

TEXAS WORKFORCE COMMISSION LETTER

ID/No:	WD 43-07
Date:	July 11, 2007
Keyword:	Administration
Effective:	Immediately

To: Local Workforce Development Board Executive Directors
Commission Executive Staff
Integrated Service Area Managers

From:  Laurence M. Jones, Director, Workforce Development Division

Subject: **Statewide Common Brand Name: Workforce Solutions**

PURPOSE:

To provide Local Workforce Development Boards (Boards) with information and guidance on the Texas Workforce Commission's (Commission) statewide branding initiative, specifically:

- the transition to the statewide common brand name—Workforce Solutions;
- the distribution and use of \$930,000 in Workforce Investment Act (WIA) Statewide Activity Funds for the transition; and
- the Texas Secretary of State (SOS) filing requirements to operate under a new assumed name.

In transitioning to the statewide common brand name of Workforce Solutions, Boards will leverage the strength of the network of 28 Boards. The Commission directs this transition in its capacity to oversee the highest level of service to customers statewide.

BACKGROUND:

In spring 2003, Texas Workforce Solutions was presented to the Workforce Leadership of Texas (now the Texas Association of Workforce Boards), and accepted as the brand name for the Texas workforce system. Subsequently, several Boards have incorporated Workforce Solutions into their overall marketing strategy by using it as their actual name. However, not all Boards have incorporated this common brand name locally.

On February 14, 2006, the Commission was updated on the status of statewide branding and gave direction to begin a more active effort to implement the statewide common brand name for Boards—Workforce Solutions—including the provision of a reasonable transition period for Boards to effect this change. Staff began evaluating brand penetration among Board names and presented their findings to the Commission. Statewide results reflect that only 11 percent of

employers can name their Board, while only 38 percent recognize the name of their Board.

During fall 2006, the Commission met with Board Chairs at the Texas Workforce Conference Annual Chairs' breakfast and discussed branding. The overwhelming feedback from the Board Chairs was that a statewide common brand name makes sense, but they were concerned about incurring costs to change names.

Based on this feedback, on March 20, 2007, the Commission approved the distribution of \$930,000 in WIA Statewide Activity Funds to support the Boards' transition to a statewide common brand name. These funds will be provided to each Board to assist with the cost of implementing the statewide common brand name. For Boards that already have transitioned to the Workforce Solutions brand name, the funds are available for enhancing their outreach efforts.

PROCEDURES:

By July 1, 2008, all Boards must transition to the brand name of *Workforce Solutions (for) (name of Board)*—for example, Workforce Solutions for Tarrant County, Workforce Solutions Brazos Valley, Workforce Solutions Concho Valley. The use of the word *for* is optional.

NLF

Boards must ensure that:

- the Workforce Solutions brand name is incorporated into all materials no later than July 1, 2008; and
- entities contracting with Boards to provide workforce services adhere to this requirement and transition timeline.

NLF

In making the transition, Boards must be aware of the two distinct components of an organization's identity—*brand name* and *logo*—and the definition of each term:

NLF

A brand name is a word or phrase used in a trade to designate a business, service, or a particular class of goods—e.g., Workforce Solutions is the brand name for all Boards. A brand name may be used as part of a logo.

A logo is a graphic representation or symbol of a company name, trademark, or abbreviation, often uniquely designed for ready recognition.

It is recommended that Boards use the following Workforce Solutions logo. However, Boards may:

LF

- incorporate the Workforce Solutions brand name into their existing Board logos; or
- modify their current logos based on the Workforce Solutions brand name.



Boards must ensure that the Workforce Solutions brand name is displayed in a prominent, uninterrupted manner. Boards also must be aware that the incorporation of additional identities into the Workforce Solutions brand name—such as, *Operated by ACME Services*—is prohibited.

NLF

Boards may develop their own implementation plan to facilitate this transition. The Commission believes the one-year transition period allows Boards the opportunity to exhaust their existing stock of materials.

LF

To provide guidance for the use of the Workforce Solutions brand name and logo, a Workforce Solutions Graphic Standards Resource Manual (manual) has been developed for each Board. A sample version of the manual is available on the Intranet at http://intra/intranet/comm/docs/wfsolgraphic_manual.pdf. Additionally, questions about this transition can be directed to the Commission's External Relations Division at (512) 936-2346. *[Note: The Intranet site is not available to the general public.]*

Transition Funding

Attachment 1 provides the Commission-approved distribution of \$930,000 in WIA Statewide Activity Funds to support Boards' transition. Boards' must be aware that costs may include updating the following:

NLF

- Signage
- Printed materials (e.g., letterhead, business cards, brochures)
- Web sites

Boards also must be aware that:

NLF

- costs associated with the transition may be considered program or administrative depending on the type of expense, in accordance with the Commission's Financial Manual for Grants and Contracts and federal regulations; and
- WIA Statewide Activity Funds are subject to a 10 percent administrative limit.

Secretary of State Considerations

Boards may wish to consider Texas Business and Commerce Code, Chapter 36, Assumed Business or Professional Name. Specifically, §36.11(a) provides that any corporation that does business under a name other than the legal name in its articles of incorporation must file an assumed name certificate with SOS and the county or counties in which its registered office and principal office are located.

LF

Forms for business and public filings are located on the SOS Web site at <http://www.sos.state.tx.us/>.

Boards must be aware of the following:

NLF

- The Commission will use a Board’s incorporated or legal name for contracts and other legal documents.
- The Commission may use the Board’s assumed name for general correspondence or public information.

INQUIRIES:

Direct inquiries regarding this WD Letter to the assigned contract manager for your local workforce development area.

ATTACHMENT:

Attachment 1: Branding Initiative Funding Distribution

RESCISSIONS:

None

REFERENCE:

Texas Business & Commerce Code §36.11, §36.13, and §36.15
Texas Workforce Commission Financial Manual for Grants and Contracts

FLEXIBILITY RATINGS:

No Local Flexibility (NLF): This rating indicates that Boards must comply with the federal and state laws, rules, policies, and required procedures set forth in this WD Letter and have no local flexibility in determining whether and/or how to comply. All information with an NLF rating is indicated by “must” or “shall.”

Local Flexibility (LF): This rating indicates that Boards have local flexibility in determining whether and/or how to implement guidance or recommended practices set forth in this WD Letter. All information with an LF rating is indicated by “may” or “recommend.”