

PUBLIC POLICY: NO. WIOA-01-2023

DATE: FEBRUARY 6, 2023

SUBJECT: PUBLIC POLICY ON RELEASE OF NEW "LABOR CONNECTION" BRAND

REFERENCE: WORKFORCE INNOVATION OPPORTUNITY AND ACT (WIOA)

PUBLIC POLICY NO: DDEC-WIOA-08-2022

I. INTRODUCTION

Today, employers in Puerto Rico continue to generate employment opportunities and more unemployed or underemployed people are returning to the workforce. The Single Management Centers located in the 8 towns that comprise our Local Area of Labor Development Manatí-Dorado (Barceloneta, Ciales, Dorado, Florida, Manatí, Morovis, Vega Alta and Vega Baja) offer a number of opportunities, but in many cases the logo or identifier currently used by the Single Management Centers do not convey their mission, as these do not represent innovation and/or evolution.

It is for this reason that the Workforce Development Program (PDL) of the Department of Economic Development and Commerce (DDEC), with the endorsement of the Department of Labor of the Federal Government, provided a solution to establish a rebranding in all Single Management Centers. This in order to establish a single recognizable and more attractive brand, which will be recognized as "**Work Connection**". This change is intended to spread services more effectively and represents the service and commitment.

II. PURPOSE

This Public Policy claims to implement and comply with the provisions established in Public Policy DDEC-WIOA-08-2022, related to the unification of a new brand and image to promote and maximize the participation and services offered by the Workforce Innovation Opportunities and Act (WIOA).

III. LEGAL BASE

- Workforce Innovation Opportunity and Act (WIOA) Public Law 113-128;
- Act to Establish the Film Industry Development Program, the Youth Development Program and the Workforce Development and Training Program (Law No. 171-2014);
- Municipal Code of Puerto Rico (Law No. 107 of August 14, 2020, as amended);

- Administrative Bulletin No. OE-2022-034 of June 13, 2022, to Establish the State Board of Labor Development and Repeal Administrative Bulletin No. OE-2014-064;
- TEGL 16-16, One Stop Operations Guidance for the American Job Center Network, January 18, 2017;
- Public Policy DDEC-WIOA-08-2022.

IV. PUBLIC POLICY

The Local Area of Labor Development Manatí-Dorado is covered by State Public Policy No. DDEC-WIOA-08-2022 and establishes the following:

A. USE AND ACCESSIBILITY OF THE NEW BRAND FOR MANATÍ-DORADO SINGLE MANAGEMENT CENTERS

To facilitate the recognition of the services provided through the funds of Title I of the WIOA Act, all the Single Management Centers of the Manatí / Dorado Local Labor Development Area must use their state identifier or unique mark of recognizable identity that of " **LABOR CONNECTION**" **Manatí - Dorado Local Area**.

B. USE OF THE TRADEMARK "AMERICAN JOB CENTER" Y PHRASE "A PROUD PARTNER OF THE AMERICAN JOB CENTER NETWORK"

Section 121(e)(4) of the WIOA Act and 20 CFR 678,900 require all Manatí-Dorado Local Workforce Development Area Single Management Centers to use the "American Job Center" mark and the phrase "a proud partner of the American Job Center Network" as a common identifier on products, programs, activities, services, electronic resources, facilities and related property and new materials. In turn, these provisions allow the use of a state identifier; therefore, the state identifier or mark of 'Labor Connection' will be used in **addition** to "American Job Center" and the phrase "a proud partner of the American Job Center Network".


V. ACTION REQUIRED

The Executive Director must ensure that the Manatí-Dorado Local Labor Development Area Single Management Center discontinue any use of prior identifier or marking and that the provisions of this Public Policy are implemented and complied with.


VI. APPROVAL AND VALIDITY

The Public Policy on the Launch of the New Brand "Labor Connection" Manatí-Dorado Local Labor Development Area, will be effective at the time of its approval, by the members of the Manatí-Dorado Local Labor Development Board and the Board of Directors of Mayors of the Manatí-Dorado Local Labor Development Area.

In Barceloneta Puerto Rico, today February 4 of 2023.



Miguel Vega Rivera
President
Local Workforce Development Board
Manatí-Dorado Local Area



Hon. María M. Vega Pagán
President
Board of Directors of Mayors
Manatí-Dorado Local Area

Note: In this document the masculine gender will be used to refer to both genders in a way that facilitates the reading of it. This style of writing is not intended to imply the supremacy of one genre over another.