

**The Workforce Connection, Inc.**

**Policy Title: *Communications and Branding***

**Reference Number 2016-200-04**

**Approved: March 1, 2016**

**Effective:**

**Status:**

**Modifications: 05/01/17 Name Change**

**Purpose/Introduction:** To provide the workforce system in Boone, Stephenson and Winnebago Counties with a cohesive policy and strategy for branding, communications and outreach activities.

**Background:** The goal of this policy is to establish guidelines and procedures that promote the workforce development system in Boone, Stephenson and Winnebago Counties and the services offered.

**Any materials, press releases or media announcements developed to promote services funded by the Workforce Innovation and Opportunity Act, including brochures and flyers intended for the general public and signage, will be developed as *The Workforce Connection, an Illinois workNet Center, a partner in the American Job Center network* materials, and will promote services not programs or individual agencies.**

This policy is intended to promote the local public workforce development system with a common “voice”, projecting a distinctive and relevant image of the System. The policy is not intended to stifle the marketing efforts of individual programs and agencies. It provides expectations for marketing and promoting System-wide services.

**Responsible Party:** The Workforce Connection officers and members.

**Policy/Procedures:**

**1. Media**

**a) Workforce Development / System Interviews**

Interviews with the media on specific subjects dealing with the workforce system will be coordinated by the TWC Public Information Manager in cooperation with the Executive Director, the One-Stop Operator and the appropriate staff.

**b) General Interviews**

At times TWC or One-Stop Partner staff may be contacted directly by the media (print, television and/or radio) to provide either a comment or opinion on a story. Prior to providing comments, the staff-member must contact either TWC Executive Director, Public Information Manager, or the Executive Director or Manager of the partner program. Personal opinions related to WIOA funded programs, The Workforce Connection, programs or services provided at the One-Stop or general workforce-related shall NEVER be provided to the media.

**c) Interviews involving photos/video**

Photos of customers and/or media video interviews with customers will not be permitted unless the customer signs a consent form. Video in public areas of the One-Stop Center is allowed only if customers are not identified and faces not shown, with permission of the Public Information Manager.

d) **Interviews that involve Personnel Issues**

Each agency/organization within the One-Stop Center/System has existing policies for handling personnel issues. Under no circumstances will TWC or One-Stop Partner staff speak with the media on personnel issues. The Executive Director or Manager of the partner agency involved shall be alerted immediately when inquiries regarding personnel issues are initiated by the media.

e) **Press Releases/Public Service Announcements**

- i) Any Press Releases/Public Service Announcements (or requests for press releases or announcements) regarding the One-Stop System services, resources and activities will be submitted to the TWC Public Information Manager for final revisions and distribution.
- ii) The TWC Public Information Manager will be responsible for maintaining a record and copies of all press releases and public service announcements.
- iii) The TWC Public Information Manager is responsible for sharing press releases and other media announcements with the Executive Director, Board Chair and other board members.

**2. Printed Materials**

- a) All printed One-Stop System materials will be submitted to the TWC Public Information Manager for final review prior to publication. Items considered “printed materials” include, but are not limited to: Stationary, Certificates, Ads/Public Notices, Flyers, Brochures, Business cards, Signage, and Advertising.
- b) The TWC Public Information Manager will ensure all stationary, brochures, signage, business cards, and advertising meets the branding requirements of Illinois Department of Commerce and Economic Opportunity under Illinois workNet guidelines.
- c) The The Workforce Connection will be identified as the funding entity on printed materials developed with WIOA funds and/or to promote WIOA-funded programs or services. The identification will state:

***Programs and services are funded by The Workforce Connection, IL Department of Commerce & Economic Opportunity, and the U.S. Department of Labor.***

- d) The following Equal Opportunity and Veteran’s preference tagline will be included on all printed materials developed with WIOA funds and/or to promote the One-Stop System or WIOA-funded programs or services:

***Equal opportunity employer/ program. Auxiliary aids and services are available upon request to individuals with disabilities. Contact the Equal Opportunity Officer at (815) 395-6688 or TTY (815-966-2436)***

***This program is subject to the provisions of the “Jobs For Veteran’s Act” Public Law 107-288, which provides priority of service to veterans and spouses of certain veterans.***

**3. Social Media & Website**

- a) The Public Information Manager, in conjunction with the Executive Director and the TWC Employer & Public Engagement Committee, shall maintain a website to promote the activities of the One-Stop Centers/System and the Board.

- b) It is the responsibility of the Public Information Manager, in conjunction with the TWC Employer & Public Engagement Committee and the Executive Director to determine which social media outlets (including, but not limited to Facebook, Twitter, YouTube, Linked-In) should be used to promote the activities of the Board and the One-Stop Centers and System.
- c) The Public Information Manager is responsible for the on-line and social media content.

#### **4. Outreach**

It is the policy of The Workforce Connection that community outreach, including the use of both traditional and social media, reach a substantial segment of the population, including minorities, women, individuals with substantial training and employment barriers and persons with disabilities.

#### **5. Communication on Public Policy Issues**

- a) Communication to address Public Policy Issues will be approved by the Executive Committee utilizing the following process:
  - i) Public Policy Issues will be identified;
  - ii) The TWC Executive Director and/or Public Information Manager, in conjunction with the Board Chair and Employer & Public Engagement Committee Chair(s), will develop the appropriate communication material; contact the media or coordinating entity; and/or draft a communication strategy appropriate for the situation.
  - iii) The Communication Strategy and materials will be distributed via e-mail to the TWC Executive Committee with a deadline for approval. If time allows, materials will be submitted to the membership for comment.
  - iv) If the communication strategy determined appropriate for the situation including press conference statements, presentations for community groups or elected officials, or other similar communication efforts, the designated spokespersons for the Board include the Officers (Chair, Vice-Chair, Secretary/Treasurer), Employer & Public Engagement Committee Chair(s), Executive Director or Public Information Manager. The Executive Committee or TWC Chair may, on a case-by-case basis, designate other individuals.

#### **Procedures:**

**Action Required:** This information should be disseminated to TWC Board members and staff, fiscal agent staff, The Workforce Connection service providers and partner agencies.

**Inquiries:** Questions regarding any aspect of this policy should be directed to The Workforce Connection Executive Director.

**Effective Date:** Immediately