

Building Employer Partnerships with the Local Community College IT Program

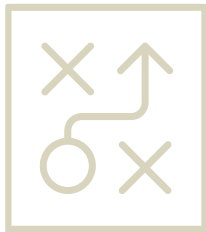




Program

A Local Workforce Board (WDB) wanted to build strong employer partnerships with a local Community College's IT program by inviting eligible IT employers into an informational/job fair event. The goal was to educate employers on what the college's IT students were being trained and certified to do, with the long-term goal of connecting those graduates to employers and using OJT grants to help offset the cost of hiring and training new IT graduates.





Challenge

The immediate challenge was to identify Information Technology companies, not just companies with IT positions, within County limits – and companies that did not have an existing relationship with the WDB for recruitment outreach.



Solution

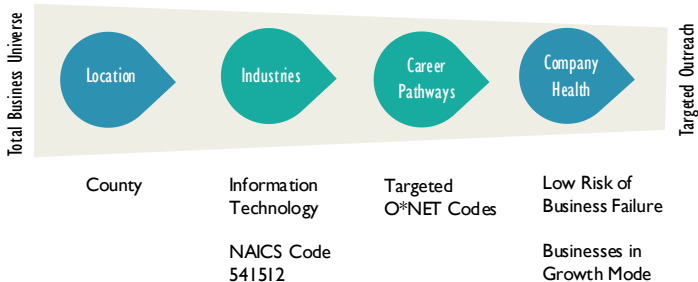
Using EconoVue, the WDB quickly built a targeted employer outreach strategy for the College IT Program. First, the NAICS search identified IT-related businesses. Career Pathways' job-title searches (e.g. software developer), distinguished companies that were primarily IT-based from those with help-desk staff positions, etc. Finally, the WDB evaluated companies for stability and growth.





Solution

EconoVue filters used in this analysis:





Results

The WDB initially identified just under 200 IT companies and then narrowed the list to an estimated 130+ companies that better fit the intended audience, including many companies new to them. The initial outreach generated 14 responses toward the 20–25 company target, allowing the WDB to create new employer connections for the proposed Community College IT partnership.





Bottom Line

EconoVue's flexible, multi-dimensional search platform enables workforce boards to streamline engagement efforts with data-driven, targeted outreach strategies – by location, sector, size, business health, and growth potential.

