



**Kansas WorkforceONE
Administrative Office**
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Kenneth C. Gates
LWIB Chair

Don Davis
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Kansas WorkforceONE Local Policy:

State Policy 5-09-00 *State Workforce Services System Branding*

Local Policy:

- All Local Area 1 partners and programs will adhere to the required policies regarding EEO statements, branding standards for America's Job Center and KANSASWORKS as well as Accessibility policies regarding outreach materials.
- In accordance with the State Workforce Services System Brand policy that indicates that “each Local Workforce Development Board shall designate one staff person to oversee this branding effort and to coordinate outreach communication efforts with the Kansas Workforce Brand Committee, Deb Scheibler, Executive Director will serve in this capacity for Local Area I.
- When working outside of the KansasWORKS center, our goal will always be to promote the system. However, when asked, staff is permitted to announce where and with whom they are employed.
- Workforce Center staff will wear KansasWORKS name badges and will answer the phone as “KansasWORKS.” In additions when referring to the center staff will refer to all centers as KansasWORKS. Centers included in this are: Salina; Hays; Great Bend; Hutchinson; Newton; Garden City; Liberal; Dodge City. The offices in Colby and Goodland are not considered KansasWORKS offices.
- A copy of all marketing/branding/fliers/etc. will be submitted to the Kansas Department of Commerce annually for oversight and review.
- When referring to programs that are provided by a part of the KW system, the specific partner will be allowed to refer to their particular program
- Moving forward, we will encourage all partners to adhere to these policies listed below:

Additional Links and Resources Utilized in State and Local Policy

KANSASWORKS Minimum Standards and Brand Toolkit

<http://www.kansasworksstateboard.org/SiteCollectionDocuments/Policies/5-09-00%20Ks%20Workforce%20Services%20System%20Brand.pdf> (pages 6-24)

American Job Center — Graphics Style Guide for Partners

<https://www.dol.gov/ajc/>

Policy Number: 5-34-00 - Equal Opportunity Notification, Communication, and Assurance

<http://kansasworksstateboard.org/SiteCollectionDocuments/Policies/5-34-00%20Equal%20Opportunity%20Notification%20Communication%20and%20Assurance.pdf>

Policy Number: 5-33-00 - Equal Access for Job Seekers with Disabilities

<http://kansasworksstateboard.org/SiteCollectionDocuments/Policies/5-33-00%20Equal%20Access%20for%20Job%20Seekers%20with%20Disabilities.pdf>

Policy Number: 5-14-00 - Discrimination Prohibited Based on National Origin, Including Limited English Proficiency (LEP)

<http://kansasworksstateboard.org/SiteCollectionDocuments/Policies/5-14-00%20Prohibition%20Against%20National%20Origin%20Discrimination%20LEP.pdf>

Additional Resources to assist with compliance are listed below:

Kansas Department of Administration ADA Coordinator Resource Website

<https://admin.ks.gov/offices/personnel-services/policies-and-programs/ada>
<http://www.kansascommerce.com/index.aspx?NID=474>

Attached are copies of all current Kansas WorkforceONE Outreach Materials.