

NAWB & FCM 2011 INTERNATIONAL DAVEY AWARD WINNER
National Association of Workforce Boards Campaign Wins the Silver

Washington, D.C.—The Workforce Investment Works (WIW) campaign was selected for the 2011 Davey Awards, judged annually by the International Academy of the Visual Arts (IAVA). The project was a collaborative initiative between Full Capacity Marketing, Inc. (FCM) and the National Association of Workforce Boards (NAWB)— a nonprofit membership-based organization representing business-led Workforce Investment Boards (WIB) that plan and oversee workforce development and job training programs through Workforce Investment Act (WIA) funding.

With nearly 4,000 entries from across the U.S. and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. “We were truly amazed and excited at the overall caliber and quality of this year’s pool of entries,” said Linda Day, executive director of the IAVA. Day added, “The Davey Awards serves as the benchmark for recognizing creative excellence and continues to raise the bar in honoring the best work from small agencies and firms worldwide.”

The WIW campaign was developed in the fall of 2010 and launched in January 2011 to target policy makers across the country. FCM President/CEO Celina Shands Gradijan said, “The concept of the campaign was to create a storytelling website to help America understand the value proposition of WIA funded programs and services; to generate support of WIA funding through social media; and to build the capacity of the workforce investment system stakeholders to utilize consistent messages with their local elected officials and the news media to bring awareness around the repercussions of cutting WIA funding.”

The WIW campaign was awarded the Davey in the integrated campaign category. “We couldn’t be more thrilled,” said NAWB President/CEO Ron Painter. “It was critical for our system to have an effective communication medium that mobilized the 550+ WIBs from across the country to reflect their high level achievements in utilizing WIA funding.”

For more information about the campaign, go to www.WorkforceInvestmentWorks.com. For more information about FCM and its government and nonprofit services, go to www.FullCapacityMarketing.com. NAWB is hosting its annual forum in March 2012, and may be reached at www.NAWB.org.

###