

EconoVue™ Insights

MARCH 2023

Use Case Vue

Customer Roundtable: Lessons from your Peers

Listen to fascinating use cases and insights shared by your peers during this month's roundtable.

Learn lessons from SELACO's disciplined approach to implementing their top five sector strategies across the eight cities in Southeast Los Angeles County. SELACO is also always thinking ahead about the growing sectors on the horizon.

Learn lessons from the Department of Employment, Training & Rehabilitation in Nevada on how they were best able to serve veterans facing significant barriers to employment in their workforce area. > [DOWNLOAD RECORDING](#)

Product Vue

Incumbent Worker Training (IWT)

Workforce development professionals can pinpoint stalled businesses in seconds to offer upskilling strategies for incumbent workers in order to remain competitive or expand. Start your search by filtering by stable businesses with more than 10 employees, with low risk of business failure, and showing signs of growth such as increase in borrowing and increase in scale.

D&B Financial Stress

Low Risk

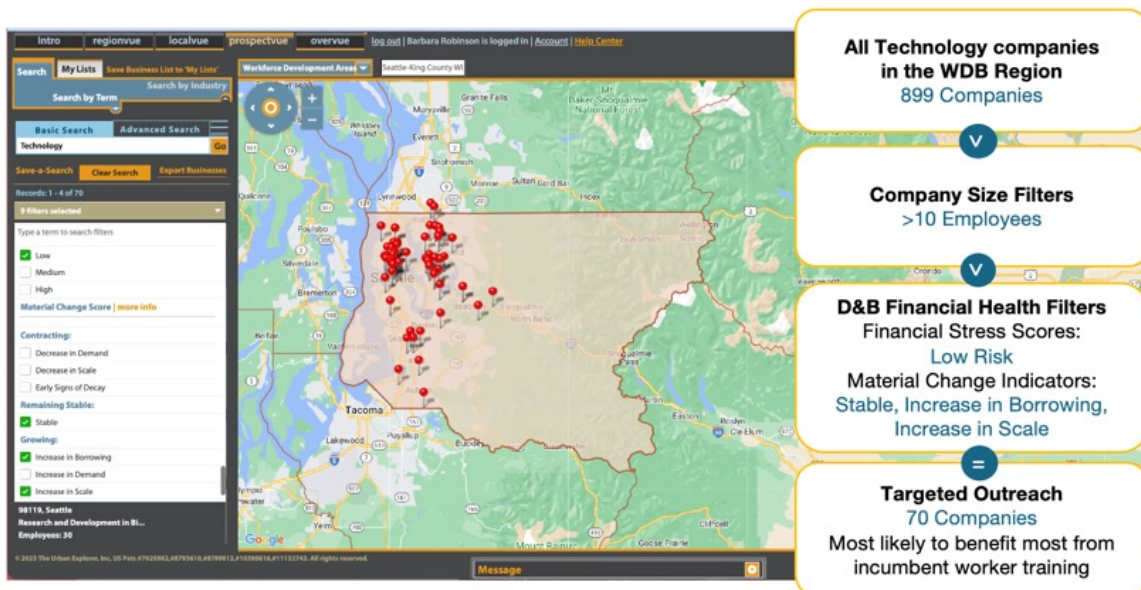
D&B Material Change

Stable

Increase in Borrowing

Increase in Scale

For example, Business Services teams in the Seattle WIA can quickly narrow their outreach efforts from 899 technology companies in the workforce area to the 70 companies most likely to benefit from incumbent worker training.



All Technology companies in the WDB Region
899 Companies

Company Size Filters
>10 Employees

D&B Financial Health Filters
Financial Stress Scores: Low Risk
Material Change Indicators: Stable, Increase in Borrowing, Increase in Scale

Targeted Outreach
70 Companies
Most likely to benefit most from incumbent worker training

Vue Points

>Case Study: Competitive Micro-Grant Program Case Study

The challenge facing the Workforce Alliance of the North Bay (WANB) was to quickly narrow down a target audience for a competitive COVID-19 micro-grant program outreach based on the rigorous eligibility requirements for micro-businesses.

> [READ CASE STUDY](#)

>Case Study: Case Study: Montana's Campaign in a Box Strategy

All across Montana, local offices struggled to create individual business engagement outreach strategies effectively. In response, the Business Strategy Team designed and implemented a quarterly, statewide Campaign in a Box program for targeted outreach to specific industries and workforce sectors.

> [READ CASE STUDY](#)

>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](#)

>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 classes at once!

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

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