



Press Release

Contacts:

Patricia Davis; Manager, Communications and Media Relations
Tom Veenstra; Senior Director, Support Services

561.340.1060, ext. 2202
561.340.1061, ext. 2229

Workforce Alliance Launches New Name: CareerSource Palm Beach County

West Palm Beach (Feb.10, 2014) --- Workforce Alliance today launches its new name, CareerSource Palm Beach County, as part of a new statewide brand identity to better align Florida's nationally recognized workforce system and improve customer awareness and use of the system's services and resources.

Starting today, the state's workforce policy and investment board, Workforce Florida, becomes CareerSource Florida. Each of the state's 24 regional workforce organizations also will begin using the new brand with regional identifiers. As a member of the CareerSource Florida system, Workforce Alliance is now CareerSource Palm Beach County.

"The new statewide brand provides greater awareness, clarity and consistency among the 24 regional workforce organizations and CareerSource 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 best meet local needs," said Steve Craig, CareerSource Palm Beach County president and chief executive officer.

The new brand is the result of extensive market research and input from employers, career seekers, workforce professionals and community partners throughout Florida. Prior to the rebranding initiative, there were 25 brand names for the state and local workforce organizations as well as numerous other brands associated with the system and its career centers. Research showed the multiple names contributed to the lack of awareness among both employers and career seekers of the system's employment and training services.

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 employers compete in today's challenging marketplace, including recruitment/assessments/referrals of qualified 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 in West Palm Beach and Belle Glade, and employers through its Center for Business Excellence in Boca Raton. Career centers offer classes and facilities for job search, career development and consulting along with grants for job skills training – all at no cost to career seekers.

About CareerSource Palm Beach County

CareerSource Palm Beach County, the nonprofit organization chartered by the state to lead workforce development in the county, has assisted nearly 30,000 residents in finding employment ranging from entry level positions to the executive suite during its last program year, representing a local economic impact of \$489 million in annual wages. This is a record employment number for the third consecutive

www.careersourcepbc.com

year. More information on programs and services is available at careersourcepbc.com or any of the career centers:

--Central Career Center: 3400 Belvedere Road, West Palm Beach, 33406; 561-340-1060

--West Career Center: 1085 S. Main Street, Belle Glade, 33430; 561-829-2040

###