

# Fresno Regional Workforce Investment Board

2125 Kern Street, Suite 208 • Fresno, California 93721 • 559.490.7100 • Fax 559.490.7199 •  
www.workforce-connection.com

Blake Konczal, Director

## OPERATIONAL DIRECTIVE

FRWIB OD # 03-09 Revision C

Date Released: January 28, 2010

**To: All Fresno Regional Workforce Investment Board Providers of Services**

**From: Blake Konczal, Director**

**Effective Date: January 28, 2010**

**Subject: Marketing & Community Service Activities**

**Applicable Program: All**

Revision C expands branding responsibility to all providers of services and subcontractors.

Providers of services and/or subcontractors primary responsibility is to market the branding of the FRWIB approved trademarks.

**To achieve this end, providers of services and/or subcontractors are to adhere to the following mandates:**

**I. Use of “Workforce Connection” and “All Youth One System Trademarks**

In order to promote a seamless delivery system, as emphasized in the Workforce Investment Act (WIA), all WIA documents, including, but not limited to, marketing material, business cards, and WIA activities, must be identified under the FRWIB's trademark “Workforce Connection” or the FRWIB-adopted “All Youth One System” trademark. Providers and/or subcontractors are allowed to use their agency logo as long as the layout is approved prior to use by the FRWIB Marketing & Communications Manager.

**II. Marketing Materials**

The FRWIB provides standard marketing materials that are to be used by all providers. FRWIB staff will ensure that there is a space for the Provider of service to insert their agency logo or location customization. All marketing materials must be forwarded to the FRWIB Marketing & Communications Manager for approval prior to their release.

**III. Community Service Organizations**

Upon initial contact with a Community Service Organization (CSO), the Provider of Services and/or subcontractors must clarify to the CSO that they are a representative of Workforce Connection or the All Youth One System and no other entity or business. Approval must be obtained from the FRWIB Marketing & Communications Manager prior to any membership acceptance and/or affiliation with a CSO. This restriction pertains to WIA funds only. This does not apply in circumstances when a WIA contracted Service Provider or subcontractor is using non-WIA funds.

**IV. Media Relations - TV, Radio, Print Organizations**

WIA provider of staff and/or subcontractors are not authorized to provide any information to the media without prior approval by the FRWIB Marketing & Communications Manager. Any contact and/or request by the media must be directed to the FRWIB Marketing & Communications Manager.

**V. Career/Job Fair Events**

WIA provider of staff and/or subcontractors are not authorized to determine level of participation in any career/job fair events nor host such events for organizations without prior approval by the FRWIB Marketing & Communications Manager. All requests made directly to WIA provider of staff and/or subcontractor must be directed to the FRWIB Marketing & Communications Manager.

Any questions are to be directed to the FRWIB Marketing & Communications Manager.