



JUN 30 2000

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The Honorable Tony Knowles
Governor of Alaska
Juneau, Alaska 99811

Dear Governor Knowles:

As we implement the Workforce Investment Act (WIA) as the successor to the Job Training Partnership Act (JTPA), we at the Department of Labor (the Department) are excited about providing improved services to our customers through a more efficient system. We are equally excited about furthering our partnerships with State and local governments, the private sector, educational institutions, and community and faith-based organizations to provide these services.

In anticipation of your State's implementation of the WIA and the continued operation of Wagner-Peyser Act (W-PA) programs, we are enclosing the new Governor/Secretary Agreement for your signature. This agreement replaces the existing non-financial, executive agreement for the JTPA and W-PA programs and lays out some general tenets for our working relationship in operating these programs. Also, we are in the process of completing the execution of all new WIA and W-PA annual funding agreements with the State agencies designated in your State's WIA/W-PA Five-Year Strategic Plan or Unified State Plan.

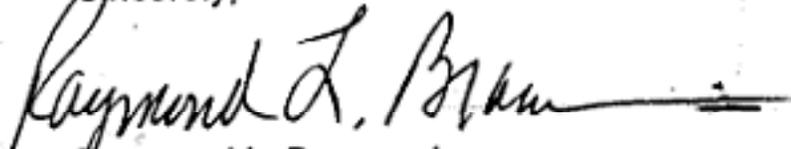
Please sign and return all four copies of the Governor/Secretary Agreement to me by express mail as soon as possible at the above address to the attention of Fred Tello, Room S-2322. Also, please FAX an advance signed copy to (202) 219-8739. Upon receipt, the Secretary will countersign and we will return the executed agreement to you or your designee.

To ensure that our many stakeholders – workers, employers, and workforce development professionals – are aware of the efforts we are jointly undertaking on their behalf, the Department has sought to create a "brand" awareness of the new system. As you may recall, we initially intended to call the new system "America's Jobs Network." However, in the spirit of partnership and inclusivity embodied in the WIA, the Department has chosen to rename the federally sponsored job training system "America's Workforce Network." We believe, based on comments and feedback received over the last year, that this name change better captures the breadth of our partnership and more fully reflects the needs and roles of different stakeholders.

To support this "branding" effort the Department is developing a new logo and slogan for the various products. The Department will be developing a communications campaign strategy and the necessary collateral materials to help you to use the brand name and logo on your products and services. This tool kit will assist you with tailoring national "America's Workforce Network" advertising to State and local media, placing advertisements in local broadcast and print media, and templates and other materials for working with the media and other outlets for information. We look forward to working closely with you to develop this plan and these materials.

I greatly appreciate your dedication to the advancement of our common mission to improve the nation's employment and training system.

Sincerely,



Raymond L. Bramucci

Enclosure