


VIRGINIA BOARD OF WORKFORCE DEVELOPMENT

Policy Area: One-Stop Service Delivery	
Title of Policy: One-Stop System Brand	Number: 300-07
Effective Date: September 19, 2025	Review by Date:
	Approved by: 

I. Purpose

This issuance provides guidance on use of the brand for the Virginia public workforce system, which includes core program partners, other public, non-profit, and private partners, and organizations that govern the public workforce system, such as Local Workforce Development Boards (Local Boards). The purpose of the unified branding initiative is to increase awareness and use of the state's workforce system, improve alignment and resource allocation, while improving service delivery to customers.

II. Summary

The Workforce Innovation and Opportunity Act (WIOA) allows for state and local one-stop system branding that assists customers of the system in accessing employment and job training services. Further, the regulations promulgated under WIOA expressly recognize use of state and local one-stop system brands, and requires that state and local one-stop systems incorporate the national "American Job Center" brand into their state and local brand architecture.

III. References

- Workforce Innovation and Opportunity Act (Pub. L. 113-128)
- United States Department of Labor, *Workforce Innovation and Opportunity Act; Joint Rule for Unified and Combined State Plans, Performance Accountability, and the One-Stop System Joint Provisions; Final Rule*, 20 CFR, Part 678, Subpart G, Common Identifier
- United States Department of Labor, Training and Employment Guidance Letter No. 16-16, *One-Stop Operations Guidance for the American Job Center Network*, January 18, 2017

IV. Policy

The brand of Virginia's public workforce system shall align with the Virginia Department of Workforce Development and Advancement's common brand, Virginia Works. This policy rescinds the use of Virginia Career Works as the brand for Virginia's public workforce system.

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The new Virginia Works brand is to be used throughout the Commonwealth's Workforce Development System to represent customer-centric, high-value services to employers, job seekers, workers, and the public at-large. State and local agencies engaged in providing public workforce development and one-stop services shall utilize the Virginia Works, brand architecture, and brand standards when engaging in workforce system activities beyond their respective organizations and programs.

Virginia Works partner programs will also adopt the American Job Center national brand consistent with federal guidance and requirements.

Nothing in this policy should be construed to affect local workforce development board governance, policy and AJC oversight that are enumerated in other applicable federal, state and VBWD rules, regulations and policy.

LWDB and state agency partners maintain the right to develop and maintain their own official entity names and brand (e.g. Hampton Roads Workforce Council or Virginia Department of Education), but shall use the Virginia Works branding with workforce system services and AJC activities and promotions. The Local Workforce Development Areas shall have regional designations that correspond to the Virginia Works name, e.g. Virginia Works – Southwest, Virginia Works – Northern Region, Virginia Works- Hampton Roads.

Other example uses include, but not limited to:

- A statement that the entity is aligned with Virginia Works. E.g. “Virginia Works – Southwest is a partner of the Virginia Works network” or “the Department for Aging and Rehabilitative Services, in collaboration with Virginia Works.”
- Adding the Virginia Works and/or regional designation logo and name to digital and printed materials, and physical displays.

V. Procedures

The Executive Director of the Board and the Commissioner of Virginia Works, in consultation with the Secretary of Labor, shall issue guidance no later than December 1, 2025, with a plan to assist and support workforce system partners in the successful implementation and ongoing use of the Virginia Works system brand. Virginia Works will be responsible for working with partners to maintain compliance with this policy.