

Alabama Workforce Investment System

**Alabama Department of Economic and Community Affairs
Workforce Development Division
401 Adams Avenue
Post Office Box 5690
Montgomery, Alabama 36103-5690**

May 21, 2004

**GOVERNOR'S WORKFORCE DEVELOPMENT DIRECTIVE NO. PY2003-06,
Change 4**

SUBJECT: Training and Employment Notice (TEN)

1. Purpose. This transmits the following TEN:

<u>Number</u>	<u>Date</u>	<u>Subject</u>
19-03	5/19/2004	Workforce Investment System – Sharing the Message

2. Background. TEN No. 19-03 is to announce an effort to collect photos and stories to illustrate the value of America's publicly funded Workforce Investment System.

Stories and photos that help people understand the scope of the Workforce Investment System and its capacity to change people's lives will be used in ETA-related publications such as the Workforce Investment Act Annual Report to Congress, the Department of Labor's Annual Performance Report, and on ETA's web page.

3. Information. Copies of TEN No. 19-03 are provided for informational and potential action purposes.

4. Contact. Questions regarding this information may be directed to Mary Ann Lawrence at the Center for Workforce Learning, telephone number (317) 838-5487 (e-mail: malaw528@aol.com).



Steve Walkley, Division Director
Workforce Development Division

Attachment

TRAINING AND EMPLOYMENT NOTICE	NO. 19-03
	DATE May 19, 2004

TO: ALL STATE WORKFORCE AGENCIES>
ALL STATE WORKFORCE LIAISONS

/s/

FROM: EMILY STOVER DeROCCO
Assistant Secretary

SUBJECT: Workforce Investment System - Sharing the Message

- 1. Purpose.** To announce an effort to collect photos and stories to illustrate the value of America's publicly funded Workforce Investment System.
- 2. Background.** The public Workforce Investment System provides services to job seekers, employers, and communities. However, surveys show that stakeholders and the general public are frequently unaware of the system and the value of the services.
- 3. Overview.** Stories and photos that help people understand the scope of the Workforce Investment System and its capacity to change people's lives will be used to increase awareness and appreciation through ETA-related publications such as the Workforce Investment Act Annual Report to Congress, the Department of Labor's Annual Performance Report, and on ETA's webpage.

States and local grantees, system operators, and service providers often collect photos and stories designed to show how employment and training programs and initiatives have impacted companies, communities, and individual customers. In addition to stories and photos about services provided to business and job seeker customers, submissions of stories and photos about other efforts to meet your community's workforce needs are encouraged. Some examples might include:

- Responses to relocations, mass layoffs, or disasters;
- Economic development efforts, including those that serve high growth industries;
- Partnerships with Chambers of Commerce, local governments, community-based organizations, community colleges, or school districts;
- Outreach efforts or service designs, including those for targeted

populations such as out-of-school youth, individuals with disabilities or limited English proficiency, homeless individuals, older workers, or migrant and seasonal farmworkers;

- Leveraging resources and use of volunteers; or
- Initiatives resulting in enhanced customer experiences.

This is a separate effort from ETA's Recognition of Excellence which is a performance based system of recognition. Through that effort, high levels of success in five separate categories will be acknowledged and shared with the Workforce Investment System at the Workforce Innovations Conference as described in a separate [Training and Employment Notice \(Number 17-03\)](#).

4. **Eligibility.** This opportunity is open to anyone who wants to share information about America's publicly funded workforce system. Individuals or agencies are eligible to submit photos and accompanying stories.

5. **Guidelines.**

- Photos and stories should portray activities that occurred during or after Calendar Year 2003.
- Photos may be color or black and white. Photos should be "action shots" with subjects (people, places, or things) telling a story about the workforce system. Photos should be a minimum of 3 x 5 inches and no larger than 8 x 10 inches. For publication purposes, digital photos should be at least 325 dpi.
- The stories accompanying the photos should describe the workforce situation, problem, or need that was being addressed; what services or activities were undertaken; and the resulting outcomes or benefits. Stories should not exceed 250 words in length.
- Photos should not be mounted or have any photographer identification on the front of the photo.
- Photos and stories will not be returned and will become the property of the Department of Labor (DOL) and may be used for any purpose that relates to the Department's mission or function.
- Submissions should include the photo (labeled as indicated on the submission form), the accompanying story, and the official Workforce Investment System Showcase Submission and Release Form (see Attachment A). If individuals are recognizable within the photo, a signed Subject Photo Release Form also must be included for each recognizable person in the photo submission (see Attachment B). A parent or guardian for the individual must sign the photo release form for persons under 21 years of age. No submissions can be used without the required release form(s).
- The photos and stories may be submitted either electronically to the DOL contractor at malaw528@aol.com or mailed to the Center for Workforce Learning, Attn: Workforce Investment System Showcase, 6361 Timberbluff Circle, Avon, IN 46123.

6. **Action Requested.** Please make this information available to appropriate program staff.

7. **Inquiry.** Questions should be directed to Mary Ann Lawrence at the

Center for Workforce Learning, via e-mail malaw528@aol.com or telephone (317) 838-5487.

8. Attachments.

Attachment A: [Submission and Release Form](#)

Attachment B: [Photo Release Form](#)

**EMPLOYMENT AND TRAINING ADMINISTRATION
U.S. DEPARTMENT OF LABOR
Washington, DC 20210**

Attachment A

Official Submission and Release Form

- *Please attach the story.*
- *Please provide an identifying label to each photo and story with the following information:*
 - Your name, address, and phone number.
 - The date(s) the activities or services occurred.
 - Write the name of each person recognizable within the photograph and a short caption for the photo.
- This submission form should be included with each individual submission.
- Mail to: Center for Workforce Learning, Attn: Workforce Investment System Showcase, 6361 Timberbluff Circle, Avon, IN 46123. Or e-mail to malaw528@aol.com.

Name: _____ Phone: _____

Address: _____ City: _____

State: _____ Zip: _____ Daytime Phone: _____

Date(s): this activity or service occurred: _____

I attest that the photograph and story submitted with this form are my original work. I understand and agree that these materials will become the property of the Department of Labor and will not be returned. I have attached the required Photo Release Forms for all identifiable individuals within the submitted photos.

I hereby irrevocably authorize the Department of Labor to edit, alter, copy, exhibit, publish, or distribute this photo and accompanying story for purposes of publicizing the Department of Labor's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my work appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the Department of Labor from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

Signed: _____ Date: _____

Attachment B

Photo Release Form

I hereby grant the Department of Labor permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration.

I understand and agree that these materials will become the property of the Department of Labor and will not be returned.

I hereby irrevocably authorize the Department of Labor to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing the Department of Labor's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the Department of Labor from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 21 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

(Signature)

(Date)

(Printed Name)

(Date)

If the person signing is under age 21, there must be consent by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of _____, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

(Parent/Guardian's Signature)

(Date)

(Parent/Guardian's Printed Name)