

# INFORMATION NOTICE

## WORKFORCE SERVICES

Number: WSIN12-7

Date: August 30, 2012  
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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: FEDERAL AND STATE WIA ONE-STOP CAREER CENTER SYSTEM  
BRANDING

The purpose of this Information Notice is to advise the Workforce Development Community that the California Workforce Investment Board (State Board) will be issuing policy guidance on the implementation and usage of the Department of Labor (DOL) Employment and Training Administration's American Job Center brand.

Training and Employment Guidance Letter (TEGL) [36-11](#), issued June 14, 2012, announced the creation of the American Job Center network, a unifying name and brand that identifies virtual and in-person publicly-funded workforce development services as part of a single network. The State Board, Employment Development Department, and other stakeholders and partners have been collaborating on the development and implementation of a unified statewide workforce investment system brand. Their recommendations will be incorporated into the guidance from DOL to provide a comprehensive policy for use by the Local Workforce Investment Areas.

The State Board expects an approved statewide policy for the brand usage and implementation by October 31, 2012. To ensure consistent use of the DOL brand throughout California's One-Stop Career Center system, Local Workforce Investment Boards are instructed not to begin using the brand until the policy and implementation instructions are approved by the State Board and issued in a directive.

If you have any questions, please contact Daniel X. Patterson at (916) 324-2853 or email at [Daniel.Patterson@cwib.ca.gov](mailto:Daniel.Patterson@cwib.ca.gov).

/S/ MICHAEL EVASHENK, Chief  
Workforce Services Division