

INSTRUCTION LETTER



INSTRUCTION NUMBER: WIA 11-14

TO: ALL SC WORKS UPSTATE STAFF

SUBJECT: SC Works Branding guidelines and expectations

DATE ISSUED: November 14, 2011 **DATE EFFECTIVE:** Immediately **DATE EXPIRES:** November 14, 2011

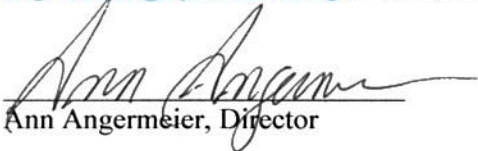
PURPOSE: The purpose of this instruction letter is to communicate the Upstate Workforce Investment Board's policy regarding the guidelines and expectations for the utilization of the newly created SC Works brand.

BACKGROUND: Previously, the public workforce system has been identified by customers (both business and job seeker) through a variety of brands centered around the separate establishments providing services. Traditionally, SC DEW staff and Upstate Career Source staff may have followed separate and different policies regarding voicemail messages, email signatures, name badges, business cards, or other forms of identifying the entity in which they represent. Since the integration of services and the state-wide effort to "re-brand" the public workforce system centers as SC Works, a unified message, logo, and other forms of branding have been made available to the local areas. As the authority responsible for the entire workforce development system for our area, the Upstate WIB is issuing this policy to reduce confusion, accelerate response times, and ensure that SC Works Upstate continues to operate in a cohesive manner.

POLICY: All staff members in the SC Works Upstate Centers are required to communicate the same brand image and message as set forth by the SC Department of Employment and Workforce. All staff members are required to identify the entity in which they work and represent utilizing the SC Works brand. This includes but is not limited to name badges, business cards, voicemail messages, and email signatures. It is the responsibility of the operator of the system, Rescare Workforce Services, to provide or arrange for name badges, business cards, or other tangible items that must include SC Works branding (it is acceptable to utilize the location name of the center in addition to "SC Works" – i.e. SC Works Union). The chief staff person for the operator, in this case, Project Director Rochelle Brown, has access to and has received all logos and branding requirements and is responsible for distributing the information as appropriate to other staff. It is imperative that the branding requirements set forth from SC DEW to the local areas be strictly followed. Further guidance is available through the Marketing Coordinator for the Upstate WIB on the appropriate use of the SC Works branding materials.

ACTION: All SC Works staff members should become familiar with this policy and the guidelines found within. All SC Works staff will immediately begin following the aforementioned policy and guidelines regarding branding.

INQUIRIES: Any questions regarding this instruction letter or the policies found within should be addressed to Ms. Ann Angermeier, Executive Director. Ms. Angermeier can be reached at angermeier@upstatewib.org or (864) 596-2028 (tty:711).


Ann Angermeier, Director

Source: None