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**FOR IMMEDIATE RELEASE**

## **Workforce Solutions Borderplex Launches HowtoPickaCareer.com**

**El Paso, Texas (April 16, 2018)** – Workforce Solutions Borderplex is proud to launch the organization's newest resource website - HowtoPickaCareer.com - which offers visitors the opportunity to explore a series of exciting and interactive tools that walk users through what it will take to make career dreams a reality.

Students, parents and educators will marvel at the wealth of insightful information found on HowtoPickaCareer.com. Brilliant infographic cards can be downloaded to learn more about the hottest jobs in the seven target industries of the Borderplex region. Users are invited to take a virtual reality tour of some of the region's most in-demand careers to explore the daily experiences of these professionals. A series of Interactive Pathways lead users on a fundamental journey through the education and job roles required to career success.

Also linked onto this site is the Texas Career Check website that offers students incredible tools they can utilize, such as taking a quiz to figure out where interests lie or what are the latest trends by occupation. With the Texas Reality Check meter, students can test their knowledge on what a dream life will truly cost them in *real* life.

Workforce Solutions Borderplex' HowtoPickaCareer.com (HTPC) was developed as a resource supplement from a Texas Labor Market and Career Information grant from the Texas Workforce Commission. HTPC's product offerings range from an online career information delivery system, to a toll-free career information hotline, to a variety of specialized economic development and regional planning tools. Each of these end-user products is buttressed by applied academic research on Texas labor market dynamics. HTPC offers a collection of hardcopy and online labor market, career and follow-up information products as well.

According to the ACT Research & Policy Brief article, "Education and Career Navigation: Critical for Student Progress and Success", studies show that individuals who develop education and career navigation knowledge and skills are likely to have expanded education and career opportunities. These students will make education and career decisions that better fit their needs, it will increase their motivation to learn and achieve, and they are more likely to experience more positive outcomes both in school and work settings.

Workforce Solutions encourages educators to download the Seven Target Industries infographic cards and the 2018 Hot Jobs report online, as supplies are limited. For more information about HowtoPickaCareer.com and the Labor Market Career Information, please contact Natalie Littlefield at [Natalie.Littlefield@borderplexjobs.com](mailto:Natalie.Littlefield@borderplexjobs.com).

## ABOUT WORKFORCE SOLUTIONS BORDERPLEX

Workforce Solutions Borderplex (WSB) is a non-profit organization that provides skilled workers for employers by advancing education, employment, entrepreneurship and economic development opportunities. The service region encompasses Brewster, Culberson, El Paso, Hudspeth, Jeff Davis and Presidio counties. The goal of WSB is to empower the most dynamic workforce to achieve global competitiveness and regional prosperity. The organization consists of a 27-member Board of Directors responsible for strategic guidance and policy governance to achieve goals focusing on employment, education and economic development. Funding is sourced from the Department of Labor, the Department of Health and Human Services and the Department of Agriculture. For more information about WSB, please contact Romie Ruiz at (915) 887-2221 or visit [www.borderplexjobs.com](http://www.borderplexjobs.com).

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