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Action Item 4

CAREERSOURCE FLORIDA WORKFORCE POLICY FLORIDA WORKFORCE SYSTEM STATEWIDE BRAND

Prior to the federal Workforce Innovation and Opportunity Act (WIOA) the Florida workforce development board and the state's local workforce development boards adopted a variety of names without consistency in nomenclature or a common brand. At the direction of the Governor's appointed state board, Florida adopted Strategic Policy 2013.05.22.A.3 – Florida Workforce System Statewide Brand for its workforce development system to enhance awareness of the CareerSource Florida network and improve use of its services.

Revision of this policy is an opportunity to implement an updated statewide Brand Standards Manual and ensure all brand materials and logos used across the CareerSource Florida Network are consistent with this policy.

CareerSource Florida's Workforce Program Development and External Affairs reviewed and revised the policy. Outdated references, milestones, and accomplishments were removed. The "Implementation" section was added to make the policy monitorable and identify ways to resolve non-compliance. The revised policy mandates the use of the "CareerSource Florida" brand across all state and local workforce development boards. This includes a standardized logo and brand charter to ensure consistency. All related websites and materials must display the unified brand and the "American Job Center network" logo as per the guidelines.

All uses of the CareerSource Florida corporate brand must follow the guidelines in the Brand Standards Manual. Local workforce development boards and regions must ensure access to this policy and manual. Compliance will be monitored by CareerSource Florida and the Florida Department of Commerce. Local policies must address brand use and be shared with relevant partners and vendors. Non-compliance may lead to required policy changes, proof of compliance, or an action plan to rectify issues.

FOR CONSIDERATION

- **Approve revised Workforce Policy 2013.05.22.A.3 – Florida Workforce System Statewide Brand.**