



DWD Issuance 24-2009

Issued: March 11, 2010

Effective: July 1, 2010

**Subject: Next Generation Career Center Business Card Policy**

1. Purpose: To provide policy on the acquisition of business cards for local/Career Center DWD staff as part of Next Generation Career Centers.
  
2. Background:

As indicated in DWD Issuance 18-2009, the Next Generation Career Center model moves beyond mere partnership and co-location and transforms to truly integrated service delivery with an integrated customer flow to respond to the needs of the customers. This integrated flow will include three major functions: welcome, skill development, and employment.

Currently DWD employees stationed in Career Centers receive business cards with DWD information and, mostly, State personnel classifications as titles. While this made sense from an agency-centric perspective, it is not conducive to the NGCC model of seamlessly building teams around—and identifying members by—function instead of agency. In practice, individual agency identity should be invisible to the customer in Next Generation Career Centers.
  
3. Substance:

As of the effective date of this issuance, DWD will no longer provide business cards to local DWD staff. This function will devolve to each local workforce investment region.

Local WIBs will develop processes for and procure business cards for local DWD team members, consistent with local procurement policies and consistent with Career Center branding. The cost incurred on behalf of DWD staff will be an offset to each Region's negotiated resource sharing agreement. Reference appropriate marketing and procurement resources as appropriate, or contact the individuals below with specific questions.
  
4. Action: This issuance is effective July 1, 2010.
  
5. Contact: For more information about this issuance, please contact Mike Waltman, Manager, Policy and Communications, 573-526-8267 or [Mike.Waltman@ded.mo.gov](mailto:Mike.Waltman@ded.mo.gov); or Tracey Brown, Financial Manager, 573-526-8222 or [Tracey.Brown@ded.mo.gov](mailto:Tracey.Brown@ded.mo.gov).

6. Reference: DWD Issuance 05-2009: Strategic Framework for Missouri's Next Generation of Career Centers; DWD Issuance 18-2009 Functional Leadership for Missouri's Next Generation Career Centers
7. Rescissions: None
8. Attachments: None



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Julie Gibson  
Director

## DWD Issuance 24-2009, Attachment 1: FAQ

On March 11, DWD issued [Issuance 24-2009 Next Generation Career Center Business Card Policy](#), devolving DWD Career Center staff business cards to the local WIB level. As we near the July 1, 2010 implementation, we are providing the following clarification of the policy in the form of an FAQ:

***Q1. Will DWD be providing a template for business cards?***

A1. No, WIBs have the freedom to develop these cards in accordance with their NGCC needs/specifications, provided the cards have the Career Center logo on them.

***Q2. Where can we get electronic copies of the Career Center logo to provide to our local printer?***

A2. Contact DWD graphic artist/public information specialist Dennis Hall at [dennis.hall@ded.mo.gov](mailto:dennis.hall@ded.mo.gov) or download an EPS file [directly from WorkSmart](#) (you need graphics software to open this). Dennis can also provide graphic design advice/consultation upon request.

***Q3. What changes can be made to the Career Center logo?***

A3. None. The Career Center logo cannot be changed in color, shape, design or content, per the 2007 Marketing Style Guide (see [WorkSmart, Marketing section](#)). Feel free, however, to make all other formatting and content elements conducive to local needs/creative preferences.

***Q4. Should we use the WIB/Career Center-specific version of the Career Center logo or the 'generic' one.***

A4. It is a local decision whether to identify the specific Career Center as part of the logo—in accordance with the Style Guide—or in the business card text (or both).

***Q5. Will there be a new version of the Career Center logo for Next Generation Career Centers?***

A5. No.

***Q6. What about including other logos with the Career Center, such as a WIB logo?***

A6. We strongly advise that only the Career Center logo be used. Recall the NGCC emphasis on customer ease: It is confusing to customers to make them develop brand awareness/recognition around multiple workforce logos, in addition to/competition with all the other logos they are exposed to each day. Virtually all successful businesses operate around a single brand: Starbucks, Burger King, Nike, etc., etc. However, this is a local decision.

***Q7. So, can the business card format vary from center to center?***

A7. No, eliminating the DWD-specific format actually makes it possible for WIBs to *reduce variation* among workforce partners and create a *consistent look and feel* throughout their region's Next Generation Career Centers. This uniformity is a much more customer-friendly approach to brand development (see A6).

***Q8. Do we keep the DWD staff's State personnel classification as his/her title on the new business cards?***

A8. No. The primary purpose of this new policy is to facilitate “seamlessly building teams around—and identifying members by—function [i.e., membership on welcome, skill development, and employment teams] instead of agency. In practice, individual agency identity should be invisible to the customer in Next Generation Career Centers.”

***Q9. When is the last day local DWD staff can order business cards from DWD?***

A9. Any needed DWD-produced business cards must be developed and delivered before June 30, 2010, so with the current 4-6 week processing time, cards should be ordered no later than COB May 21, 2010 (and only if current stock is near depletion).