

MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

# Mass Workforce Issuance

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☐ Policy

☒ Information

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**To:** Chief Elected Officials  
Workforce Development Board Chairs  
Workforce Development Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Operations Managers

**cc:** WIOA State Partners

**From:** Alice Sweeney, Director  
Department of Career Services

**Date:** March 20, 2017

**Subject:** American Job Center Branding for the Next Generation Workforce System Webinar

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**Purpose:** To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the WorkforceGPS webinar: [\*American Job Center Branding for the Next Generation Workforce System\*](#) on Wednesday, April 5<sup>th</sup> from 3:00pm – 4:00pm.

**Background:** The Workforce Innovation and Opportunity Act (WIOA) requires each one-stop delivery system to use a common identifier on all products, programs, activities, services, electronic resources, facilities, and related property and new materials.

This virtual event will offer nuts and bolts on the common identifier provisions under WIOA including the opportunity it provides to establish a recognizable brand for the workforce system nationwide. Presenters will discuss the resources available to assist states and local areas with implementation of the common identifier while highlighting one state's strategic effort and progress.

A WorkforceGPS account is required for registration. WorkforceGPS is the next generation, device-friendly website for peer-to-peer connection and resources. Click [here](#) to create a free account.

## Action

**Requested:** Please share the information with staff and partners as appropriate.