



DATE: May 20, 2026
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: Brand Intelligence and Market Penetration Playbook

Full Capacity Marketing, Inc.

Celina Shands, M.S.
CEO/Founder



Emma Kessner
Managing Director



When local businesses face workforce challenges, is the Workforce Development Board of Contra Costa County the first name that comes to mind? Our recent Brand Sentiment Report shows that while we have made great strides in our core communication touchpoints, we have areas of opportunity in the area of employer engagement.

For any questions, please contact Patricia Conley, Workforce Services Specialist at 925-655-3818 or email at pconley@ehsd.cccounty.us.