

FOR IMMEDIATE RELEASE

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FCM AWARDED CONTRACT FOR OUTREACH & EDUCATION PLAN
Workforce campaign planned for LA WorkSource Centers

Full Capacity Marketing, Inc. (FCM) was awarded a one-year contract to support the Los Angeles County Workforce Investment Board (LA-WIB) and its network of career centers called WorkSource Centers. The LA-WIB is a Federally-mandated board that administers Workforce Investment Act (WIA) funds to implement local workforce development programs and services to businesses and job seekers through its WorkSource Centers. FCM is charged with developing an Outreach and Education Plan (OEP) culminating in an educational campaign to improve awareness, comprehension and value of, and engagement with, the WIB and the WorkSource Centers.

“The sheer size of the stakeholders along with the number of WorkSource Centers (17, plus 3 satellite offices) makes the project incredibly dynamic,” said FCM President/CEO, Celina Shands Gradijan. “The workforce investment system is based on housing multiple partners at one location to provide comprehensive employment and training services. The targeted OEP is one component of the project, but another equally important element will be to unite all of the contractors and providers in understanding their ongoing role in communicating the successes of the system beyond the one-time campaign.”

FCM will create a systematic approach to developing a two-pronged OEP that helps citizens in LA County understand the strategic work and value of the of the WIB, coupled with Center-specific plans that utilize social media tools to inform citizens and businesses about WorkSource services. For more information about FCM and its services for government, non-profit and community-based agencies, go to www.FullCapacityMarketing.com

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