



PRESS RELEASE

Career TEAM Launches Education Division

North Haven, Connecticut August 2011:

Career TEAM Education was launched to address a major challenge facing educational institutions and students; gainful employment and retention. Our team of nationally recognized workforce experts has developed a three-tier solution to provide a competitive edge in today's complex job market.

THE CAREER EDGE program represents the accumulation of over twenty-five years of research and development on gainful employment. In addition, the program includes direct input from hiring authorities.

More specifically:

1. THE CAREER EDGE program produces better placement and retention outcomes. The professional design of the program also creates a tremendous *branding opportunity*.
2. THE CAREER EDGE teaches participants to use technology to build a professional brand, create an online profile and develop relationships with key hiring authorities. THE CAREER EDGE teaches job seekers how to successfully create value and market themselves to employers.
3. THE CAREER EDGE *multi-media* program is a one-stop job search source for employment questions, needs, and requirements. Duplication and edit of these materials would involve an inordinate amount of time, money, and resources. Studies show that each time a job seeker listens or views content, retention levels are increased geometrically.



ABOUT US

Founded in 1996, Career TEAM, LLC (CTL) is a private workforce development organization. Since inception, Career TEAM, has successfully been granted over \$50 million in state and federal funding to employ and retain over 25,000 hard to serve individuals.