

## Customer Vue | AAWDC Apprenticeship Program Case Study

### Leveraging EconoVue to Build a Robust Marine Trade Apprenticeship Program in the City of Annapolis and Anne Arundel County

The marine trade industry is a cornerstone of Annapolis and Anne Arundel County's economies, deeply interwoven with their identity and prosperity. Home to a vast coastline and the world-renowned Annapolis boating community, the county is a hub for marine activities, ranging from boat building and repair to marina operations and yacht services. However, the marine trade sector faces significant challenges in finding skilled employees.

To address this gap, Anne Arundel Workforce Development Corporation (AAWDC), the City of Annapolis, and the Marine Trades Association of Maryland formed a partnership to pioneer an apprenticeship program. Central to this effort is using EconoVue, a powerful data visualization and analytics tool, to identify and engage businesses that can benefit from this innovative workforce solution.

Read about the challenges, solution, and program success in the full case study.

[READ NOW](#)

## Product Vue | Sector Strategies

Workforce development professionals can use the powerful filtering capabilities in EconoVue to facilitate critical industry, employment and business research in seconds so WDBs can update future-forward and real-time sector strategies for your area of responsibility.

For example, using **OverVue**, New York City WIB in New York can validate their sector strategies by selecting:

- **Region:** Northeast
- **State:** New York
- **Desired Workforce Board:** New York City WIB
- **Industry:** All (or scroll down for specific industry)
- **Financial Stress:** Low, Medium and High Risk



The WIB now has an interactive dashboard of their region, including employment concentration by sector, snapshots of business risk level and top companies, and time series comparisons by employment, businesses, salary, and location quotient. Click on the various bubbles to get a pop-up box highlighting key details.

# Use Case Vue | Work-Based Learning

Workforce boards offer several different work-based learning programs depending on a business or job seeker need. [Geo-targeted outreach](#) helps identify businesses in close proximity of a job seeker. Employer recruitment for [IWT training](#) or [specialized OJT programs](#) can use different growth levers to pinpoint the most qualified businesses for a specific training program. **Follow us on [LinkedIn](#) for new use cases weekly. Check out [all use cases](#).**



## Vue Points

- > November 2025 Customer Roundtable: WorkSource Montgomery, MD + WorkSource Middle Georgia > [LISTEN NOW](#)
- > Most Read Case Studies of 2024 > [READ NOW](#)
- > Most Read Use Cases of 2024 > [READ NOW](#)

## 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



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



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



FOLLOW US: [LinkedIn](#)