| EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210 | CLASSIFICATION Workforce System |
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| | CORRESPONDENCE SYMBOL OWI |
| | DATE June 14, 2012 |

**ADVISORY:** **TRAINING AND EMPLOYMENT GUIDANCE LETTER NO.** 36-11

**TO:** STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE AND LOCAL WORKFORCE INVESTMENT BOARD CHAIRS AND DIRECTORS
AMERICAN JOB CENTER and ONE-STOP CAREER CENTER MANAGERS
ALL COMPETITIVE GRANTEES

**FROM:** JANE OATES
Assistant Secretary

**SUBJECT:** Announcement of American Job Center Network

1. **Purpose.** To announce 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. In order to increase jobseeker and employer awareness of workforce development resources available across the country, the Department of Labor Employment and Training Administration (ETA) strongly encourages states and local workforce investment areas to implement the American Job Center brand in accordance with state plans.

   This Training and Employment Guidance Letter (TEGL) describes the ways ETA is using the brand, and some of the ways that states and local workforce investment areas may begin using the American Job Center brand immediately. This TEGL strongly encourages the use of the American Job Center brand. In the future, the Department intends to work closely with states and localities to move to a requirement to use the brand.

2. **Background.** Employers are adding jobs to the economy, and more unemployed or underemployed Americans are returning to the workforce in earnest to jumpstart their careers. In order to facilitate better connections between employers and job seekers, the workforce investment system needs to increase significantly the number of employers and jobseekers who are familiar with One-Stop Career Centers and their services. These services can get people to work and get employers the workers they need.

| RESCISSIONS None | EXPIRATION DATE Continuing |
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In his State of the Union address, President Obama called for a streamlined re-employment system to help unemployed jobseekers return to work. A key part of this effort is to raise awareness of Federal resources available to the public by visually identifying these in-person and virtual employment resources under a single recognizable identity — the American Job Center network. Each year, 20 million individuals tap into existing workforce system resources, but there are millions more who could benefit from being able to reliably find the services they need to succeed in today's economy. Currently, names for One-Stop Career Centers vary from state to state, or even from town to town, and online Federal, state and local tools are spread across many Web sites with different names. Jobseekers may not realize that these resources are available to connect them to training and other workforce development supports. For example, veterans transitioning to civilian life might look for a One-Stop Career Center, but cannot find anything nearby with that name. Businesses that are well-connected to the workforce system in one state may not be aware that the same services are available to them elsewhere, under a different name. Identifying One-Stop Career Centers as American Job Centers, and improving partnerships with grantees and other workforce services, is designed to make it easier for workers and businesses to find and access the help and services the workforce system provides in their communities, whether it's provided by states, by local areas, or by competitive grantees.

ETA is taking initial steps now to establish a well-known unified brand, the American Job Center brand, to make it easier for workers and businesses to find and use One-Stop Career Centers. The President's Budget includes additional resources to build on this effort. These funds will be used to expand access to workforce services in more physical locations, extend American Job Center business hours, and expand virtual services available in national electronic tools.

3. **American Job Center Network Integrated Web Resources.** The Department of Labor already hosts several powerful online tools to help jobseekers, including skill transferability tools, career exploration tools, skill assessments, credential listings, and job openings, but they are not all easy to find. A new, integrated online American Job Center Web site at www.jobcenter.usa.gov will provide a single online point of access to resources, improved navigation, and greater name recognition, all oriented around the needs of an individual or a business. More details on this new Web site will be released in the next few weeks. This online tool will mean 24-7 access to key information that will help individuals find jobs, identify training programs, and tap into resources that will help them gain skills in critical and growth industries. The President's Budget requests funds to further upgrade the online American Job Center Web site's functionality with convenient, personalized virtual services, greater interactivity, and real-time communication.

4. **Finding American Job Centers and In-Person Services.** The implementation of the American Job Center brand will help individuals better locate and access in-person services such as job search assistance and career guidance. Jobseekers and employers can continue to access in-person services through existing One-Stop Career Centers (the new American Job Centers), affiliates, and other access points. Through www.servicelocator.org, which will also be available through the American Job Center Web site www.jobcenter.usa.gov, ETA provides information on the locations and services of the network of American Job Centers,

where jobseekers can receive career counseling, skill assessments, labor market information, job search assistance, help filing for unemployment insurance, and assistance in finding financial aid, education and training programs. A single, toll free helpline, 1-877-US2-JOBS, is also part of the American Job Center network. No matter where a jobseeker or business is located, a single phone call can answer questions on topics such as finding jobs, training, employer services, filing for unemployment insurance, and locating brick-and-mortar American Job Centers and related support services and programs.

5. **American Job Center Connections with ETA-Funded Competitive Grants.** In order to increase awareness of the network of workforce development programs, and to increase coordination of the federally-funded resources available to job-seekers and businesses, ETA expects that competitively funded ETA grants will identify their grant-funded activities to the appropriate representative of their local American Job Center, and report collaboration in quarterly progress reports where feasible. ETA program offices will provide further guidance on this quarterly reporting. The goal of this effort is to ensure that, when appropriate, these services can be accessed more easily by eligible participants being served through other parts of the workforce development system.

6. **The American Job Center Logo for States.** State WIA grantees are strongly encouraged to implement voluntarily the use of the American Job Center brand, and adoption of this brand is the strongly preferred approach. However, states also have the option to co-brand their virtual and in-person resources as "a proud partner of the American Job Center network." When exercising this co-branding option, states should feature the American Job Center brand as prominently as their own logos and other branding. States have broad authority to determine where the brand will be used, and are permitted to set statewide policies that mandate the use of the brand throughout the state. For instance, states can immediately begin using the name American Job Center for their One-Stop Career Centers, and for the activities delivered in American Job Centers, including Wagner-Peyser Act and Workforce Investment Act Adult, Youth, or Dislocated Worker activities.

   States can determine if and where they will use the brand, but should inform ETA of their decisions. States will need to indicate whether or not they intend to implement the American Job Center brand, and if implementing, will need to describe how the brand will be used, including implementation plans, whether the state will require local workforce investment boards to use the brand, and related budgets and schedules. States will indicate their intention to use the brand and their plans for using the brand in the Program Year 2012 State Workforce Plans that include the Workforce Investment Act and Wagner-Peyser programs, under instructions that will be provided in upcoming guidance.

7. **The American Job Center Logo for Local Workforce Investment Boards.** While some states might require local workforce investment boards to use the American Job Center brand, even in states that do not require branding, local workforce investment boards are strongly encouraged to adopt the American Job Center brand in their local workforce investment area, and this is the preferred approach. Local workforce investment boards can immediately begin using the name American Job Center for their One-Stop Career Centers, and for the activities delivered in American Job Centers, including Wagner-Peyser and

Workforce Investment Act Adult, Youth, or Dislocated Worker activities. Local workforce investment boards may also opt to co-brand their virtual and in-person resources, under the same conditions as for states.

8. **Outreach and Use of Logo.** An outreach toolkit is attached for planning and implementation for this branding effort. State workforce agencies ready to immediately begin using the American Job Center brand can use the attached toolkit in outreach materials, Web sites, and other communications. The logos are appropriate anywhere in-person or virtual services are available, including participant One-Stop Career Centers, participant or employer outreach materials or activities, or Web sites. The toolkit attached to this TEGL is also available at www.dol.gov/ajc.

   The use of logos will be governed by terms and conditions that are available with the online toolkit at www.dol.gov/ajc. These terms and conditions are subject to change. As described in the terms and conditions, select organizations have an "automatic" license to use the logo, including state workforce agencies, state workforce investment boards, and local workforce investment boards.

   In planning and executing outreach as part of the American Job Center network, states and local workforce investment boards may use funds for program and employer outreach, or for recruitment and public relations purposes, directly related to grant activities as specified in the grant's Statement of Work. Some examples of allowable outreach and recruitment activities that may be paid for with grant funds include incorporation of the logo in a grantee's Web site presence, participant recruitment materials, and employer recruitment materials. The definition of advertising and public relations and the conditions for charging these costs may be found in the Office of Management and Budget (OMB) Cost Principles at 2 CFR Part 225, Appendix B, # 1 for state and local governments or 2 CFR Part 230, Appendix B, # 1 for non-profit organizations. The only allowable costs for any branding, advertising or public relations are those costs that meet the conditions of the Cost Principles and support allowable public relations activities specifically related to the grant and its authorizing legislation. In addition, please note that any materials developed with grant funds and disseminated to the public must acknowledge the Federal funding source.

9. **Requested Actions.** We request that Governors, local chief elected officials, and state and local workforce investment boards begin to implement the American Job Center awareness initiative to identify their One-Stop Career Centers as American Job Centers or, as a less preferred option, as part of the American Job Center network. We request that states and local workforce investment boards discontinue any remaining use of the national American Workforce Network brand.

10. **Inquiries.** Please direct inquiries to the appropriate regional office, or e-mail amerjobctrs@dol.gov. Questions received about the American Job Center brand will be used to inform future guidance.

11. **Attachment.** Please find attached an outreach toolkit to help identify One-Stop Career Centers, Web sites, and service locations as American Job Centers. The outreach toolkit is also available at www.dol.gov/ajc.

# American Job Center - Graphics Toolkit for Media

The American Job Center network is a unifying name and brand that identifies online and in-person workforce development services as part of a single network. We request that states and local areas use the attached toolkit to proactively identify One-Stop Career Centers as "American Job Centers" in outreach materials, Web sites, and other communications. States and local areas may alternatively use "a proud partner of the American Job Center network," for physical One-Stop Career Centers or websites. The toolkit can be used as an easy way for jobseekers and employers to locate, recognize and access the workforce development services available, and are appropriate for physical One-Stop Career Centers-or websites.

## Files Available for Download

### Logo (for web and print)

**Color**: .eps / .jpg / .png / .tif

**B&W**: .eps / .jpg / .png / .tif

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### Web Banners

**Horizontal**: 468 x 60 / 728 x 90

**Stacked**: 468 x 60 / 728 x 90

A proud partner of the americanjobcenter network

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**Web Buttons**

**Horizontal**: 120 x 60 / 120 x 90 / 125 x 125

A proud partner of the americanjobcenter network

**Stacked**: 120 x 60 / 120 x 90 / 125 x 125

A proud partner of the americanjobcenter network

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**Poster (scalable to size)**

.doc / .jpg / .pdf / .psd

ajc-only / partner / instruction sheet