

### The American Job Center (AJC) Network

#### About WIOA

The Workforce Innovation and Opportunity Act (WIOA) (Pub. L. 113-128) is a transformative law designed to strengthen our nation's public workforce system, helping job seekers, particularly those with barriers to employment, access the education, training, and support services they need to obtain and advance in quality jobs and careers, and to help businesses hire and retain the skilled workers they need to succeed in a global economy. WIOA ensures that the needs of businesses and workers drive workforce solutions and it increases and aligns coordination among key employment, education, and training programs.

### Use of the AJC Network Common Identifier or Tag Line

CFR § 678.900(c) requires that each one-stop delivery system must include the 'American Job Center' identifier, or a tag line stating 'a proud partner of the American Job Center network', on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system. This common identifier is sometimes known as AJC branding or co-branding. To support implementation of this requirement, ETA established trademark ownership of the following logos: 1) "American Job Center network"; and 2) "a proud partner of the American Job Center network."

#### KEY FACTS TO KNOW ABOUT THE AJC NETWORK IDENTIFIER AND TAG LINE:

- ◆ As of November 17, 2016, each one-stop delivery system must include the identifier or tag line on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased or created materials.
- ◆ As of July 1, 2017, each one-stop delivery system must include, in addition to any State or locally-developed identifier the system may wish to use, the identifier or tag line on all products, programs, activities, services, electronic resources, facilities and related property and new materials used in the one-stop delivery system.
- ◆ States and local areas should take steps to make sure that all one-stop centers, comprehensive and affiliate alike, adopt usage of the identifier or tagline by July 1, 2017.
- ◆ If a State or local logo appears on the front of business cards, downsize the identifier/tag line to appear with that logo on the front of the card. If a State or other government *seal* appears on the front of business cards, the identifier/tag line may appear on the backside of business cards.
- ◆ Neither the identifier nor the tag line is required to be added to resource room materials distributed to customers if those materials were not printed, purchased or created by the one-stop delivery system.
- ◆ The requirement to use a common identifier does not apply to individual messages sent via social media. However, to the extent a social media page is an electronic resource and it is technologically feasible to use the common identifier, the requirement to use the common identifier does apply.

#### Learn More About WIOA

**Information** and **guidance** for WIOA can be found here: [doleta.gov/WIOA](http://doleta.gov/WIOA)

**ION**, the technical assistance initiative for WIOA, can be accessed by visiting **WorkforceGPS** here: [ion.workforcegps.org](https://ion.workforcegps.org)

#### WIOA Implementation Technical Assistance

**The Innovation and Opportunity Network (ION)** is a community of practitioners, program staff, partners, planners, industry leaders, and stakeholders that strive for system improvement, capacity building, and excellence in the public workforce system. ION is a national, regional, state, and local alliance that makes available the technical assistance, information sharing, and training needed to implement the vision of WIOA. Visit ION at: <https://ion.workforcegps.org>







## **West Virginia No Wrong Door**

### **Training on the One-Stop System Common Identifier Policy and Procedures**

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## **One-Stop System Common Identifier**

- **Understand the Monitoring Finding**
- **Review the Federal Requirement**
- **Review West Virginia's Common Identifier Policy**
- **Action Steps to Ensure Compliance**

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## One-Stop System Common Identifier: Monitoring Finding

- **Condition:** One-stop workforce development system services are not all identified as part of a single network of publicly funded services. One-Stop system partners are not all using the “American Job Center” identifier on their publications and websites to indicate they are part of a single network of services or in the manner prescribed.

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## One-Stop System Common Identifier: Monitoring Finding

- 1) **Joint guidance and/or agreements** with all pertinent workforce development system partners adopting the common identifier;
- 2) Evidence, such as **training materials and attendance rosters**, showing that pertinent workforce development system partners, including WDB members, CEOs, and staff received training on WV’s policies and procedures concerning the use of the common identifier; and
- 3) Evidence, documenting that **all** workforce development system partners **complied** with the use of the common identifier.

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## One-Stop System Common Identifier: Federal Requirement

CFR § 678.900(c) requires that each one-stop delivery system must—

- ✓ Include the ‘American Job Center’ identifier, or a tag line stating ‘a proud partner of the American Job Center network’
  - On all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system.
- ✓ To support implementation of this requirement, ETA established trademark ownership of the following logos:
  - 1) “American Job Center network”
  - 2) “a proud partner of the American Job Center network.”

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## One-Stop System Common Identifier: Federal Requirement

americanjobcenter®

A proud partner of the americanjobcenter® network

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## One-Stop System Common Identifier: Federal Requirement

- Each one-stop delivery system must include the identifier or tag line on all **primary electronic resources** used by the one-stop delivery system, and on **any newly printed, purchased or created materials**.
- Each one-stop delivery system **must include** the identifier or tag line on all products, programs, activities, services, electronic resources, facilities and related property and new materials **used in the one-stop delivery system**.
- States and local areas should take steps to make sure that all one-stop centers, **comprehensive and affiliate** alike, adopt usage of the identifier or tagline.

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## One-Stop System Common Identifier: WV Policy

- Newly issued Policy 300-02 states that comprehensive and affiliate one-stop centers must use the Common Identifier.
- Policy 03-23 (to be renumbered and integrated into new state board policy framework) reiterates the federal requirement.
- ❖ **The Common Identifier is NOT West Virginia's system brand.**
- West Virginia will use logos, fonts, and materials from ETA's Brand Guide and will be engaging in discussions around a West Virginia brand in the coming year.
- **States ARE allowed to have their own brands.**

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## One-Stop System Common Identifier: Action Steps

- Familiarize one-stop staff and partners with the **Common Identifier Brand Guide**.
- All state and local one-stop system **WEBSITES** must have the Common Identifier.
- All printed materials—brochures, flyers, etc.—must have the Common Identifier.

**If distributed in a comprehensive or affiliate one-stop center, materials must comply with the Common Identifier requirement.**

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## One-Stop System Common Identifier: Action Steps

- CLARIFY: Materials that partners use separate or outside of the one-stop system are NOT required to use the Common Identifier.
- RECOMMENDATION: As a general rule, websites and materials of the **CORE PARTNER** programs should utilize the Common Identifier.
  - WIOA Adult, Dislocated Worker, and Youth program
  - Adult Education and Literacy
  - Wagner Peyser Employment Service
  - Vocational Rehabilitation

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## **One-Stop System Common Identifier: Discussion**

