The Workforce Innovation and Opportunity Act (WIOA) (Pub. L. 113-128) is a transformative law designed to strengthen our nation’s public workforce system, helping job seekers, particularly those with barriers to employment, access the education, training, and support services they need to obtain and advance in quality jobs and careers, and to help businesses hire and retain the skilled workers they need to succeed in a global economy. WIOA ensures that the needs of businesses and workers drive workforce solutions and it increases and aligns coordination among key employment, education, and training programs.

CFR § 678.900(c) requires that each one-stop delivery system must include the ‘American Job Center’ identifier, or a tag line stating ‘a proud partner of the American Job Center network’, on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system. This common identifier is sometimes known as AJC branding or co-branding. To support implementation of this requirement, ETA established trademark ownership of the following logos: 1) “American Job Center network”; and 2) “a proud partner of the American Job Center network.”

KEY FACTS TO KNOW ABOUT THE AJC NETWORK IDENTIFIER AND TAG LINE:

- As of November 17, 2016, each one-stop delivery system must include the identifier or tag line on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased or created materials.
- As of July 1, 2017, each one-stop delivery system must include, in addition to any State or locally-developed identifier the system may wish to use, the identifier or tag line on all products, programs, activities, services, electronic resources, facilities and related property and new materials used in the one-stop delivery system.
- States and local areas should take steps to make sure that all one-stop centers, comprehensive and affiliate alike, adopt usage of the identifier or tagline by July 1, 2017.
- If a State or local logo appears on the front of business cards, downsize the identifier/tag line to appear with that logo on the front of the card. If a State or other government seal appears on the front of business cards, the identifier/tag line may appear on the backside of business cards.
- Neither the identifier nor the tag line 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.

Learn More About WIOA

Information and guidance for WIOA can be found here: doleta.gov/WIOA

ION, the technical assistance initiative for WIOA, can be accessed by visiting WorkforceGPS here: ion.workforcegps.org

WIOA Implementation Technical Assistance

The Innovation and Opportunity Network (ION) is a community of practitioners, program staff, partners, planners, industry leaders, and stakeholders that strive for system improvement, capacity building, and excellence in the public workforce system. ION is a national, regional, state, and local alliance that makes available the technical assistance, information sharing, and training needed to implement the vision of WIOA. Visit ION at: https://ion.workforcegps.org

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