the search to only strong, healthy, and growing companies, identifying a focused, high-potential list of 810 employers for priority outreach.



Bottom Line

By implementing a data-driven process for employer outreach that adapts to specific program requirements, workforce boards can quickly expand their employer universe beyond their known business partners across different workforce programs.