

Case Study

Montana's Campaign in a Box Strategy Enabled Increased Business Engagement Statewide

The Montana Department of Labor and Industry (MTDLI) always recognized businesses were integral to the success of the Job Service Operations Bureau (JSO) and the workforce division. But local offices across the State struggled to create individual business engagement outreach strategies effectively.

The JSO Business Strategy Team designed and implemented a quarterly, statewide Campaign in a Box program for targeted outreach to specific industries and workforce sectors. Campaign in a Box provided a simple strategy for business outreach to ensure a consistent statewide message that could be delivered by all local offices regardless of the size of the office.

Read more about their challenges, unique program, and success measures. > [READ CASE STUDY](#)

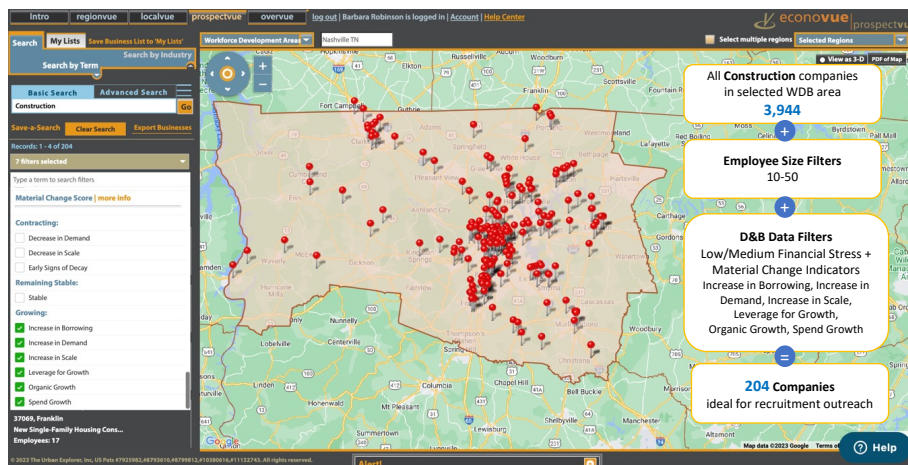
Product Vue

Job Placements

WDBs can quickly identify employment opportunities for dislocated workers by understanding which companies are growing and likely hiring in seconds. Start your search by filtering by businesses with 10-50 employees, with low or medium financial stress, and showing signs of growth as indicated by spend growth, organic growth, increase in borrowing, leverage for growth, increase in demand and increase in scale.

D&B Financial Stress	Low Risk	Medium Risk	
D&B Material Change	Spend Growth	Organic Growth	Increase in Borrowing
	Leverage for Growth	Increase in Demand	Increase in Scale

For example, Business Services teams in the Nashville WIA can quickly narrow their outreach efforts from the **3,944** construction companies in the region to the **204** companies who are likely hiring and ideal for recruitment outreach.



Vue Points

>Case Study: Proactive Business Engagement Success Story

A Workforce Development Board 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.

> [READ CASE STUDY](#)

>Customer Roundtable: Lessons from your Peers

Listen to fascinating use cases and insights shared by your peers from Montana and California in our recent roundtable. > [DOWNLOAD RECORDING](#)

>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](#)

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

[EXPRESS SIGN UP](#)

 TUTORIALS: [Getting Started](#) | [ProspectVue](#) | [RegionVue](#) | [LocalVue](#) | [OverVue](#)

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

 FOLLOW US: [LinkedIn](#) | [Twitter](#)