

**Common Identifier for the WorkForce West Virginia State and Local Systems-  
March 3, 2023**

**TO:** WorkForce West Virginia (WFWV) staff and partners; West Virginia Workforce Development Board (WVWFDB), Local Workforce Development Board (LWDB) directors

**FROM:** WorkForce West Virginia

**PURPOSE:** Common Identifier for the WorkForce West Virginia State and Local American Job Center Systems

**ACTION:** WFWV administrators, WFWFB directors, and LWDB directors will ensure that all employees and applicable partners are aware of and receive copies of this policy.

**EXPIRATION:** N/A

**QUESTIONS:** Acting Commissioner, Scott Adkins, WorkForce West Virginia

## **WEST VIRGINIA WORKFORCE DEVELOPMENT BOARD**

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Section §121(e)(4) of the Workforce Innovation and Opportunity Act (WIOA) requires each Local Workforce Development Board (LWDB) to include a common identifier in addition to any LWDB-developed identifiers on all property and materials.

In WIOA regulations at 20 CFR §678.900, the U.S. Department of Labor (DOL) clarifies that LWDBs are not required to change their existing name or brand. However, the additional common identifier must be included with the LWDB's name or brand to ensure that the public is aware that all online and in-person workforce development services are part of a larger national network. In addition to the following requirements, one-stop partners and LWDBs may continue to use additional identifiers on their products, programs, activities, facilities, and related property and materials, so long as the common identifiers are included.

Boards must use the logo developed by WorkForce West Virginia (included below), as well as the tagline "a proud partner of the American Job Center network" on all primary electronic resources and websites, as well as on any newly printed, purchased, or created materials.

As of November 17, 2016 all primary electronic resources used by the one-stop delivery system must contain the logo and the tagline, including websites and desktop logos. In addition, any informational materials purchased or printed after this date must contain the logo and tagline.

As of July 1, 2017, every existing one-stop center or satellite center must clearly and prominently display a sticker or poster containing the logo and the tagline. Existing signage may continue to be used as long as a sticker or poster containing the logo and the tagline is clearly and prominently displayed in entryways and windows of the one-stop center or satellite center in a way that can be easily viewed from the building exterior. Any new signage created going forward must include the logo and the tagline.

It is important to note that, despite the required use of the common identifier, adopting this signage does not mean that all one-stop center, local workforce development board, training provider, and partner program employees are now employees of WorkForce West Virginia. Employees at the one-stop centers, local workforce development boards, training providers, and partner programs remain employees of their respective organizations and should identify as such.

For more information, please contact:

Scott Adkins

Acting Commissioner, WorkForce West Virginia

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Resources:

- Public Law (Pub. L.) 113-128, Workforce Innovation and Opportunity Act (WIOA)
- WIOA Final Rules and Regulations at 20 CFR §678.900
- USDOL Employment and Training Administration's (ETA) Training and Employment Guidance Letter (TEGL) No. 36-11, Announcement of American Job Center Network  
<https://www.dol.gov/agencies/eta/advisories/training-and-employment-guidance-letter-no-36-11>

