



BUSINESS ENGAGEMENT – DATA TOOLS

In October 2016, the California Workforce Development Board (State Board) finalized an agreement with Dun and Bradstreet (DNB) to provide actionable business engagement data to the Local Workforce Development Areas (Local Area) and the Employment Development Department (EDD). The business data is provided by DNB and is accessible through EconoVue, a data integration tool developed and maintained by Urban Explorer, Inc. Communication is encouraged among Local Workforce Development Board staff and the EDD Labor Market Information Division regional consultants to maximize the use of this data.

This tool is to be used exclusively to deliver Workforce Innovation and Opportunity Act business solutions in support of local and regional plans. It is not to be used for the purpose of business attraction activities associated with economic development.

A maximum of five EconoVue licenses were provided to each Local Area and provide a continuous flow of business level data to support a pro-active, comprehensive business engagement strategy. As part of the implementation, 14 training sessions were held to familiarize local licensees with the tool and its application to business engagement efforts.

In addition to the EconoVue licenses, the agreement also included the purchase of Market Insight for select Labor Market Information (LMI) consultants and a Local Area representative in each of the 14 regional planning units. Market Insight is an innovative web-based data analysis and visualization tool that allows users to better understand business customers and identify engagement opportunities. Attached is a list of the local and regional licensees for Market Insight and EconoVue. If you have additional LMI questions or data needs, please contact your local [LMI Consultant](#).

Local Area staff and partners are encouraged to use the CalJOBSSM Customer Relations Management (CRM) module tool to document all local business engagement activities. The CRM eliminates duplicate contacts from workforce system partners to regional businesses, and serves as the basis for federal reporting requirements. Information on the CRM was communicated in Workforce Services Information Notice [WSIN15-21](#).

For additional information, contact Daniel Patterson at Daniel.Patterson@cwdb.ca.gov or 916-657-1446.

/S/ JAIME L. GUTIERREZ, Chief
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Attachment is available on the internet:

[List of Licensees](#)

The EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.