



NEWS RELEASE

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The Monterey County Workforce Development Board Launches Monterey County Works to highlight valuable services and benefits for Monterey County Job Seekers and Employers

Monday November 6, 2023--Salinas, CA – The Monterey County Workforce Development Board is proud to unveil a new initiative, Monterey County Works. The initiative reflects the organization's evolution while maintaining its mission to provide innovative workforce solutions to the Monterey County community. The launch includes a new visual identity and website.

"We are excited to unveil our new Monterey County Works initiative, which reflects our ongoing commitment to providing innovative workforce solutions to the communities we serve," said Chris Donnelly, Executive Director. "As we continue to grow and evolve, we wanted our identity to reflect our values and mission."

The new Monterey County Works logo features a modern, bold design with vibrant colors that reflect the energy and diversity of the communities the organization serves. The new identity also includes a new tagline, "Growing Talent. Supporting Business," which speaks to the organization's commitment to helping individuals and businesses thrive.

Along with the new visual identity, the organization has also launched a new website, MontereyCountyWorks.com, that provides easy access to valuable resources for job seekers, employers, and community partners. The website features a modern design, intuitive navigation, and updated content that reflects the organization's commitment to excellence.

The Monterey County Works launch is a significant milestone for the Monterey County Workforce Development Board as it continues to provide high-quality workforce solutions that empower individuals and businesses. The organization is confident that the initiative will help it better connect with the community and continue to make a positive impact on people's lives.

About Monterey County Works

Monterey County Works is an initiative of the Monterey County Workforce Board. *Monterey County Works* offers valuable services to both job seekers and employers in Monterey County. The key job seeker services of Monterey County Works is job training and education. They offer a range of programs and courses that are designed to help individuals acquire the skills and knowledge needed to succeed in today's job market. *Monterey County Works* works closely with individuals to help them identify their strengths and interests, and to develop a career path that aligns with their goals. This can include assistance with resume writing, interview preparation, and networking.

For Monterey County employers, *Monterey County Works* helps them to identify job openings and match job seekers with suitable positions. This helps to reduce unemployment and boost the local economy by ensuring that businesses have the talent they need to grow and succeed.

The Monterey County Workforce Development Board integrates public and private partnerships to train and place individuals with the skills that local employers need. This project is funded 100% with Workforce Innovation and Opportunity Act (WIOA) Federal Funds made available to the State of California Employment Development Department by the U.S. Department of Labor/Employment and Training Administration as the Grantor. This WIOA, Title 1-financially assisted program/activity is an equal opportunity employer/program, and auxiliary aids and services are available upon request to individuals with disabilities or limited English.