

WORKFORCE SERVICES INFORMATION NOTICE

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: LABOR DAY 2015 CAMPAIGN – #WorkingInCA

The Employment Development Department (EDD) is commemorating Labor Day 2015 with a statewide marketing campaign targeting employers and job seekers as key contributors to California's improving economy. The campaign will begin on September 2, 2015, and continue through the end of the month.

As part of this campaign, the EDD has developed marketing materials for all America's Job Center of CaliforniaSM (AJCC) locations. Each AJCC will receive a package containing a DVD titled "*The Path to Your Next Job*" and tip cards for job seekers (100 tip cards per AJCC location – 50 English and 50 Spanish). Upon receiving these materials, job centers should play the DVD in their lobby areas where job seekers are able to view and listen to it. It is also encouraged for staff to present the DVD as part of any job search workshops and presentations conducted for job seekers. "*The Path to Your Next Job*" Tip Cards should be distributed in conjunction with the viewing of the video for job seekers to have as a reference to the information presented. The tip card will also be available for downloading from the EDD Online Forms and Publications website at www.edd.ca.gov/Forms/ starting September 2, 2015.

A Labor Day 2015 web page will be posted on the EDD website and made available starting September 2, 2015, featuring a message from the EDD Director, success stories, a Labor Day Briefing 2015 report, resources for job seekers and employers, and the tip card mentioned above.

As the theme for this campaign, the EDD will be introducing the use of the hashtag #WorkingInCA. The hashtag will serve as a vehicle to market and identify any information related to and for California job seekers and employers. The EDD invites the workforce development community to use #WorkingInCA on all communication and/or social media shared with the public at large.

For more information, please contact the Workforce Services Branch Communications Team at WSBCommunications@edd.ca.gov.

/s/ JOSÉ LUIS MÁRQUEZ, Chief
Central Office Workforce Services Division

The EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.