

# EconoVue™ Insights

DECEMBER 2022

## Case Study

### Proactive Business Engagement Success Story

A Workforce Development Board (WDB) located in a geographically diverse County in Northern California needed to create a systematic way to engage proactively with the 13,000 businesses across all districts. WDBs within the County may be 100+ miles away from the businesses they served, which presented unique challenges for regular, face-to-face meetups with local businesses.

The WDB goal was to assign business leads to the Business Service Teams (BSTs) by geography and priority sectors to ensure regular outreach to the most vulnerable businesses in the County. "The County has achieved outstanding performance results from this systematic approach – despite the business disruption of the Pandemic."

Read more about the County's challenges, disciplined approach, and outcomes. > [READ CASE STUDY](#)

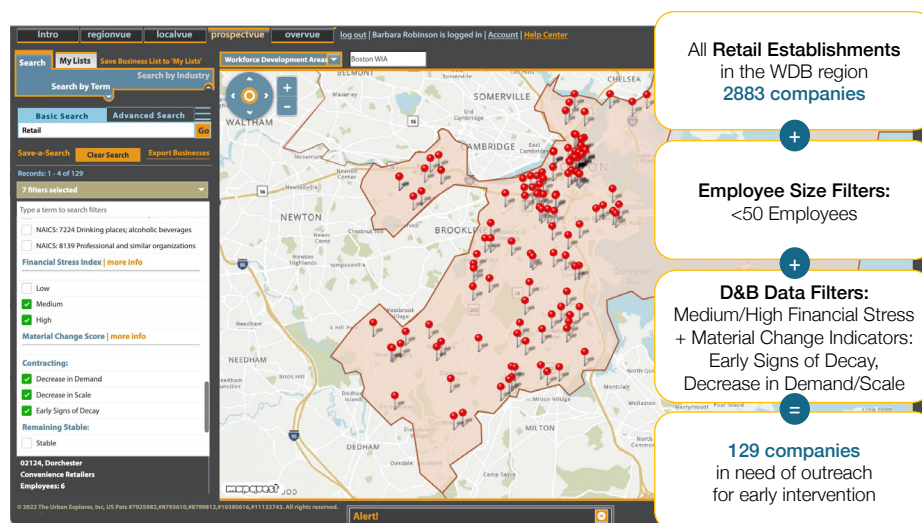
## Product Vue

### Rapid Response

WDBs can identify the likelihood of layoffs or closure in seconds so WDBs develop retention or transition strategies for struggling businesses. Start your search by filtering by businesses, with less than 50 employees with medium/high risk of business failure, and showing signs of early decay, decrease in demand or decrease in scale.



For example, Business Services teams in the Boston WIA can quickly narrow their outreach efforts from **2883** retail establishments in the region to the **129** companies in need of early intervention.



# Use Case Vue

## Customer Roundtable: Lessons from your Peers

Listen to fascinating use cases and insights shared by your peers in our recent roundtable. Learn the lessons from Montana's quarterly Campaign in a Box program designed to drive business engagement across the state.

Learn lessons from the Workforce Alliance of the North Bay in California about employer outreach to at-risk businesses in need of layoff aversion strategies as well as outreach for micro-business grants and energy efficiency assistance programs.

> [DOWNLOAD RECORDING](#)

## Vue Points

>Case Study: Micro-Grant Program Success Story - "Finding the needles in a haystack - fast."

Massachusetts Office of Business Development did not hesitate to support a partner agency with their micro business grant outreach for socially and economically disadvantaged groups, historically underrepresented groups, and underserved markets - despite a rapidly approaching deadline. > [READ CASE STUDY](#)

>Case Study: COVID-19 Relief Grants Program Success Story

There was urgency for a California County's WDB to implement a COVID-19 grant program for the most vulnerable companies with less than 50 employees in the sectors most impacted by the Pandemic. > [READ CASE STUDY](#)

## Training Vue

### Sign up for the EconoVue Skills Series

Register today for our monthly series of 30-minute coaching sessions – each designed to meet a key Workforce data need with a specific set of EconoVue skills and Practices.

The live, online sessions follow three core Workforce tracks:

- Business Outreach
- Research and Planning
- Occupations and Career Pathways

Pick and choose the classes that will impact your work the most – or join us for the entire series! Come back each month to try a new class or revisit a topic for current examples and ideas.

Visit our new Express Sign Up page to register for multiple classes at once!

[EXPRESS SIGN UP](#)

## Happy Holidays

Wishing you and your family a wonderful holiday season.



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LIVE SESSIONS: A series of eight 30-minute coaching sessions - [Sign up now](#)



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