



The Stevens Amendment *and* American Job Center Branding Requirements

Susan Kaliush
Manager
Communications and Outreach

Dorothee Schlotterbeck
Manager
Fiscal Administration

Tanya Washington
Manager
Monitoring and Compliance



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Welcome to today's webinar!

We put this training together to provide local areas with clarification on the how to comply with federal regulations related to the Stevens Amendment and AJC branding requirements.

Thank you for sharing some of your time with us today!

Now let's get started!

Session Goals

- Meet DWDAL's Awesome Communications Team!
- Learn about/get a refresher on what the Stevens Amendment is.
- Discuss guidance on how and when to include the Stevens Amendment on materials, websites, and social media.
- Cover American Job Center branding requirements.

Our goals for today's session are pretty straightforward.

We want to be sure local areas have the information they need to properly post the Stevens Amendment and apply American Job Center branding according to USDOL requirements.



Susan Kaliush
Manager
Communications and
Outreach





Vanessa Boston
C&O Coordinator
*Graphics Design, Publications,
Promotional Materials*



LiLi Taylor
C&O Specialist
*Press Releases, Reports,
Constituent Services*



Anahitta (Anna) Mian
C&O Coordinator
*Graphics Design, Publications,
Promotional Materials*



Division of Workforce Development and Adult Learning
Maryland Department of Labor

But first things first! We don't often have the opportunity we are getting today to interact with folks in the field, so I want to introduce you to me and my team.

My name is Susan Kaliush, and I am the Manager of the Communications team at Maryland Labor's Division of Workforce Development and Adult Learning.

My team includes Vanessa Boston, LiLi Taylor, and Anahitta Mian, who goes by "Anna."

My team is here to support you, so please always feel free to reach out to us with your questions.

I am also joined by Manager of Monitoring and Compliance Tanya Washington, and Fiscal Manager Dorothee Schlotterbeck, who will bring their expertise to answering your technical questions.

- Please include your name and organization in the chat.
- Remain on mute.
- Enter questions in the chat box by clicking on the icon at the bottom right of your screen. We will address questions at the end of each section.
- The webinar will be recorded and the recording will be posted on MD Labor's Program Funding [webpage](#).
- We will also email the presentation out to all attendees after the presentation.

Housekeeping

Before we get started, let's go over some housekeeping.
(Read what is on the slide.)

Part I: The Stevens Amendment



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Our first topic is the Stevens Amendment.

What is the Stevens Amendment?

The Stevens Amendment ensures transparency and accountability in federal spending.



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Most of you are probably already familiar with the Stevens Amendment, so this will be a refresher for you.

For those of you for whom this information is new, here's a brief primer.

Since 1989, the United States Department of Labor's (USDOL) annual appropriation has included a provision known as the Stevens Amendment.

Its purpose is to ensure transparency and accountability in federal spending.

This provision requires recipients of USDOL grants and cooperative agreements to acknowledge federal funding when publicly discussing any projects or programs that USDOL funded through its annual appropriation.

Basically, the Stevens Amendment helps taxpayers see where their tax dollars are going.

Federal Funds Disbursed through MD Labor

- ARPA
- Relief Act
- Pre-Apprenticeship and Apprenticeship
- National Dislocated Worker Grants (under WIOA)
- WIOA Title I
- All other federal programs overseen by DWDAL

Anytime federal funds are used to support a program, you should include Stevens Amendment language.

Here are some examples of federal funding MD Labor has disbursed to local area partners where Stevens Amendment language MUST be included.

**Include the Stevens
Amendment when issuing:**

- Statements
- Press releases
- Publications
- Requests for Proposal
- Bid solicitations
- Tool-kits
- Resource guides
- Websites
- Presentations describing the projects or programs funded in **whole** or in **part** with federal funds

When to Use the Stevens Amendment

Local areas share information on programs through a wide range of products, so you need to think broadly about when and where you need to include the Stevens Amendment.

Partners should be sure to include Stevens Amendment language when issuing statements, press releases, publications, requests for proposal, bid solicitations, social media and other materials related to WIOA activities -- such as tool-kits, resource guides, websites, and presentations describing the projects or programs funded in **whole** or in **part** with federal funds.

Social Media Posts



A disclosure statement is required for social media posts. The statement does not need to be in a specific part of the communication; it only needs to clearly state the required information.

Some social media platforms, like Twitter, have a limited number of characters. When it is not practical to put the disclosure statement within the electronic communication, a hyperlink to the statement is sufficient.



Division of Workforce Development and Adult Learning
Maryland Department of Labor


Social media has taken center stage as a way to share information, but it is still a little bit like the Wild West out there.

USDOL guidance says that a disclosure statement is required for social media posts. The statement does not need to be in a specific part of the communication; it only needs to clearly state the required information.

We did quite a bit of research to see where various organizations across the country included Stevens Amendment language and only found a small number of examples. For example, we found a workforce entity Facebook page that included the Stevens Amendment language in an “About” section.

It’s also true that some social media platforms, like Twitter, allow a limited number of characters. When it is not practical to put the disclosure statement within the electronic communication, a hyperlink to the statement is sufficient.



We use a QR code, so that’s one possible solution.



Quiz!

True or False?

The Stevens Amendment needs to be included on information related to the H1-b program.



Division of Workforce Development and Adult Learning
Maryland Department of Labor

We threw some quiz questions in here to see how much you all may already know on this topic.

Our first question is a True/False.

I'll read the question and open a poll to see where everyone lands.

Select "true" or "false" from the poll choices.

After you've had a minute to respond, we'll see what the right answer is!


The Stevens Amendment needs to be included on information related to the H1-b program.

(pause for a few seconds and read the responses you see coming in on the chat.)

OK, now for the moment of truth!

This statement is..... FALSE!



The H1-b program is an example of a program that does NOT require the Stevens Amendment, because the funds that support this program come from Visa fees, not federal funding.



Quiz!

True or False?

Local Boards are responsible for acknowledging federal funding on their programs, services, and/or materials.



Division of Workforce Development and Adult Learning
Maryland Department of Labor


Here's another one - let's see how you do.

True or False? *Local Boards are responsible for acknowledging federal funding on their programs, services, and/or materials.*

(pause for a moment to read the responses coming in and comment if any patterns are emerging, such as, "everyone seems to think this one is true" if that's what they're saying.)

And the answer is... TRUE!


Local boards DO need to include the Stevens amendment on any communications/publications released as part of the work on a project or program supported with federal funding.




Quiz!

True or False?

The Stevens Amendment disclosure is required on **every page** of the document or website.





Division of Workforce Development and Adult Learning
Maryland Department of Labor

One last True or False:

What do you say about this statement? True? Or False?

The Stevens Amendment disclosure is required on every page of the document or website.

(Pause for a moment to let answers roll in, read a few and comment on any patterns.)

And the answer is... **FALSE!**

The Stevens Amendment disclosure is NOT required on every page of the document or website, but at least one page must contain the disclosure statement.

Sample Statement Formula

The
[project/publication/program
/website, etc.] is/was
supported by the [federal
subagency] of the [federal
agency] as part of an award
totaling \$[amount], with
[XX]% financed from
nongovernmental sources.

Now that we've talked about the when and where, let's talk about the HOW.

How do you write a statement that includes ALL of the information required in the Stevens Amendment?

The statement on the right hand of your screen lays out a basic formula you can follow to ensure you're including all of the required information.

The red text is the required information.

Stevens Amendment statements must include:

- (1) The **name** of the project, publication, program, etc.
- (2) The **percentage** of the **total costs** of the program or project which will be financed with Federal money;
- (3) The **dollar amount** of Federal funds for the project or program; and
- (4) The **percentage** and **dollar amount** of the **total costs** of the project or program that will be financed by non-governmental sources.

Examples:

MD Labor – Apprenticeship Brochure:

<https://labor.maryland.gov/employment/appr/apprbrochure.pdf>

“The total Fiscal Year 2021 Budget of Labor’s Apprenticeship Program is \$2,637.107.

\$1,913,356 (73%) is funded through several multi-year U.S. Department of Labor grants. The other \$723,751 (27%) is funded through non-federal resources.”

Examples

“This **Wagner-Peyser program bid solicitation** is supported by the **Employment and Training Administration** of the **US Department of Labor** as part of an award totaling **\$361,633**, with **0%** financed from nongovernmental sources.”

OR

“This **Wagner-Peyser program bid solicitation** is **fully supported** by the **Employment and Training Administration** of the **US Department of Labor** as part of an award totaling **\$361,633.**”



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Here are two examples where we’ve plugged in information following the formula presented on the last slide:

You may notice that the two statements look almost identical.

There is only one slight difference in the second example: it does not include information on the % funded through nongovernmental sources.

It is ok not to include this information if no non governmental funding is used for a project.

As in this example, the statement can simply say:

“This one-stop bid solicitation is fully (100%) supported by the US Department of Labor as part of awards totaling X amount of money.”

It is not necessary to list each award separately if you have multiple projects or program funding sources.



“The State of Utah’s veteran employment program is federally funded with **\$8,000,000 (80 percent)**. Additionally, **20 percent (\$2,000,000)** is financed by non-federal sources.”

15

Multiple Funding Sources

Sometimes there are multiple funding sources supporting a program.

In cases like this, it is not necessary to list each award separately.

The example statement demonstrates how this situation can be handled.

Multi-Year Solicitations

If a solicitation covers multiple years, **only the funding currently in effect needs to be included in the acknowledgment statement.**



And then there are cases where an award covers multiple years.

In cases like this, you only need to include the funding currently in effect in the statement.

Our multi-year apprenticeship grant offers an example for this situation:

The Stevens Amendment language in this case says that “The Apprenticeship FY24 Base Grant is funded by USDOL through a grant award for \$650,200, with \$0 (0%) in state, local, and/or non-governmental funds.”

MD Labor's Program Funding Webpage

Program Funding - Workforce Development and Adult Learning

[Download this document](#)

Updated 11/1/24

As required with the Stevens Amendment, federal funding details for Program Year 24/Fiscal Year 25 are provided as follows: The Employment Services/Wagner-Peyser Program is funded by the U.S. Department of Labor through a grant award for \$12,221,314 with \$0 (0%) state, local and/or non-governmental funds.

The Workforce Innovation and Opportunity Act (WIOA) Adult Program is funded by the U.S. Department of Labor through a grant award for \$15,663,684 with \$0 (0%) state, local and/or non-governmental funds.

The WIOA Dislocated Worker Program is funded by the U.S. Department of Labor through a grant award for \$14,981,809 with \$0 (0%) state, local and/or non-governmental funds.

The WIOA Youth Program is funded by the U.S. Department of Labor through a grant award for \$16,228,876 with \$0 (0%) state, local and/or non-governmental funds.

The Disaster Recovery grant is funded by the U.S. Department of Labor through a grant award for \$3,500,000 (incremental funding) with \$0 (0%) state, local and/or non-governmental funds.

The Quest grant is funded by the U.S. Department of Labor through a grant award for \$3,925,086 with \$0 (0%) state, local and/or non-governmental funds.

The Senior Community Service Employment total funds are \$1,274,079. Out of the total, \$1,065,806 (86%) is funded by the U.S. Department of Labor through a grant. \$177,273 (14%) is funded with State funds (a required State Match).

You can read ALL of the information here:

<https://www.labor.maryland.gov/employment/dwdalfederalprogramfunding.shtml>



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Here is just a snippet from MD Labor's Program Funding webpage where we keep all of the information related to our Stevens Amendment language.


There is much more info on this webpage.

We just wanted to give you a taste, if you haven't seen something like this before.

Quiz!

“**XXX** is funded through the Governor’s Emergency
 Education Relief fund as well as the Coronavirus Aid, Relief,
 and Economic Security (CARES) Act and the Workforce
 Innovation and Opportunity Act (WIOA) funding.”

X



18

Division of Workforce Development and Adult Learning
 Maryland Department of Labor

YOLANDA: THIS WILL BE A TWO CLICK SLIDE. YOU WILL CLICK ONCE TO ADVANCE FROM THE LAST SLIDE TO THIS SLIDE, AND YOU’LL CLICK A SECOND TIME TO MAKE THE RED X APPEAR AFTER SUSAN READS “Ready for the Answer?”

Another quiz break! Get ready to enter your answer in the chat window!

Here’s an example of a statement that does not provide the information the Stevens Amendment requires. Can you identify reasons why?

(Allow folks to enter their answers and comment if any patterns emerge.)

Ready for the answer?

There are multiple things missing from this statement.

It does not contain the federal funding, amount, percentage of funds from federal source(s), or funding and percentage amounts (if any) that non-federal entities provided.

<p>Grantees are encouraged if documents are publicly shared to create a communication plan that includes:</p> <ul style="list-style-type: none">• Providing copies of the communications plan to State Staff that ensures compliance with the Stevens Amendment.• Requiring Stevens Amendment provisions be listed in all policies, processes, and monitoring procedures.• Updating grantee financial monitoring tools to ensure this requirement is met.	<h1>Ensuring Compliance</h1>
--	------------------------------

Now let's talk for a minute about what you can do to ensure compliance with Stevens Amendment requirements.

Remember the old chestnut that says you either fail to plan or plan to fail?

Well, that's the deal here, too.

USDOL guidance encourages grantees - if documents are publicly shared - to create a compliance monitoring plan that:

- Provides copies of the communications plan to the grants compliance specialist to ensure compliance with the Stevens Amendment.
- Requires Stevens Amendment provisions be listed in all policies, processes, and monitoring procedures.
- Updates grantee financial monitoring tools to ensure this requirement is met.

Hungry for More?

The USDOL Desk Aid for the Stevens Amendment is available at:

www.dol.gov/sites/dolgov/files/VETS/files/Stevens-Amendment-Desk-Aid.pdf

Read the law here:

www.congress.gov/101/statute/STATUTE-103/STATUTE-103-Pg1159.pdf



Division of Workforce Development and Adult Learning
Maryland Department of Labor

We've reached the end of today's first topic!

We want you to have access to these resources to help you meet Stevens Amendment requirements.

We are fortunate to have Tanya and Dorothee here to answer your technical questions, so let's see what popped up in the chat window during the discussion.

(LiLi will be collecting questions as they come in and will post them in the chat window at this point. Susan will read the question and invite Dorothee and Tanya to respond.)

Note: If a bunch of questions come in and there isn't time to address them all, I can put together an FAQ that we can then share with attendees along with the recording.

Part II:

American Job Center Branding Requirements



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Now let's move on to the second topic in today's training - branding requirements for American Job Centers.

AJC Branding/Co-Branding

The logo for American Job Center, featuring the word "american" in blue, "Job" in red, and "center" in blue, with a red star above the "J".

american**Job**center®



A proud partner of the

The logo for the American Job Center network, featuring the word "American" in blue, "JobCenter" in red, and "network" in blue, with a red star above the "J".

American**JobCenter**®
network



Division of Workforce Development and Adult Learning
Maryland Department of Labor

WIOA regulations state that, in addition to any State or locally developed identifier the system a workforce entity may wish to use, each one-stop delivery system must include the 'American Job Center' identifier, or a tag line stating 'a proud partner of the American Job Center network' on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased or created materials.

When to use the AJC Brand

- Products
- Programs
- Activities
- Services
- Electronic resources
- Facilities and related property
- New materials used in the one-stop delivery system.

Consistent use of the AJC brand helps us create public awareness about the services the workforce system has to offer.

There are lots of opportunities to use AJC branding.

Here are some examples of where it should be showing up.

Business Cards

If a State or local logo appears on the front of business cards, downsize the identifier/tag line to appear with that logo on the front of the card.

If a State or other government seal appears on the front of business cards, the identifier/tag line may appear on the backside of business cards.



Division of Workforce Development and Adult Learning
Maryland Department of Labor

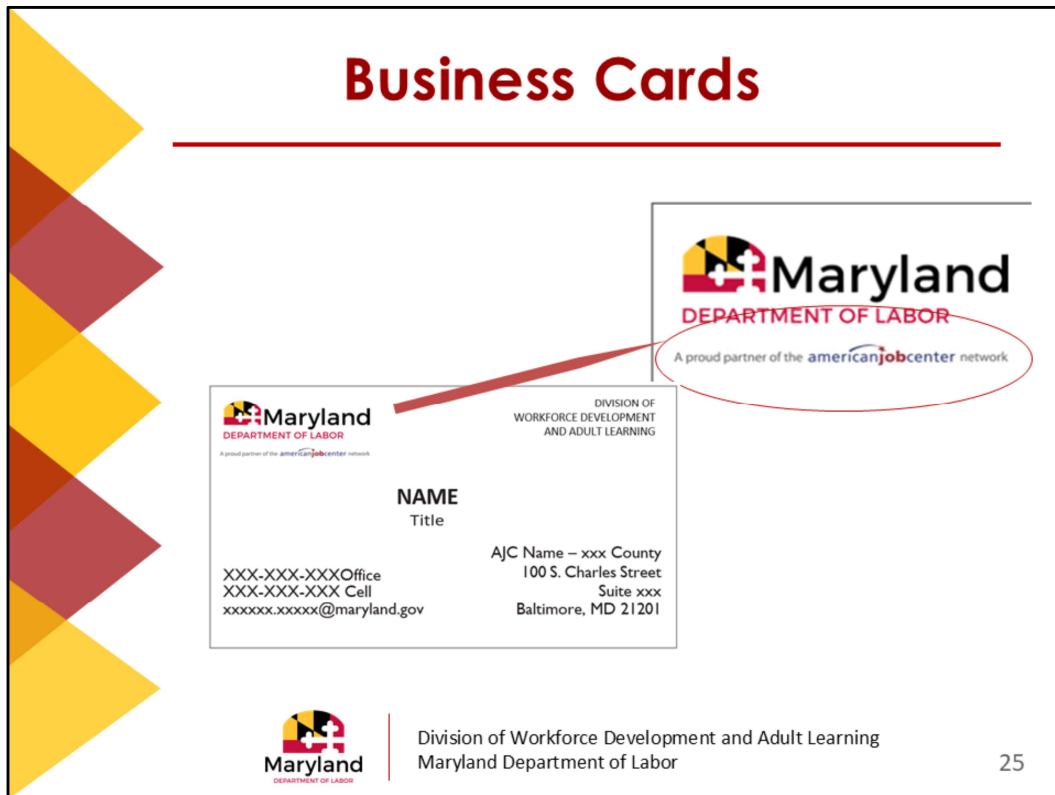
We all carry business cards, and these should include AJC branding.

We know that there are some local area workforce organizations in Maryland that operate within municipal government entities, such as Baltimore County's Department of Economic and Workforce Development.

In situations like this, if a county includes their county seal on business cards, they do still need to include AJC branding for local workforce staff business cards.

It can be reduced in size or inserted on the flip side of the business card.

Business Cards



This is another example of how to include required AJC branding on business cards.

Resource Rooms



Neither the identifier nor the tag line is required to be added to resource room materials distributed to customers if those materials were not printed, purchased or created by the Onestop delivery system.



Division of Workforce Development and Adult Learning
Maryland Department of Labor


Every local area has a resource room that includes, well, lots of resources - some that weren't printed, purchased or created by the Onestop delivery system.

Some examples might be career books like "What Color is Your Parachute" for example.


Materials like this do NOT need to be AJC branded.

Social Media

The requirement to use a common identifier does not apply to individual messages sent via social media.



However, to the extent a social media page is an electronic resource, and it is technologically feasible to use the common identifier, the requirement to use the common identifier does apply.



Division of Workforce Development and Adult Learning
Maryland Department of Labor

And now we are back to the Wild West of Social Media!

Again, we did a treasure hunt to find examples where workforce entities included AJC branding.

The results were very hit or miss, so we know that this is an area where we are all still figuring it out.

With that said, we did find a few examples where local areas included the AJC brand on social media platforms.

USDOL's guidance on this, as you can see on the slide, is to use the brand where it is technically feasible.

Hungry for More?

Visit WorkforceGPS AJC Common Identifier and Branding Website at <https://ion.workforcegps.org/resources/2016/09/30/12/11/AJC-Common-Identifier-and-Branding> to access:

- [New AJC Common Identifier and Branding Fact Sheet](#)
- [View the Graphics Style Guide for Partners \(PDF\)](#)
- [AJC Common Identifier and Branding FAQs](#)
- [American Job Center — Graphics Style Guide for Partners, Terms of Use, and graphics files available for download](#)



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Here are some excellent resources for you to keep handy and share with your colleagues that will support proper application of AJC brand requirements.

Let's do one last check in for questions.

(Susan will ask LiLi to pop up the list of questions entered in the chat box during this section of the presentation. Susan will read the questions and direct them to Dorothee and/or Tanya, as appropriate.)

Questions?

Susan Kaliush

Manager

Communications and Outreach

susan.kaliush@maryland.gov

Dorothee Schlotterbeck

Manager

Fiscal Administration

dorothee.schlotterbeck@maryland.gov

Tanya Washington

Manager

Monitoring and Compliance

tanya.washington@maryland.gov



Division of Workforce Development and Adult Learning
Maryland Department of Labor

Thank you again so much for your time today!

As I said earlier, we are here to support your work, so please reach out to us if you have questions.

We will share a recording of this session when it is available, and will post a link to it on our Program Funding Resources webpage for your future reference.

Have a great day!

Thank you!



Division of Workforce Development and Adult Learning
Maryland Department of Labor