

FOR IMMEDIATE RELEASE

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SWWDC Seeking Proposals from Consultants to Lead Focus Groups

VANCOUVER, Wash. (January 8, 2015) – The Southwest Washington Workforce Development Council (SWWDC) and its partners in the Columbia-Willamette Workforce Collaborative (CWWC) are seeking proposals from organizations skilled in conducting focus groups, analyzing and summarizing the results.

Focus groups will be conducted with various types of successful and/or long-term employees in the long-term care (LTC) industry to hone in on the worker characteristics and attitudes that predict retention and job satisfaction and designing a messaging approach to attract those most likely to succeed and stay in the industry.

The Request for Proposals can be viewed on SWWDC's website, www.swwdc.org. To be considered, proposals must be received by SWWDC no later than 5 p.m. Pacific Time on Tuesday, January 20, 2015.

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Southwest Washington Workforce Development Council (SWWDC), a nonprofit organization founded in 2002, is the Workforce Investment Board (WIB) for Clark, Cowlitz and Wahkiakum counties. SWWDC brings together funding, service providers, colleges, economic development and community organizations to provide employment and training services to businesses, job seekers and youth. Its mission is to prepare and promote and skilled and adaptive workforce for a thriving economy in Southwest Washington. For more information, visit www.swwdc.org.