DATE: September 23, 2013
TO: LA’s Workforce Development System
FROM: Jaime H. Pacheco-Orozco, Director
Workforce Development System
SUBJECT: WDS DIRECTIVE NO. 14-04
CO-BRANDING THE WORKSOURCE AND YOUTHSOURCE SYSTEMS WITH THE AMERICA’S JOB CENTER OF CALIFORNIA® NAME
EFFECTIVE DATE
This directive is effective upon date of issue.

PURPOSE
The purpose of this directive is to provide guidance and instructions from the State Employment Development Department (EDD) on co-branding the WorkSource and YouthSource systems with the America’s Job Center of California® (AJCC) name. The AJCC Organizational Identity and Style Guide is attached to this directive.

BACKGROUND
To increase job seeker awareness of workforce development resources available across the country, the U. S. Department of Labor (DOL) created a unifying brand to define the workforce development system (TEGL 36-11). The EDD subsequently released instructions via the Workforce Services Information Notices (WSIN 12-7, 12-43, and 12-54) that provide guidance for the California One-Stop Career Centers.

REQUIRED ACTION
In conjunction with the City of Los Angeles WorkSource or YouthSource brand name, the AJCC name shall be used as a tagline co-branding the system stating, “The [program name] is a proud partner of America’s Job Center of California® network.” Examples of the tagline usage can be found on Page 8 of the attached Style Guide. This tagline must be included in any and all printed materials that include your center’s name. Centers may, however, continue to use current supplies of printed materials until exhausted.

WDS CONTACT
Please address questions and/or concerns to Robert Reed at Robert.Reed@lacity.org or (213) 744-7184, TTY (213) 744-9395.

JHP:RR
Attachment: AJCC Organizational Identity and Style Guide

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