

ALABAMA WORKFORCE DEVELOPMENT SYSTEM

Alabama Department of Workforce
Workforce Development
401 Adams Avenue
Montgomery, Alabama 36130

ADMINISTRATIVE DIRECTIVE PY2025-01

SUBJECT: Workforce Innovation and Opportunity Act (WIOA) Promotional Material

Purpose: To provide guidance for WIOA Promotional Material to include American Job Center branding, and USDOL funding acknowledgement.

Effective Date: July 1, 2025

Discussion: Section 121(e)(4) of WIOA requires each one-stop delivery system to use a common identifier on promotional material. The U.S. Department of Labor (USDOL) established the “American Job Center” network, a unifying brand. The one-stop delivery system must use either the network logo, or the phrase “A proud partner of the American Job Center Network.” Separately, the Stevens Amendment requires an acknowledgement of federal funding of USDOL programs.

Action: First, promotional material must include the “American Job Center” logo, or the phrase, “A proud partner of the American Job Center Network.” Second, material must include the phrase “Funded by US Dept. of Labor,” to comply with the Stevens Amendment. Third, this Directive must be shared with all subrecipients to ensure their compliance. (See attached example and bottom of link below for American Job Center logos.) [American Job Center — Graphics Style Guide for Partners | U.S. Department of Labor](#)

Each region (local area) must establish protocols to ensure outreach materials issued by the region as well as its subrecipients meets these standards. Regions must submit their protocols to the Workforce Development Division when established and also submit any subsequent changes.

Contact: Questions regarding this policy should be referred to Lorilei Sanders at Lorilei.Sanders@commerce.alabama.gov or by phone at 334.353.1632.

tammy wilkinson

Tammy Wilkinson, Division Director
Workforce Development Division

07/14/2025

Date

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The logo for the American Job Center, featuring the words 'american' and 'center' in blue, with 'job' in red. A blue arc with a red star is positioned above the word 'job'.

Funded by the US Dept. of Labor