



INSTRUCTION LETTER

REGIONAL INSTRUCTION NUMBER: WIOA R18-01

TO: ALL SC WORKS GREATER UPSTATE STAFF

SUBJECT: SC Works Branding Guidelines and Expectations

DATE	DATE	DATE
ISSUED: <u>December 17, 2018</u>	EFFECTIVE: <u>Immediately</u>	EXPIRES: <u>Indefinitely</u>

PURPOSE: The purpose of this instruction letter is to communicate the Upstate Workforce Board's (UWB) and Greenville County Workforce Development Board's (GCWDB) policy regarding the guidelines and expectations for the utilization of the SC Works brand. This replaces UWB local instruction letter 11-14.

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 WIOA 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 authorities responsible for the entire workforce development system for our area, the UWB and GCWDB are issuing this policy to reduce confusion, accelerate response times, and ensure that SC Works Greater Upstate continues to operate in a cohesive manner.

All staff members in the SC Works Greater Upstate Centers are required to communicate the same brand image and message as set forth by the SC Department of Employment and Workforce (SC DEW). 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, has access to and has received all logos and branding requirements and is responsible for distributing the information as appropriate to other staff. The American Job Center logo must also be used. Any outreach material should include proper Equal Opportunity statements. Statements should read as follows with no

abbreviations: "Equal Opportunity Employer/Program. Auxiliary aids and services available upon request. TTY:711." The local SC Works website must also be displayed with the logo and tag line. It is imperative that the branding requirements areas be strictly followed. New outreach material should receive written approval from the UWB and GCWDB Associate Directors prior to print.

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: Should you have any questions regarding this instruction, please contact Eva Anagnostis at 864-467-8142, TTY:711, or at eanagnostis@greenvillecounty.org Dana Wood at 864-596-2028 ext. 100, TTY 711, or at wood@upstateworkforceboard.org .



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Upstate Workforce Board



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Comment: replaces UWB local instruction letter 11-14