

	<b>Policy No:</b> PW-314
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	<b>New</b> <input checked="" type="checkbox"/> <b>Revised</b> <input type="checkbox"/>
<b>Outreach, Marketing and Public Relations</b>	

**PURPOSE**

The purpose of this policy is to establish criteria for Southwestern Oregon Workforce Investment Board and its sub-recipients to utilize the Workforce Innovation and Opportunity Act (WIOA) and other competitive grant funds from the Department of Labor for the purposes of effectively conducting outreach to meet the needs of and better engage businesses and job seekers.

**REFERENCES**

- Code of Federal Regulations 2 CFR part 200.400-476
- Code of Federal Regulations 29 CFR 38.38
- Code of Federal Regulations 29 CFR 38.40
- Code of Federal Regulations 20 CFR 678.900
- Training and Employment Guidance Letter 03-23

**DEFINITIONS**

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

**Marketing:** The strategic promotion and advertising of federally funded programs and services to increase awareness and participation.

**Outreach:** Activities designed to engage and inform potential beneficiaries, partners, businesses, and/or stakeholders about services, programs, or opportunities available 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 favorable relations 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 federal funds for the activity, whether internal controls such as MOUs, policies, or agreements outline the activity and its limits, whether the federally funded

grant benefits from the cost, and if so, whether the costs are properly allocated based on the benefit received.

## **POLICY**

Southwestern Oregon Workforce Investment Board (SOWIB) and its sub-recipients are permitted to use WIOA funds and other competitive grant funds from the Department of Labor for advertising, outreach, marketing, and public relations activities aimed at engaging businesses, potential beneficiaries, partners, and other stakeholders for workforce development services. SOWIB will make meaningful efforts to ensure that outreach activities and/or materials are inclusive to the community we serve and that all activities are reasonable in nature and align with federal guidelines. 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 grant-funded recipients. This includes conducting outreach activities, such as attending local fairs, creating and distributing educational materials, public relations activities, such as personnel costs for liaising with news media and other stakeholders for public information purposes, and advertising activities, such as promoting programs and services through radio and social media.

## **Restrictions**

Activities not aligned with federal guidelines may not be used for outreach, marketing, or public relations if the activity is funded with Department of Labor funds. This includes using funds for marketing that is solely for promoting SOWIB's or the sub-recipients' names or images. Additionally, unallowable costs encompass any advertising or public relations expenses not directly related to the Federal award, costs of special facilities and displays at unrelated events, salaries for employees engaged in these unrelated activities, and costs of promotional items like gifts and souvenirs.

## **Additional Requirements**

All materials for publication should include the following required language:

*"This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. 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. This product is copyrighted by the institution that created it."*

When space is limited, the minimum language should be included:

*"Funded in whole or part through DOLETA WIOA funds."*