



Workforce Innovation and Opportunity Act (WIOA) Administrative Policy #110

Subject: Promotional Materials and Required Disclaimers for Communication Materials

Effective Date: July 1, 2019

Issued to: All Capital Region Workforce Partnership (CRWP) staff, contracted service provider and other partners using federal WIOA funds made available by the CRWP

In order to comply with Federal Office of Management and Budget (OMB) Circulars and the WIOA grant recipient agreement issued by the Virginia Community College System, the following guidelines shall apply for promotional activities and communication materials developed by and/or describing WIOA-funded activities, services or programs:

- A. Funds made available by the CRWP may be used for costs of outreach, awareness, public relations, and informational activities only when such costs are incurred to communicate with the public and press pertaining to specific activities or accomplishments that result from the performance of the CRWP award. (This may include costs of renting a booth or display table at a job fair, career fair, or community events or venues promoting workforce services are also permitted).
- B. Outreach materials, advertising, public relations, and informational activities must highlight the programs or services provided by the grants, not the organizations delivering such services. (Such as workforce centers, a governmental agency, a business, a partner or sub-contractor, or any other service provider).
- C. All public communications issued, distributed or otherwise displayed describing activities and events and utilizing WIOA funds must include the following language:

Virginia Career Works of the Capital Region is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities. Activities are fully funded by a \$4.04 million Workforce Innovation and Opportunity Act award provided by the US Department of Labor.

Note: The dollar amount shall be updated annually by July 1 of each year. If non-federal funds are used, that amount and its percentage of the total cost must also be specified.

- D. Costs of any giveaways such as pens, pencils, portfolio pads, flash drives, CDs, shirts, etc. that are produced or purchased with WIOA funds will only be permitted under limited circumstances and require prior approval from the CRWP director. Service providers and staff are encouraged to find non-federal resources to pay for giveaway items, or seek donations of these items by partners.

A handwritten signature in blue ink that reads "Brian K. Davis".

Issued by Brian K. Davis, Executive Director