

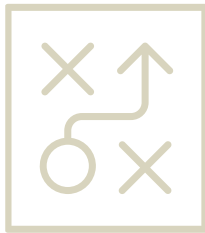
Developing a Veterans Hiring Program in the Defense Industry





Program

A State Veterans Division was initiating outreach to employers within the defense industry, but the LVER team first needed to understand the current defense industry employers across the state. Specifically, the team needed to identify major defense companies, understand how many exist, their employment levels and projections, and identify companies that had not been included in prior outreach efforts.



Challenge

The State's existing system for tracking businesses was outdated and lacked current data to identify all relevant defense industry employers across the state. Moreover, the "Defense Industry" is not predefined and can be classified in different ways (e.g., aerospace, cybersecurity, shipbuilding, etc.), so the LVER team needed to create its own definition to capture a complete sector profile.



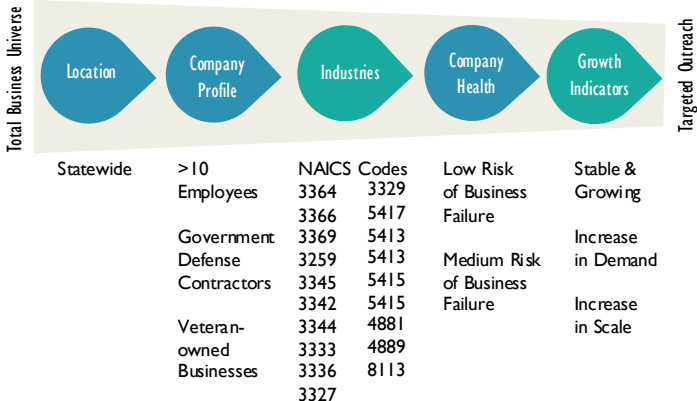
Solution

The LVER team created its own custom definition of the “defense industry” NAICS codes, enabling them to identify targeted employers for veteran hiring engagement. To prioritize their outreach, they also applied company size, business health, and growth indicators to find low- and medium-risk businesses that were stable or showing signs of growth.



Solution

EconoVue filters used in this analysis:



econovue



Results

The LVER team identified over 9,000 businesses that fit their new Defense Industry definition and met their other size and business health criteria. They created a Sector Analysis Report for the state. Then they divided and distributed the employer lists into the respective workforce regions for direct local outreach and engagement to develop veteran-hiring programs.



Bottom Line

EconoVue's deep company-level data and customizable search abilities enable users to create customized research, targeting, and analysis profiles for any workforce development program. EconoVue's custom profiles provide new information and insight to help workforce boards improve employer engagement.

