

Fresno Regional Workforce Development Board

A proud member of America's Job Center of CaliforniaSM Network

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 # 03-09, Revision D

Date Released: September 26, 2019

To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: September 26, 2019

Subject: Marketing and Community Services Activities

Applicable Program: All

Revision History: Initial Release – 2/20/09; Rev B – 7/31/09; Rev C – 1/28/10

This Revision D updates the OD to current format and terminology and removes the use of service provider/subcontractor logos.

Providers of services and/or subcontractors primary responsibility is to market the branding of the FRWDB 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 “Young Adult Services” Logos

In order to promote a seamless delivery system, as emphasized in the Workforce Investment and Opportunity Act (WIOA) all WIOA documents, including, but not limited to, marketing material, business cards, and WIOA activities, must be identified under the FRWDB's “Workforce Connection” or the FRWDB-adopted “Young Adult Services” logos. Providers and /or subcontractors are not allowed to use their agency logo in conjunction with the logos of “Workforce Connection” and the “Young Adult Services” on marketing materials that are produced for events in which WIOA services and staff are utilized.

II. Marketing Materials

The FRWDB provides standard marketing materials that are to be used by all service providers/subcontractors. All marketing materials produced by service providers/subcontractors must be forwarded to the FRWDB Marketing & Communications Manager for approval prior to their release.

III. Community Service Organizations

Upon initial contact with a Community Service Organization (CSO), the service provider staff must clarify to the CSO that they are a representative of Workforce Connection or

the Young Adult Services and no other entity or business. Approval must be obtained from the FRWDB Marketing & Communications Manager prior to any membership acceptance and/or affiliation with a CSO. This restriction pertains to WIOA funds only. This does not apply in circumstances when a WIOA subcontractor is using non-WIOA funds.

IV. Media Relations - TV, Radio, Print Organizations

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

V. Career/Job Fair Events

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

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