



POLICIES AND PROCEDURES

POLICY TYPE: Finance Policy #10, Outreach, Marketing and Public Relations
EFFECTIVE: July 1, 2024
REVISED:

PURPOSE

The purpose of this policy is to establish criteria for Lane Workforce Partnership, its sub-recipients, and other contractual partners to utilize funds from the Workforce Innovation and Opportunity Act (WIOA) and other competitive grants. These funds are for the purpose of effectively conducting outreach to meet the needs of and better engage businesses and job seekers.

The public workforce system is tasked with supporting the workforce development needs of Lane County's communities. Customers of the local workforce service delivery system include the emerging workforce, current job seekers, individuals wishing to advance their careers, and local businesses. A tenant of WIOA is the requirement that the public be informed about the services available through the workforce service delivery system. Proactive outreach to the community is one method by which the system can reach rural and marginalized communities to make them aware of the public workforce system and support their employment and training needs.

REFERENCES

- TEGL 03-23, dated September 6, 2023
- Workforce Innovation and Opportunity Act (Public Law 113-128)
- Code of Federal Regulations Title 2 Grants and Agreements: 200.400-476
- Code of Federal Regulations Title 2 Grants and Agreements Chapter 29 Labor: Part 38.40 Affirmative Outreach

DEFINITIONS

Advertising: The utilization of various media strategies, including print, electronic, digital, radio, and social media, to promote LWP funded activities, services, and programs. This includes the procurement of goods and services necessary for the performance of any award. Advertising activities aim to engage and inform potential beneficiaries, partners, businesses, and stakeholders.

Marketing: The strategic promotion and advertisement of LWP funded programs and services with the goal of increasing awareness and participation.

Outreach: Activities designed to engage and inform potential beneficiaries, partners, businesses, and/or stakeholders about the services, programs, or opportunities offered under WIOA or other competitive grant-funded programs.

Public Relations: Activities aimed at maintaining or enhancing the image of an organization and fostering understanding and positive relationships with the community or public at large.

Reasonableness: A criterion for evaluating the appropriateness of costs associated with advertising, marketing, or outreach activities. It involves assessing whether a prudent person would use LWP funds for the activity, whether internal controls such as Memorandums of Understanding (MOUs), policies, or agreements outline the activity and its limits, whether the LWP funded grant benefits from the cost, and if so, whether the costs are properly allocated based on the benefits received.

POLICY

Lane Workforce Partnership, along with its sub-recipients and contractual partners, are permitted to use WIOA and other funding sources for program advertising, marketing, public relations, and other outreach activities. The outreach campaign and all related materials must be for the sole purpose of promoting workforce development activities and informing the public about related activities and/or workforce program services.

Purchases made for advertising, marketing, or outreach must be reasonable and meet the needs of its customers to fulfill the grant obligations of WIOA or other funding sources.

All public facing promotional materials (including flyers, videos, social media posts, press releases, handouts, etc.) must credit the funding source and/or refer to the grant for which the materials have been developed.

Public facing promotional materials cannot be sold or profited from. All content created is a public resource.

RESTRICTIONS

Lane Workforce Partnership, its sub-recipients, and other contractual partners may not use WIOA or other grant funds for the following purposes:

- Promotion of Lane Workforce Partnership, the sub-recipient, or other contractual partners' organization name or image.
- Marketing and advertising activities that fall outside the scope of workforce development program outreach activities.
- Procurement of promotional items such as gifts and souvenirs.

PROCEDURE

This policy serves as general guidance on the allowable use of funds for outreach, marketing, and public relations. All specific activities and allowable expenditures are detailed in the Lane Workforce Partnership Outreach Plan, overseen by the LWP Community Engagement Director. All activities and expenditures must adhere to the requirements detailed in the plan.

All funded staff and partners are required to adhere to the policy.

ISSUED

Date: July 1, 2024



Tiffany Cink, Chief Operating Officer