


Policy Area: One-Stop Service Delivery	
Title of Policy: One-Stop System Brand	Number: 300-07 (2018)
Effective Date: April 1, 2018	Review by Date: April 1, 2020
Approved Date: March 22, 2018	Approved by: 
Revision Date:	

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
- United States Department of Labor, Training and Employment Guidance Letter No. 36-11, *Announcement of the American Job Center Network*, June 14, 2012

IV. Policy

The Virginia Board of Workforce Development (VBWD), in partnership with state agencies, Local Boards, and one-stop service organizations, engaged in a process to develop a new brand for the Virginia one-stop service delivery system. The process occurred during the last half of 2017, and involved numerous stakeholder feedback sessions, a day long “StoryJam”

brand development process, and intensive quantitative and qualitative research with employers and the public regarding brand logo and naming options.

The process led to development of a Brand Charter that explicitly states the Brand Promise, Brand Values, and the Mission and Vision of the Virginia one-stop service delivery system. In turn, the Brand Charter and research led to the final development of the new Brand Logo and Name of the system. Governor Terry McAuliffe and Governor-elect Ralph Northam announced the new Brand on January 8, 2018.

The new Virginia Career Works Brand is to be used throughout the Commonwealth's Workforce Development System as directed to represent customer-centric, high-value services to employers, job seekers, workers, and the public at-large. Consistent with the Virginia Combined State Plan, state and local agencies engaged in providing public workforce development and one-stop services shall utilize the Virginia Career Works Brand, brand architecture, and brand standards.

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

V. Procedures

The WIOA Title I Administrator, in consultation with the Governor's Chief Workforce Advisor and the Virginia Board of Workforce Development will issue guidance no later than April 12, 2018 to assist and support state and local one-stop and workforce development partners in successful implementation and ongoing use of the Virginia Career Works Brand.