

Fresno Regional Workforce Development Board

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2125 Kern Street, Suite 208 • Fresno, California 93721 • 559.490.7100 • Fax 559.490.7199 • www.frwdb.net

Blake Konczal, Executive Director

OPERATIONAL DIRECTIVE

FRWDB OD # 04-09, Revision C

Date Released: August 14, 2019

To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: August 14, 2019

Subject: Marketing Materials & Specialty Items

Applicable Program: All

Revision History: Initial Release – 2/20/09; Rev B – 1/28/10

Revision C updates terminology and introduces Marketing shift to the Young Adult Services program.

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

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 FRWDB programs and to contact the FRWDB Marketing & Communications Manager at least 2 weeks prior to need. Any other materials or items should not be distributed without prior approval from the FRWDB Marketing & Communications Manager.

Young Adult Services

As of this date, Providers of Services are to discard brochures, flyers and banners that use the old "All Youth One System" identifier. For all other materials, continue to use existing inventory. All future orders will have the new identifier.

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