



Pennsylvania's Workforce Delivery System Common Identifier Policy





Discussion Points

- Federal and State Requirement
- The PA Workforce System Common Identifier
- Importance of Brand Consistency
- Impact of Effective Branding
- Policy Package Revisions
- Policy Development Stage





Federal and State Requirement

- Workforce Innovation and Opportunity Act (WIOA) Sec. 121(e)(4) “In addition to any locally or state-developed identifier, each one-stop delivery system to include in the identification of products, programs, activities, services, facilities, and related property and materials, a common one-stop delivery system identifier.”
- 20 CFR §678.900 “each one-stop delivery system must include of the “American Job Center” identifier or “a proud partner of the American Job Center network”
- TEGl 16-16 – One-Stop Operations Guidance for the American Job Center Network.
- PA Workforce System Common Identifier Policy and Style Guide – Pennsylvania elects to use “a proud partner of the American Job Center network” along with its own identifier.



Pennsylvania's Workforce Delivery System's Common Identifier




A proud partner of the American  Job Center network





Importance of Brand Consistency

Common System-Common Purpose-Common Identifier

- A key WIOA focus is to raise awareness of resources.
- Effectively promotes the statewide, seamless, workforce delivery system.
- Develops brand recognition and creates confidence among job seekers and employers.
- Protects the trademark and prevents unauthorized use of the logo. 



Impact of Effective Branding

- More than 76% of consumers purchase from brands they know (Crowdspring).
- 92% of consumers trust brand referrals from people they know (Nielsen).
- 81% of consumers need to trust a brand to consider buying (Edelman).
- 90% of people are more likely to remember information when presented with a visual aid, making logos crucial for brand recall (MarketSplash).





Policy Revisions

- **New Policy Format** – A new policy template has been developed that all policies will follow going forward.
- **Trademark(®) vs. Service Mark(SM)** – Language was clarified to minimize confusion.
- **Additional Identifiers/Co-Branding** – The revised Common Identifier Policy allows the use of additional identifiers.
- **Electronic Resources** – This section was added to outline requirements on use of the common identifier on electronic resources.





Attachment A: PA CareerLink® Common Identifier Style Guide

- New format, structured like a brand guide, for better readability.
- Clear descriptions for use of the PA CareerLink® logo and AJC tagline, with examples of use and misuse.
- Co-branding information.
- Aligns with the AJC Graphic Style Manual for Partners and the newly developed Commonwealth of PA Brand Identity Guidelines.





Attachment B: Approval Process for Common Identifier Use

- Outlines the approval process for all materials containing the PA Workforce System Common Identifier.
- Newly created email resource account to submit all created material for review and approval.
- Required elements and submission requirements.
- Submission lead time and request turn around time info.





Common Identifier Toolbox

- A central online repository to provide immediate, self-service access to approved materials ready for use.
- Will contain approved vector image files of all PA CareerLink[®] logos, including those with local/county designation.
- Pre-approved templates available for use which will not require additional approval if required elements are not altered.
- Location and date of availability to be determined.





Stage of Policy Development

Timeline and expected publication

- **Current step in the process** – Second level of leadership review to end this week.
- **Next steps** – DART addresses leadership review results and sends policy package to 3rd level of leadership review.
- **30-day Public Comment Period begins** – Tentatively mid October 2024
- **Projected publication** – Early February 2025





Thank you!



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