

Fresno Regional Workforce Investment Board

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OPERATIONAL DIRECTIVE

FRWIB OD # 04-09 Revision B

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 Materials & Specialty Items

Applicable Program: All

Revision B updates terminology.

Fresno Regional Workforce Investment Board (FRWIB) staff is responsible for maintaining inventory of marketing materials and specialty items in support of all programs sponsored by the FRWIB.

Examples of these items are: brochures, flyers, pens, pencils, pins, radios, calculators, magnets, banners, letterhead, envelopes etc.

Provider staff is required to distribute marketing materials to promote FRWIB programs and to contact the FRWIB Marketing & Communications Manager at least 2 weeks prior to need. Any other materials or items should not be distributed without prior approval from the FRWIB Marketing & Communications Manager.

If any questions, contact the FRWIB Marketing & Communications Manager.