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NAWB RECOGNIZED WITH INTERNATIONAL WEB AWARD

Standard of excellence award given in the category for associations

Washington, D.C. — The Web Marketing Association recently hosted its 17th annual international WebAward competition and the collaborative team from the National Association of Workforce Boards (NAWB) and Full Capacity Marketing, Inc. (FCM) came out a winner with the Standard of Excellence award in the “association” category. The WebAwards are the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful website including design, innovation, content, technology, interactivity, copywriting and ease of use.

"The WebAwards look into all aspects of website development; it's not just a beauty contest for websites," said William Rice, president of the Web Marketing Association. "Our expert judges evaluate the entire interactive experience and reward those sites that are best in their industry. The goal of the WebAwards is to both recognize the people and organizations responsible for developing some of the most effective websites on the Internet today and also provide valuable feedback to entrants on how their sites stack up against their peers and their industry's standards of excellence."

The NAWB represents approximately 600 Workforce Investment Boards and their 12,000 business members that coordinate and leverage workforce strategies with education and economic development stakeholders within their local communities, to ensure that state and local workforce development and job training programs meet the needs of employers. NAWB President and CEO, Ron Painter said, "Our website is designed to support the needs of our members (workforce boards); as well as federal and state law makers and other community leaders that influence the public policy and funding that supports America's workers and businesses. It is a critical communication tool for us, and FCM has been an outstanding partner in designing and implementing our multiple websites."

The homepage of the NAWB's site is a portal into several sites that work together to inform and educate NAWB's multiple target audiences. There is a link on the homepage to NAWB's national storytelling website called Workforce Investment Works that recently won an International Davey Award. The NAWB website also links to the NAWB Annual Forum website that stays live year-round, as it houses "Workforce Central", NAWB's BlogTalkRadio show and conference presentations and materials.

FCM President and CEO, Celina Gradijan said, "These multiple sites work hand-in-hand to help support NAWB's important mission and connect all of its important stakeholders. NAWB has a small staff with a lot of ground to cover, so web-based communication strategies are critical for their success."

To view NAWB's winning website, go to www.NAWB.org. For more information about FCM and its services for government and nonprofit organizations, go to www.FullCapacityMarketing.com. For more on the WebAwards, go to www.webaward.org.