

EconoVue™ Insights

MAY 2023

Case Study

Data-Driven Sector Strategies Drive Proactive Business Engagement for SELACO WDB

The Southeast Los Angeles County Workforce Development Board, known as SELACO WDB, represents eight cities – Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, Norwalk, and Paramount. SELACO WDB is one of seven workforce boards serving Los Angeles County, serving over half a million constituents daily.

Every two years, SELACO WDB re-evaluates the top 5 sectors experiencing growth and the next ones on the horizon. The challenge was to have the best information available for targeted outreach based on individual sector strategies.

Read more about their successful approach to sector strategies. > [READ CASE STUDY](#)

Product Vue

Veterans Job Placement Program

In May, we salute the military (past and present) and small businesses. With that in mind, workforce development professionals can use the powerful filtering capabilities in EconoVue to identify veteran-owned small businesses in seconds, in order to place veteran job seekers facing significant barriers to employment in their workforce area.

Start search by using Advanced Search, then filter by Diversity Search, and click on Veteran-Owned.

D&B Financial Stress

Low Risk

D&B Material Change

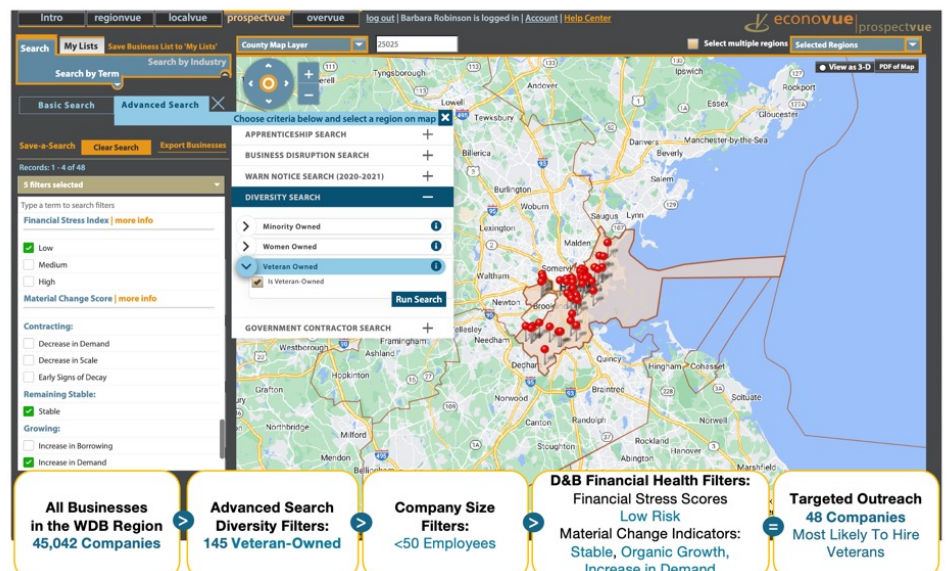
Stable

Organic Growth

Increase in Demand

Next, filter companies with <50 employees with low Financial Stress and Material Change indicators of stable, organic growth, and increase in demand.

Using this approach, Business Services teams in Suffolk County, Massachusetts have narrowed their veteran-owned business outreach efforts from the **145 veteran-owned** companies in the County to the **48 veteran-owned small businesses** most likely to hire fellow veterans.



Vue Points

>Blog: Business engagement must now be a critical success measure for all workforce boards

Measuring the impact beyond those mandated measures remains a constant challenge for WDBs. As the tip of the spear into the workforce system into the business community, business engagement does matter. Read about the key success measures for business engagement. > [READ BLOG](#)

>Customer Roundtable: Lessons from your Peers

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

>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](#)

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.

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