

West Virginia State Workforce Development Board

Policy Area: One-Stop Service Delivery

Title of Policy: One-Stop System Common Identifier

Number: 300-07 (2024)

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Approved by: WV Workforce
Development Board

Revision Date:

I. Purpose

This issuance outlines the requirements of the Common Identifier described in the Workforce Innovation and Opportunity Act (WIOA) statute and regulations. This policy supplements Policy 300-02 and incorporate and supersedes WorkForce West Virginia (WFWV) Policy 03-23.

II. Summary

WIOA requires that state one-stop systems use a Common Identifier. Specifically, the federal regulations at 20 CFR § 678.900(c) states 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.

To support implementation of this requirement, the Employment and Training Administration (ETA) established trademark ownership of the following logos:

- 1) “American Job Center network”
- 2) “a proud partner of the American Job Center network.”

III. References

- Workforce Innovation and Opportunity Act (Pub. L. 113-128)
- United States Department of Labor, *Workforce Innovation and Opportunity Act; Joint Rule for Unified and Combined State Plans, Performance Accountability, and the One-Stop System Joint Provisions; Final Rule*, 20 CFR, Part 678, Subpart A, General Description of the One-Stop System, and Subpart G, Common Identifier
- Training and Employment Notice No. 05-14, *Workforce Innovation and Opportunity Act Announcement and Initial Informational Resources*
- Training and Guidance Letter No. 19-14, *Vision for the Workforce System and Initial Implementation of the Workforce Innovation and Opportunity Act of 2014*

IV. Policy

Section §121(e)(4) of the Workforce Innovation and Opportunity Act (WIOA) and 20 CFR § 678.900(c) require use of the Common Identifier as part of the state and local one-stop system. Local Workforce Development Boards (LWDB) are responsible for ensuring that the Common Identifier is displayed at comprehensive and affiliated one-stop centers, as well as materials used in those centers. The West Virginia State Workforce Development Board (WVSWDB) and the LWDBs shall ensure that all one-stop centers, comprehensive and affiliate alike, adopt usage of the Common Identifier.

The Common Identifier is defined as use of one of the following two options:

- 1) “American Job Center network” logo
- 2) “a proud partner of the American Job Center network” tagline

The West Virginia one-stop delivery system must include the logo or tag line on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased or created materials and on all products, programs, activities, services, electronic resources, facilities and related property and new materials used in the one-stop delivery system.

One-stop program and organizational partners and LWDBs may continue to use additional identifiers on their products, programs, activities, facilities, and related property and materials, so long as either the logo or tagline is also included. Partners are not required to use the logo or tagline on their materials which are not part of the one-stop system.

It is important to note that use and adoption of the Common Identifier does not mean that all one-stop center, LWDB, training provider, and partner program employees are employees of WorkForce West Virginia. Employees at the one-stop centers, LWDBs, training providers, and partner programs remain employees of their respective organizations and should identify as such.

V. Procedures

The West Virginia State Workforce Development Board shall provide training on use of the Common Identifier, and in partnership with WorkForce West Virginia, ensure compliance with the requirement and provide any requested technical assistance. WorkForce West Virginia shall ensure compliance with the Common Identifier requirement as part of subrecipient monitoring and incorporate the requirement into MOU templates and other technical assistance documents.