

# Press Release



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## **Workforce Alliance Announces New Name: CareerSource Palm Beach County**

*“The brand change is part of a statewide initiative to improve awareness and access to services for job seekers and businesses”*

*West Palm Beach, Fla. (Oct. 17, 2013)* – Beginning early next year, Workforce Alliance will become CareerSource Palm Beach County as part of a new universal brand identity to better align Florida’s nationally recognized workforce system and improve customer awareness and use of the system’s services and resources.

The new brand, CareerSource Florida, is the result of extensive market research and input from local leaders, employers, job seekers, workforce professionals and community partners throughout Florida. The name, logo and charter for Florida’s workforce system were approved unanimously by the Workforce Florida board of directors this spring. The Workforce Alliance board of directors today approved unanimously the new aligned regional name, CareerSource Palm Beach County. Use of the new name will begin following a statewide brand launch in early 2014.

“The new statewide brand provides greater awareness, clarity and consistency among the 24 regional workforce organizations and Workforce Florida. It enhances the ability to leverage our resources to improve the system’s efficiency and effectiveness, while maintaining the flexibility to develop workforce strategies and programs to better meet local needs,” said Steve Craig, Workforce Alliance president and chief executive officer.

As CareerSource Palm Beach County, the organization’s commitment to providing outstanding customer service remains a top priority. A comprehensive package of no-cost services is available to help businesses compete in today’s challenging marketplace -- including recruitment, assessments and referrals of qualified job candidates; space and staff assistance for screening/interviewing candidates; and grants for training new or existing employees. On average, more than 14,000 visitors each month receive help from the specialized services at two Career Centers. The centers will continue to offer classes and facilities for job search, career development and consulting along with grants for job skills training – all at no cost for job seekers.

The CareerSource Florida brand identity was developed through a highly collaborative and market driven research and development process in response to the 2012 Regional Workforce Boards Accountability Act becoming law. More than 1,500 Floridians contributed to its development during a



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six-month collaborative process that included 27 focus groups in 10 cities, and statewide surveys of job seekers and employers. Each of the state's 24 regional workforce organizations will assume a new local name that incorporates "CareerSource" followed by a geographic locator or regional identifier.

"Our CareerSource Florida state and regional brand names convey our shared mission to connect businesses with skilled talent and Floridians with skills development needed not only when seeking a job but throughout their career," said Dwayne Ingram, chairman of the Workforce Florida board of directors. "This exciting new brand demonstrates our system's continued collaboration, innovation and leadership in developing strategies to maximize resources that help job seekers and businesses succeed."

For more information about the workforce system branding initiative, go to:  
<http://careersourceflbrand.com/>

Workforce Alliance, the nonprofit organization chartered by the state to lead workforce development in Palm Beach County, placed nearly 30,000 county residents in jobs ranging from entry level to the executive suite in program year 2012-2013 – nearly double the number from the previous year and a record amount for the third consecutive year. More information on programs and services is available at the Workforce Alliance website [www.pbcalliance.com](http://www.pbcalliance.com) or either of the Career Centers:

- Central Career Center-1951 N. Military Trail, Suite D, West Palm Beach, FL 33409; (561) 340-1060
- West Career Center-1085 S. Main Street, Belle Glade, FL 33430; (561) 829-2040

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