



BOARD POLICY

**POLICY
NUMBER
POL 400-3**

Title:	EconoVue		
Effective:	December 15, 2022	Revised:	N/A
Supersedes:	N/A	Version:	01

I. OF INTEREST TO

This policy is applicable to CareerSource South Florida (CSSF), American Job Centers (AJC), Business Intermediaries, partners and service providers.

II. PURPOSE AND SCOPE

The purpose of this policy is to provide guidance on the use of the EconoVue data platform to conduct business outreach and engagement by the Outreach Team, consisting of the CSSF Business Services team, the AJC's and Business Intermediaries.

III. BACKGROUND

EconoVue is an intuitive data visualization platform that offers multi-dimensional views of a region's business, workforce and sector data for targeted business outreach. EconoVue provides effective, efficient and targeted business outreach for employer assistance and engagement through the use of informed data.

IV. STATUTORY AUTHORITIES

- Workforce Innovation and Opportunity Act, §Section 134(c)(1)(A)(iv).
- Workforce Innovation and Opportunity Act, §Section 134(c)(2)(A)(iv)(I)(aa).
- Workforce Innovation and Opportunity Act, §Section 134(c)(2)(A)(vi)(I)(I-III).
- Workforce Innovation and Opportunity Act, §Section 134(d)(1)(A)(vii)(I-II).
- Workforce Innovation and Opportunity Act, §Section 134(d)(1)(A)(ix)(I).
- Workforce Innovation and Opportunity Act, §Section 134(d)(1)(A)(ix)(II)(aa-dd)
- Workforce Innovation and Opportunity Act Final Rule, 20 CFR 682.320.
- Workforce Innovation and Opportunity Act Final Rule, 20 CFR 682.340.
- Training and Employment Guidance Letter (TEGL) 19-16: "Guidance on Services provided through the Adult and Dislocated Worker Programs and the Wagner-Peyser Act Employment Services" (March 1, 2017).

- Training and Employment Guidance Letter (TEGL) 26-14: “Workforce Innovation and Opportunity Act Transition Authority for Flexible Use of State Rapid Response Funds” (April 14, 2015).
- Training and Employment Notice (TEN) 9-12: “Layoff Aversion in Rapid Response Systems” (August 31, 2012).
- CareerSource Florida Administrative Policy Number 114: “Rapid Response Program Administration”

V. DEFINITIONS

1. **American Job Center (AJC)**

The American Job Center network, part of the One-Stop system, provides universal access to an integrated array of labor exchange services so that workers, job seekers, and employers can find the services they need. The Wagner-Peyser Employment Service focuses on providing a variety of services including job search assistance, help getting a job referral, and placement assistance for job seekers. Additionally, re-employment services are available for unemployment insurance claimants, as well as recruitment services to employers with job openings. Services are delivered in one of three modes including self-service, facilitated self-help services and staff assisted service delivery approaches.

The services offered to employers, in addition to referral of job seekers to available job openings, include assistance in development of job order requirements, matching job seeker experience with job requirements and skills, assisting employers with special recruitment needs, arranging job fairs, assisting employers analyze hard-to-fill job orders, assisting with job restructuring, and helping employers deal with layoffs. Job seekers who are veterans receive priority referrals to jobs and training as well as special employment services and assistance. In addition, the system provides specialized attention and service to individuals with disabilities, migrant and seasonal farm-workers, justice-involved individuals, youth, minorities, and older workers.

2. **Business Intermediaries**

Local Chambers of Commerce and economic development organizations are uniquely positioned to assist small businesses as a result of their continuing engagement, partnership, and relationship-building activities within the businesses community. CareerSource South Florida (CSSF) is partnering or contracting with these business-focused organizations to provide ongoing engagement, partnership, and relationship-building activities with business in the community.

3. **EconoVue Data Platform**

A licensed data visualization and business outreach platform using Bureau of Labor Statistics and Dun & Bradstreet data that provides information on business locations, including standard identity and demographic information around size, location and operations, business health and change dynamics.

4. **Unique Business**

A unique business is one that has received outreach or other services for the first time by one of the AJC's or Business Intermediaries.

VI. POLICY

The EconoVue Data platform is a targeted business outreach tool that can be employed by Business Services, the AJC's, and Business Intermediaries. EconoVue enables data-driven outreach and engagement for better program success and performance metrics. Utilizing Bureau of Labor Statistics and Dun & Bradstreet data, EconoVue provides information on business locations, including standard identity and demographic information around size, location and operations; specialty business data including business health and change dynamics; executive contact details, custom geo-data, jobs, labor and occupation data; and time-series trend data in key dimensions designed to anticipate, prepare for, and manage the economic changes of businesses throughout the business lifecycle (expansion through contraction).

1. Business Contraction

By using EconoVue to identify businesses that are “at-risk” and contracting, a proactive approach can be taken to assist those businesses in managing any reductions in workforce by conducting assessments of their needs and delivering services to address those needs. Services and strategies may include providing information and referrals to Short Time Compensation programs, CareerSource South Florida (CSSF) training assistance programs, CSSF layoff aversion funds, the Small Business Development Center at Florida International University, Small Business Administration (SBA) program information, and information about other state and federal assistance programs.

2. Stable Businesses

Identifying Businesses that are stable and at low risk of failure presents an opportunity to provide ongoing services and maintain engagement with those businesses, increasing business retention. Outreach to stable businesses provides an opening to educate the business about CSSF services, including recruitment, training, and Federal incentives such as Work Opportunity Tax Credits and the Federal Bonding program. Businesses identified may participate in business roundtable discussions for their industry sector. By identifying trends within industry sectors, pro-active adjustments of resources may be made, training programs evaluated, and solutions developed to address specific issues.

3. Growth Businesses

Identifying businesses that are in growth mode presents opportunities to provide services such as specialized recruitments; training services including On-the-Job Training (OJT), Incumbent Worker Training (IWT); Youth Services including Paid Work Experience; as well as Pre-Apprenticeship and Apprenticeship programs.

4. Minority Businesses

Minority-owned businesses can be identified utilizing EconoVue's advanced filters. By targeting minority-owned businesses, AJC's can provide specific services to targeted populations such as Veterans. Veterans and eligible spouses receive priority of services from the AJC's. Veteran-owned businesses may be more knowledgeable about the specific skill sets that veterans offer, thereby increasing the hiring probabilities. Work opportunity tax credits may be available to the businesses.

The CSSF Business Services team, designated users at the AJC's, and designated users at the Business Intermediaries agency, collectively referred to as the Outreach Team, shall be required to attend training to learn how to use the EconoVue platform through EconoVue's virtual and on-line trainings sessions. The Outreach Team will also be required to register businesses, and record activities and services in Employ Miami-Dade (EMD)/Employ Monroe (EM) as appropriate.

A targeted data-driven business outreach program is a more effective use of staff, provides on-going employer engagement, and increased knowledge of industry sector needs, resulting in an increase in services provided and repeat businesses served.

VII. PROHIBITIONS/LIMITATIONS

None.

VIII. EXCEPTIONS

Exceptions to this policy, or any part thereof, must be approved in writing by the SFWIB Executive Director.