

EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210	CLASSIFICATION State Planning
	CORRESPONDENCE SYMBOL OWI
	DATE August 8, 2012

ADVISORY: TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 21-11, CHANGE 1

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS

FROM: JANE OATES /s/
Assistant Secretary

SUBJECT: Inclusion of the American Job Center Brand in 2012 State Workforce Plans

1. **Purpose.** To provide State Plan information to states that implement the American Job Center brand.
2. **References.**
 - Training and Employment Guidance Letter (TEGL) No. 36-11, *Announcement of American Job Center network*;
 - TEGL No. 21-11, *Requirements for 2012 State Workforce Plans*;
 - *State Integrated Workforce Plan Requirements for Workforce Investment Act Title I/Wagner-Peyser Act and Department of Labor Workforce Programs* (OMB No. 1205-0398); and
 - *Planning Guidance for State Unified Plans and Unified Plan Modifications Submitted under Section 501 of the Workforce Investment Act (WIA)* (OMB No. 1205-0398).
3. **Background.** The Department of Labor’s Employment and Training Administration (ETA) recently issued TEGL No. 36-11, *Announcement of American Job Center network*, to announce a unifying name and brand that identifies virtual and in-person publicly-funded workforce development services as part of a single network. In order to increase jobseeker and employer awareness of workforce development resources available across the country, ETA is encouraging the publicly-funded workforce system, in accordance with their State Workforce Plans, to implement the American Job Center brand.

State Workforce Investment Act (WIA) grantees are strongly encouraged to adopt the use of the American Job Center brand for their physical One-Stop Career Centers and online tools. As a less preferred alternative, States may co-brand their virtual and in-person resources as “a proud partner of the American Job Center network.”

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When exercising this co-branding option, states should feature the American Job Center brand as prominently as their own logos and branding. Under TEGL 21-11, States have discretion to determine where the American Job Center brand will be used to identify One-Stop Career Centers and related online resources and are permitted to set statewide policies that govern the use of the brand throughout the state.

TEGL 36-11 stated that we would provide guidance for states to indicate in their PY 2012 State Workforce Plan their intention to use the American Job Center brand. This TEGL instructs participating states on what they must submit to ETA on their plans to implement the brand. These instructions supplement the plan submission requirements contained in TEGL 21-11.

4. **State Options.** States that choose to implement the American Job Center brand need to describe their plans for branding within their PY 2012 State Workforce Plans. States choosing to use the brand should describe how the brand will be used including expected participation by Local Workforce Investment Boards as part of their five-year State Workforce Plan (OMB Control No. 1205-0398), due September 17, 2012. States have the option to submit a State Plan modification at a later date if a branding plan is not complete by September 17, 2012. State Workforce Plan requirements are discussed in TEGL 21-11, *Requirements for 2012 State Workforce Plans*. States that are not planning to rebrand their centers are encouraged to describe in their plan the specific steps they are taking to improve the public's awareness of, and access to, the One Stop in-person and virtual resources in their State.
5. **Action Requested.** States that choose to use the American Job Center brand must submit to ETA a narrative describing their branding plans as a part of their Program Year (PY) 2012 State Workforce Plan or as a subsequent modification to that plan. States should describe their branding plans within the following sections of their State Workforce Plan as appropriate. (States that choose not to implement the American Job Center brand may indicate as such within the following sections as well, and are encouraged to describe in their plan the specific steps they are taking to improve the public's awareness of, and access to, the American Job Centers in-person and virtual resources in their State.)

States submitting an Integrated State Workforce Plan, per the requirements articulated in *State Integrated Workforce Plan Requirements for Workforce Investment Act Title I/Wagner-Peyser Act and Department of Labor Workforce Programs* (OMB No. 1205-0398), should include their branding plans within Section II State Operational Plan, under the following subsection:

“Operating Systems and Policies Supporting the State’s Strategies: The State Operational Plan must describe:

- State operating systems that support coordinated implementation of state strategies (e.g. labor market information systems, data systems, communication systems, etc.). (WIA Section 112(b)(8)(A))
- State policies that support the coordinated implementation of the state’s strategies. (WIA Section 112(b)(8)(A))
- How the delivery of services to jobseeker customers and employer customers, including Registered Apprenticeship sponsors, will be aligned across programs. (WIA Sections 111(d)(2) and 112(b)(8))”

States submitting a Unified Plan, per the requirements of *Planning Guidance for State Unified Plans and Unified Plan Modifications Submitted under Section 501 of the Workforce Investment Act (WIA)* (OMB No. 1205-0398), should include their branding plans within Part II of the Unified Planning Instructions, Under Section B, One-Stop Delivery System, Item 2(b):

- “2. Describe the actions the state has taken to ensure an integrated One-Stop service delivery system statewide. (Sections 112(b)(14) and 121)
 - b. What policies or guidance has the state issued to support maximum integration of service delivery through the One-Stop delivery system for both business customers and individual customers? (Section 112(b)(14))”

The state’s discussion of its American Job Center brand under these planning elements should include the following:

- A statement affirming the state’s intentions to implement the American Job Center network brand or the state’s intentions to co-brand as “a proud partner of the American Job Center network”;
 - A description of how the state will implement the American Job Center Network brand including immediate and longer-term steps to incorporate the brand. This may include the physical One-Stops and online tools and resources.
 - A description of how the state will coordinate branding efforts across the state and expected participation by local workforce investment areas.
 - The state’s timeline for implementation.
 - Estimated costs of this branding effort for PY 2012 and PY 2013.
6. **Public Burden**. State Plan requirements are approved under OMB Control Number 1205-0398, and expire February 28, 2015. The Paperwork Reduction Act of 1995 provides that no person is required to respond to a collection of information unless it displays a valid OMB control number. Prior to this Change 1, total public reporting burden for plans covered by collection of information is estimated to average 40 hours per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The additional burden per respondent for responding to the above is estimated at one hour. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the U.S. Department of Labor, Employment and Training Administration, 200 Constitution Avenue, N.W., Room S4209, Washington, DC 20210 and reference the OMB Control Number 1205-0398.
 7. **Inquiries**. Please direct questions regarding this notice and instructions to the appropriate ETA regional office.
 8. **Attachments**. The terms and conditions for the American Job Center logo as of June 14, 2012 are attached. These terms and conditions, which may be updated in the future, are available at www.dol.gov/ajc.