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WorkSource Launches New Version of Website

www.worksourcefl.com has new look and enhanced jobseeker advice

(JACKSONVILLE, FL) – WorkSource announced the launch of Phase One of the new WorkSource website December 29, 2009. The new site, a joint effort between WorkSource, Brunet-García Multicultural Advertising & PR and The Red Fin Group, was developed after hands-on research and testing with both job seekers and employers on the First Coast.

The site redesign is based on the insights gathered from focus groups and usability testing and reflects the critical needs and usability issues that WorkSource’s target audience desires. WorkSource added a Learning Library of jobseeker advice and a Career Development Step model that will help jobseekers understand how to plan for career transition. “Last year, we served over 96,000 jobseekers in transition,” said Bruce Ferguson, WorkSource CEO. “Many of them are white collar, educated professionals who have access to and are comfortable using technology for their job search. We want to ease traffic in our career centers and offer technology-based services as an alternative resource.”

The new website also offers ways for community service organizations and partners to request support for grant opportunities and provides links to workforce and employment policy. The new features will streamline processes and help staff manage requests more efficiently.

Phase Two of the website design, which will launch in the first quarter of 2010, will include a career blog and online orientations for jobseekers to WorkSource services. The organization will also begin to use social media to engage jobseekers who want to keep up with career news and events.

WorkSource, operated by First Coast Workforce Development, Inc., is responsible for providing a trained workforce to the more than 16,000 employers in Baker, Clay, Duval, Nassau, Putnam and St. Johns Counties. First Coast Workforce Development administers an annual budget of over \$14 million, and functions around several initiatives designed to connect job seekers in transition with training and employment and focus on economic development through workforce preparation. The organization plays a key role in attracting new business and helping current businesses expand in Northeast Florida. WorkSource also operates a Youth Council, which helps connect local youths with career information and opportunities.

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