




**DISTRICT OF COLUMBIA
WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA)
WORKFORCE IMPLEMENTATION GUIDANCE LETTER (WIGL)**

DATE: July 10, 2017

NO: DC-WIGL-2017-012-AmericanJobCenterCommonIdentifier

TO: LOCAL WORKFORCE DEVELOPMENT SYSTEM STAKEHOLDERS
AMERICAN JOB CENTERS
WIOA YOUTH SERVICE PROVIDERS
WIOA ELIGIBLE TRAINING PROVIDERS
DEPARTMENT OF EMPLOYMENT SERVICES (DOES)
OFFICE OF THE STATE SUPERINTENDENT OF EDUCATION (OSSE)
DEPARTMENT ON DISABILITY SERVICES (DDS)
DEPARTMENT OF HUMAN SERVICES (DHS)

FROM: DIANE PABICH 
Interim Executive Director, Workforce Investment Council (WIC)

SUBJECT: WIOA COMMON IDENTIFIER REQUIREMENTS

1. Purpose.

To provide guidance on the implementation of the WIOA common identifier requirements.

2. References.

WIOA Law sec. 121(e)(4) ([81 Fed. Reg. 55791](#))
WIOA Final Rule 20 CFR § 678.900
Joint WIOA Final Rule 34 CFR § 361.900
Joint WIOA Final Rule 34 CFR § 463.900
TEGL No. [36-11](#)
TEGL No. [16-16](#)
FAQs <https://www.doleta.gov/wioa/FAQs.cfm>
DOL ETA American Job Center - [Graphics Style Guide for Partners](#)
All Policy Guidance to be housed at <http://dcworks.dc.gov>

3. Definitions.

WIGL – Workforce Implementation Guidance Letter





WIC – District of Columbia Workforce Investment Council
DOES – District of Columbia Department of Employment Services
AJC – American Job Center
LWDA – Local Workforce Development Area
LWDB – Local Workforce Development Board (the DC WIC)
WIA – Workforce Investment Act
WIOA – Workforce Innovation and Opportunity Act
USDOL – United States Department of Labor
R – Revised. When updates are made to WIGL letters, the R will serve as an indicator that a revision has been made, along with a revision number if multiple adjustments are made.

4. Background.

In order to increase jobseeker and employer awareness of workforce development resources, WIOA requires that each one-stop system use the “American Job Center” name and brand to identify online and in-person workforce development services as part of a single network of publicly-funded services.

5. Guidance.

The “American Job Center” network common identifier is required for comprehensive and affiliate centers.

- The one-stop delivery system must use either the common identifier as its name, or use the tag line phrase “a proud partner of the American Job Center network” in connection with any locally-developed identifier.
- Each one-stop center must include the “American Job Center” or “a proud partner of the American Job Center network” identifier on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system, which includes signage and materials printed, purchased, or created by the one-stop delivery system.
 - As of November 17, 2016, all primary electronic resources used by the one-stop delivery system, and any newly printed, purchased, or created materials are required to comply with the new branding requirements.
 - As of July 1, 2017, all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system materials must comply with the new branding requirements.
 - One-stop centers may continue to use materials without the “American Job Center” branding which are created before November 17, 2016, until those supplies are exhausted.



- Either the plain text or one of the logos may be used. If a logo is used, it must be used in accordance with the guidelines, terms, and conditions contained in the USDOL ETA American Job Center [Graphics Style Guide for Partners](#).
- There is, in addition to the electronic and paper resources, a requirement that the system brand the actual buildings. A sticker in a glass window is something that can meet the requirements for building signage.
- Neither the common identifier nor the tagline 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.
- Where there are partner programs that have standalone offices or additional offices, they're encouraged to use the brand, but not required; the requirements in the regulations pertain to affiliate and comprehensive centers and associated materials.
- Implementing the identifier is an allowable use of WIOA title I funds.

6. Action Requested.

Local one-stop center operators, partners, and stakeholders should take steps to make sure that all one-stop centers, comprehensive and affiliate alike, adopt usage of the "American Job Center" identifier or the tagline "a proud partner of the American Job Center network," in accordance with 20 CFR § 678.900, 34 CFR 361.900 and 463.900 and the guidance provided above.

7. Attachments.

None.

8. Inquiries.

Inquiries regarding this guidance should be directed to:

Rosalyce Broadous-Brown
Policy Analyst | Workforce Investment Council (WIC)
W: 202.715. 2854 | E: rosalyce.broadous-brown@dc.gov

9. Expiration.

Continuing.