USE CASE #115

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Identifying Maritime Employers for Training Grant Program



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Program

A Local Workforce Board (WDB) is implementing a three-year State grant program to offset training costs for new and incumbent workers at maritime employers. The WDB needs to identify eligible employers across sectors with at least 10% of their business associated with the maritime industry.

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Challenge

The challenge was that maritime work crosses many sectors. A manufacturer classified as automotive or defense may still do enough marine work to qualify. The team needed ways to look beyond the obvious maritime industries and find eligible businesses across its two-county region.

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Solution

Using EconoVue's advanced NAICS and Career Pathways search capabilities, the WDB was able to quickly identify businesses inside the Maritime industry and its supporting ecosystem. They then filtered for stable, low- to medium risk, growing businesses. Finally, they prioritized outreach by company size and regional headquarters.

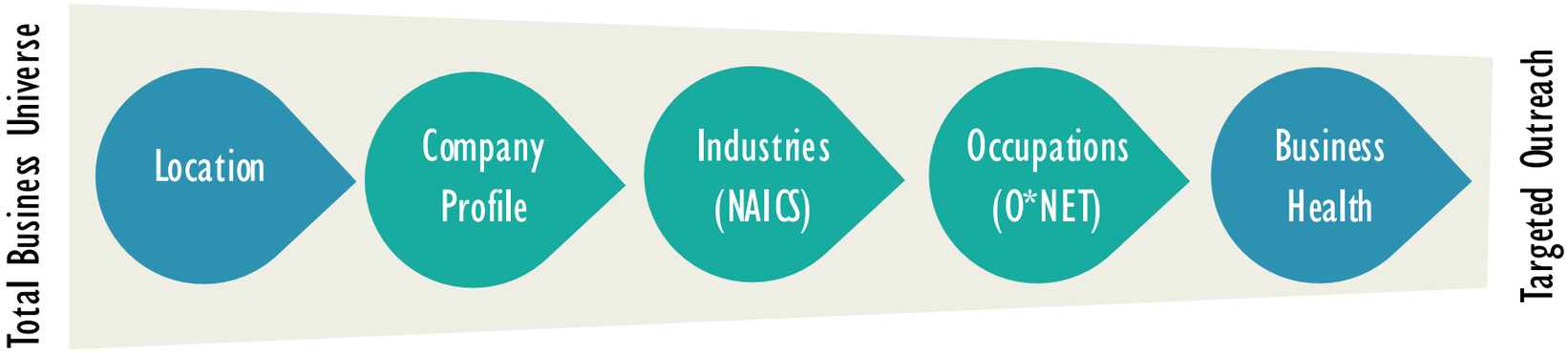
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Solution

EconoVue filters used in this analysis:



County	>10 Employees	Maritime (Shipbuilding Boat Building, Marinas, Marine-related Manufacturing)	Maintenance and Repair Workers	Low Risk of Business Failure
	Company Headquarters			Medium Risk of Business Failure
		Supporting Ecosystem NAICS 457120	Industrial Machinery Mechanics, Engine and other Machine Assemblers	Stable & Growing

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Results

The team now had a defined Maritime employer pool of 143 businesses, with a prioritized subset of stable and growing companies. They also used an occupation-based approach to uncover manufacturers outside the core maritime sectors. Additionally, they identified a local training provider to support employer conversations.

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Bottom Line

Using EconoVue's multi-dimensional search platform, workforce boards can simplify complex searches by sector, occupation, business risk level, financial stability, and growth potential to build targeted outreach strategies for grant programs and other workforce programs.

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