



<b>Title:</b>	Outreach and Tagline Policy	<b>Number:</b>	OP 15-01
<b>Effective Date:</b>	March 12, 2015	<b>Revised:</b>	7/11/2019

### **Purpose**

It is the policy of the SVWDB to ensure that all advertising and outreach materials meet regulatory requirements and are also consistent with Virginia Career Works Brand Standards as outlined in the Virginia Career Works Brand Standards Manual and reflect the American Job Center brand as directed in VWL No. 17-03. The purpose of this policy is to provide guidance to SVWDB staff and SVWDB contractor staff in order to ensure expenditures for advertising and outreach fall within these requirements.

### **Reference**

- 1 2 CFR Part 200.421: Advertising and Public Relations
- 2 29 CFR Part 38 Implementation of the Nondiscrimination and Equal Opportunity Provisions of the Workforce Innovation and Opportunity Act; Final Rule
- 3 Virginia Career Works Brand Standards Manual 6.18.18, V1.7
- 4 VCCS VWL No. 17-03.

### **Description**

OMB Uniform Administrative Requirements, Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subsection 421 - General Provisions for Selected Items of Cost: *Advertising and Public Relations Costs* outlines costs that are both allowed and disallowed. Allowable advertising costs for participant outreach must include a description of the program being provided and a method for individuals to find out more about the program/service through a phone number, address, or website. Advertising for the recruitment of program implementation staff is also allowable.

29 CFR Part 38.9 prohibits WIOA grant recipients from discrimination based on national origin, including limited English proficiency and further states in (b) A recipient must take reasonable steps to ensure meaningful access to each limited English proficient (LEP) individual served or encountered so that LEP individuals are effectively informed about and/or able to participate in the program or activity.

29 CFR Part 38.13 (b) outlines Programmatic Accessibility requirements for all WIOA Title I financially assisted programs and activities which includes providing reasonable accommodations for individuals with disabilities, making reasonable modifications to policies, practices, and procedures, administering programs in the most integrated setting appropriate, communicating with persons with disabilities as effectively as with others, and providing appropriate auxiliary aids or services, including assistive technology devices and services, where necessary to afford individuals with disabilities an equal opportunity to participate in, and enjoy the benefits of, the program or activity.

### **Procedure**

1. All WIOA funded programs, activities, media, commercial materials, and outreach materials, or items distributed to the public, are required to contain the notice as worded below with the current year funding amount and number

### **AN EQUAL OPPORTUNITY EMPLOYER/PROGRAM**

**Auxiliary aids and services are available upon request to individuals with disabilities.**

This product was created using 100% of federal U. S. Department of Labor Employment and Training Administration Workforce Innovation and Opportunity Act (WIOA) award of \$1,621,437 (#AA-32183-18-55-A-51) made to Page County on behalf of the Shenandoah Valley Workforce Development Area by the pass-through entity, the Virginia Community College System. No costs of this product were financed by nongovernmental sources. The information contained herein does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

Information to assist individuals in reaching the VA Relay Center shall be included in contact information:

**TDD: VA Relay Center: 711 or 800.828.1120**

2. Discretionary grant funded programs and activities, media, commercial materials, outreach materials, or items distributed to the public are required to use the wording specified in the Solicitation for Grant Application or, if not specified, the wording as follows:

*“This workforce solution was funded by a grant awarded to the Shenandoah Valley Workforce Development Board through funds awarded by the U.S. Department of Labor’s Employment and Training Administration award of \$ insert amount (insert grant number). No costs of this product were financed by nongovernmental sources. The solution was created by the grantee and does not necessarily reflect the official position of the SVWDB or the U.S. Department of Labor. The SVWDB and the Department of Labor make no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This solution may have been copyrighted by the agency that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes are permissible. All other uses require the prior authorization of the copyright owner.”*

If space limitations prohibit the full statement, approval for a condensed statement must be obtained from the SVWDB CEO or Operations Officer prior to placing any media, commercial or outreach item orders.

3. An advertising or outreach proof must be submitted to the SVWDB CEO or Operations Officer for approval prior to placing any media or commercial orders or submissions. A description of the purpose of the advertisement shall be included with this submission.
4. Once approval is returned by the SVWDB CEO or Operations Officer a copy of the approved proof must be kept on file for auditing purposes. A copy of the approved proof must accompany invoices for payment.
5. Questions regarding the Outreach and Tagline Policy should be submitted to the SVWDB CEO or Operations Officer.

Revisions:

November 19, 2015

August 22, 2018

July 11, 2019