



FOR IMMEDIATE RELEASE
February 10, 2014

CONTACT: Alyssa D. Brown, (850) 414-8301

FLORIDA ACTIVATES NEW UNIFIED WORKFORCE BRAND
***CareerSource Florida seeks to boost awareness and
use of services by employers and job seekers***

MIAMI — After 15 months of research and development, Florida's workforce system today launched its new statewide brand, CareerSource Florida, in a move to better connect businesses with job seekers. Florida is the first state in the nation to achieve a unified brand and logo for all of its state and regional workforce development boards and career centers.

Governor Rick Scott said, "Florida's workforce system works hard every day to help Floridians find jobs. In the past month alone, it has placed more than 40,000 Floridians in jobs, and in the last year it has helped 27,000 veterans find employment. We are committed to creating an opportunity economy in Florida that will support jobs for generations to come, and with the help of the CareerSource Florida network, more Floridians will be able to pursue their dreams."

"Florida's need for qualified, skilled talent is growing exponentially with the new global economy, and brand alignment is a critical step in our ability to meet that need," said CareerSource Florida Chairman Dwayne Ingram, speaking to business and community leaders today at the official launch of the new brand at CareerSource South Florida's North Miami Beach Career Center. "A single, statewide brand will help Floridians and businesses easily find us. Whether businesses are located in one county, multiple cities or even in another country, we can help them quickly fill positions, train new or existing workers and ramp up their competitiveness."

Starting today, the state's workforce policy and investment board, Workforce Florida, becomes CareerSource Florida. Each of the state's 24 regional workforce organizations and nearly 100 career centers also will use the new brand with regional identifiers. For example, South Florida Workforce, which assists job seekers and businesses in Miami-Dade and Monroe counties, is now CareerSource South Florida; Workforce Alliance is now CareerSource Palm Beach County; and WorkForce One is now CareerSource Broward.

"This is not just a name change," said Alvin West, CareerSource South Florida Chairman and CFO & Senior Vice President of Administration, Greater Miami Convention & Visitors Bureau. "We are changing our culture and the way we do business. Our new name, CareerSource South Florida, better reflects the strength of our partnership with Florida's nationally recognized workforce system and will drive greater understanding and use of services available to job seekers and employers."

Prior to the rebranding initiative, there were 25 brand names for the state and local workforce boards as well as numerous other brands associated with the system and its career centers. Research showed the multiple names contributed to a lack of awareness of the system's employment and training tools among both employers and job seekers.

"Moving to a single, distinctive identity takes our workforce development network to the next level, clearly communicating to our business and job-seeking customers that we have the professional resources to support their success, wherever they are in Florida," said CareerSource Florida President/CEO Chris Hart IV.

To complement the new brand, CareerSource Florida has launched its new website, careersourceflorida.com, where job seekers — entry-level to professional — and employers can go to connect to the state's online job-matching tool and employment and training resources available throughout Florida. Information about major statewide workforce initiatives and programs also is available on the site.

The CareerSource Florida brand is represented by a colorful orange, blue and green logo. The name and logo are the result of market research and a collaborative process involving more than 1,500 stakeholders, from job seekers and businesses to regional workforce board leaders, frontline workforce professionals and strategic partners. The combined CareerSource Florida name and logo was the overwhelming top choice among Floridians and businesses surveyed.

"Today's workforce is mobile and job seekers often commute or relocate to secure a coveted career opportunity," said Steven Parrish, Chair of the Florida Workforce Chairs' Alliance and Past Chair of CareerSource Palm Beach County. "Florida's new unified brand, CareerSource Florida, will help communicate the depth and breadth of workforce services for job seekers, including the ability to research and apply for openings anywhere in the state."

The work to develop Florida's unified workforce system brand began last year in response to the Regional Workforce Boards Accountability Act of 2012, priority legislation for Governor Scott, which called for the evaluation of the means to establish a single, statewide workforce system brand. Florida is among a growing number of states nationally to move to a common brand name for local boards and/or career centers. Others include California, Illinois, Kentucky, Maryland, Ohio, South Carolina, Texas and Virginia, with Florida the first to align its entire system.

For more information, visit careersourceflorida.com.

###

About CareerSource Florida

CareerSource Florida is the statewide workforce policy and investment board of business and government leaders charged with overseeing the CareerSource Florida network, which includes the Department of Economic Opportunity, 24 regional workforce boards and nearly 100 career centers. CareerSource Florida connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity. Learn more at careersourceflorida.com or 1-866-352-2345.

CareerSourceFlorida is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities. The voice telephone numbers in this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711. Disponible en Espanol.