

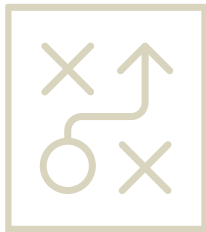
# Youth Employment Program: Connecting Young Adults with Eligible Employers





# Program

The State's Youth Employment Program (YEP) connects young people aged 14–24 with employers statewide, offering paid work experience, skill-building, and potential long-term career pathways. Youth Program Specialists wanted to identify strong & growing businesses by sector and county to develop a focused list of employers for work experience program outreach.



# Challenge

The YEP team needed a more structured way to identify appropriate employers for youth WEX outreach rather than conducting random outreach. They also needed to organize employers geographically to assign outreach targets for the teams responsible for different counties.



# Solution

Using EconoVue, the YEP team identified employers by NAICS across their target sectors of healthcare, retail, hospitality, advanced manufacturing, construction, IT, and professional services. The team then exported industry-specific employer lists and filtered them by county so each county youth specialist could receive a customized list of businesses within their assigned area.





# Results

The resulting employer lists gave the YEP team targeted business outreach lists across the State for the youth program. These insights helped the team prioritize both geographic areas and sectors. Moreover, the youth program specialists found it unique and helpful not only for this effort but also for other programmatic outreach.



# Bottom Line

EconoVue's versatile search capabilities and deep, business-specific information enable statewide programs to quickly size, segment, and implement at the local and county level for data-driven efficiencies and program outcomes.