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**EAST BAY STAKEHOLDERS & BUSINESS U RECEIVE INTERNATIONAL WEB AWARD**  
*Regional business engagement model in workforce, education & economic development is stand out in industry*

Washington, D.C. — The Web Marketing Association recently hosted its annual international WebAward competition and the collaborative team from Business U, Inc. and the East Bay Business Engagement Network was awarded the Standard of Excellence in the education 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. This year, 1,500 entries from 40 countries were submitted and judged by team of independent Internet executives.

"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 East Bay Business Engagement Network (Network) is a collaboration between ten community colleges, four workforce investment boards and economic development organizations in the East Bay (San Francisco Bay area) with a focus on leveraging resources and a portfolio of solutions and strategies to grow and retain businesses efficiently and effectively.

Business U Co-founder, Dr. Christine Bosworth, said, "We started working with the East Bay stakeholders less than a year ago in helping them better operationalize their efforts to engage businesses as a partner in sector strategies and work-based learning opportunities and as a customer of their many services such as workforce training, recruitment and hiring. We've developed several technology tools to bridge the gaps in operations and structure including a state-of-the art eUniversity, a customer-relationship management tool, and a partner website that fosters communication and collaboration."

The partner website was designed as a communications strategy to keep stakeholders informed about regional initiatives, processes, tools, systems and shared metrics. Business U Co-founder, Celina Shands Gradijan, commented, "With such a large region like the East Bay, it is critical to keep stakeholders fully informed and to continue to build capacity and knowledge on the latest B2B (business-to-business) outreach strategies. The partner website serves that purpose with downloadable fact sheets, a monthly eNewsletter, information on how to join the Network and participate, and B2B strategies and tools for outreach to East Bay businesses."

To view the East Bay's winning website, go to [www.ebbiznetwork.org](http://www.ebbiznetwork.org). For more information about Business U's technology, strategy and professional development solutions for workforce, education and economic development professionals, go to [www.Business-U.net](http://www.Business-U.net)

For more on the WebAwards, go to [www.webaward.org](http://www.webaward.org).

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