



GUIDANCE MEMO: #2

SUBJECT: GUIDANCE REGARDING
JOB CENTER SIGNAGE

DATE: 1-5-07 (FINAL)



Workforce Connections, Inc. has been designated the One Stop Operator (OSO) for the Western Wisconsin Workforce Development Area (WDA#9). The role of the OSO is to coordinate the effective delivery of Job Center services in western Wisconsin. Guidance Memos are designed to provide consistency and clarity to the system.

PURPOSE

To outline the expectations for Wisconsin Job Center signage in western Wisconsin

BACKGROUND

In December, 2005, the Department of Workforce Development, Division of Workforce Solutions (DWD/DWS) released its Workforce Investment Act—Local Plan Guidelines. http://dwd.wisconsin.gov/dwdwia/docs/local_plan_guidelines123005.doc Attachment A of the planning guidelines outlined the 20 criteria for certifying Job Centers. Criterion #9 states:

9. Each Job Comprehensive Center will have exterior signage using the "Wisconsin Job Center" logo. This logo will be located above and larger than other signage displayed. Interior signage ensures that all customers are able to use the Comprehensive Job Center effectively and includes, at a minimum, alternate language signage appropriate to customer demographics, required posters, and room locations and directions.

GUIDANCE PARAMETERS

The One Stop Operator in western Wisconsin supports the consistent and effective use of signage within the Job Center system. Whenever possible, the use of the Wisconsin Job Center name and logo is supported and strongly encouraged. However, the OSO currently regards some of the elements of Criterion #9 as too costly and in some cases, not possible due to building owner limitations.

The OSO will continue to review this criterion for appropriateness and effectiveness; however, until resources are available and building owners are supportive of this criterion, the OSO is requesting that:

- The local staffs assess their Job Centers for signage adequacy. This should include signage which will direct customers to the respective Job Center and services. (ex. Outside: a Wisconsin Job Center sign, Inside: room locations, required posters such as Complaint Coordinator identification.)
- Once the necessary signage is identified, a purchase request should be initiated to the Workforce Connections, Inc. Director of Operations.
- The request will be reviewed and approved based on the available resources in the system.

CONTACT

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