

EXECUTIVE COMMITTEE

ACTION ITEM: 1.5

SUBMITTAL DATE: June 15, 2016

SUBJECT: The Workforce Development Center’s redesigned logo reflecting America’s Job Center of California designation.

RECOMMENDED MOTION: That the Workforce Development Board (WDB) Executive Committee approve the Workforce Development Center’s redesigned logo to reflect America’s Job Center of California designation.

BACKGROUND: The purpose of this motion is to ensure our branded logo reflects the branding requirements to meet the Workforce Innovation and Opportunity Act (WIOA), specifically Information Notice WSIN12-43. This motion requests that the WDB Executive Committee selects the new, proposed logo. This change will reflect the universal branding of California’s one-stop centers as America’s Job Center of California (AJCC) network. Furthermore: 1) This branding effort was initiated under the auspices of the California Workforce Development Board, and 2) The Federal Training and Employment Guidance Letter TEGL 36-11 issued June 14, 2012, and the Workforce Services Information Notice WSIN12-7 released on August 20, 2012, announced the creation of the American Job Center Network.



Current



Proposed

<p>EXECUTIVE COMMITTEE</p> <p>Date: June 15, 2016</p> <p>Approval: Yes</p>	<p>BOARD OF SUPERVISORS CONCURRENCE</p> <p>Required: No</p>
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