

**Capital Region Workforce Partnership  
Workforce Innovation and Opportunity Act  
Administrative Policy/Guidance #119  
Virginia Career Works Event Coordination, Branding and Centralized Promotional Materials**

**References:**

20 CFR Part 652;  
Virginia Career Works One Stop Partner Memorandum of Understanding Template dated August 23, 2021;  
Virginia Workforce Development Board Policy 403-01, Change 1, Business Services Requirements; and  
Virginia Workforce Development Board Policy 300-07; One Stop System Brand

**Effective Date:** October 1, 2022

**Background and Purpose**

The Capital Region Workforce Development Board (WDB) serves as the convener of the local Virginia Career Works system as created under the Workforce Innovation and Opportunity Act of 2014, as well as the local business services team (BST) articulated in Virginia Policy 403-01..

The WDB is authorized and seeks to establish a system that stands in stark contrast to the “traditional”/historical transaction-based model, whereby each agency operates its own business and job seeker services functions, and participants move from place to place seeking services. Instead, the goal is to create integrated locations and a unified structure and process of proactive, transparent, and effective job seeker and business services, orchestrated by a seamless collaboration of talent development and support agencies.

Additionally, under state policy, business engagement is to be supported by continued focus on branding the workforce system, delivering a universal message to identify the workforce system, and establishing standardized services.

The system’s collective mission is to actively engage with customers and share information about the resources available to them. Utilizing the Virginia Career Works – Capital Region brand, partner organizations will present a unified message of collaboration to the region’s job seeker and business communities.

The purpose of this policy is to outline the process by which partner events held in Virginia Career Works Centers in the Capital Region will be branded and how centralized messaging will occur.

## Policy

All job seeker or business-focused events or activities to be held at a Virginia Career Works Center in the Capital Region, regardless of sponsor or host entity, will use the following procedures. The Capital Region's one stop operator will determine the appropriate levels of lead coordination by Virginia Career Works and collaboration with partners based on the nature of the event.

A) Partners or external organizations **THAT DO NOT** occupy permanent leased space in the centers:

- 1) Must fill out a space reservation form (attached) at least two weeks prior to the proposed event date, along with any proposed promotional materials, to the one stop operator. Forms will be accepted closer than two weeks from an event date, although space cannot be guaranteed.
- 2) The one stop operator will ensure space availability and that the Virginia Career Works brand is the prominent brand on the materials as appropriate. (This review will also ensure that the appropriate equal opportunity and other necessary compliance language is included).
- 3) The one-stop operator will coordinate on the above with the WDB-designated business solutions team coordinator for business events to ensure BST involvement and coordination as required and appropriate. Ideally, job fairs and hiring event will have advance lead team. If it is determined there is not sufficient advance time to successfully execute event planning for the best benefit of the customer that will be communicated by the one stop operator.
- 4)

B) Partners or external organizations **THAT HAVE** dedicated leased space in the centers:

- 1) May reserve space for events through the calendar system to which they have access if such space is not already reserved.
- 2) Any proposed promotional materials must still be submitted to the one stop operator at least two weeks prior to the event to ensure brand appropriateness and compliance language.
- 3) The one-stop operator will coordinate on the above with the WDB-designated business solutions team coordinator for business events to ensure BST involvement and coordination as required and appropriate. Ideally, job fairs and hiring event will have advance lead-time. If it is determined there is not sufficient advance time to successfully execute event planning for the best benefit of the customer that will be communicated by the one stop operator.



CAPITAL REGION

CAPITAL REGION WORKFORCE PARTNERSHIP
Event Space Reservation Form

This facility reservation form must be completed and emailed to the One Stop Manager at roberto.ford@equusworks.com at least 14 calendar days before the event date.

REQUESTING ORGANIZATION

Organization Name: Contact Person:
Address:
Organization Type: Government Not-for-Profit For-Profit Other, please list:
City: County: State: Zip:
Telephone #: Alternative #:
Email:
Will Contact Person be onsite during event? Yes No If no, please list designated representative.
Name: Telephone #:

EVENT INFORMATION

Event Name:
Type of Event: Meeting Training/Workshop Job Fair/Recruitment Event
Other, please explain:
Date of Event: / / Event Time: to
Set-up Time Needed: Yes No Clean-up Time Needed: Yes No
If yes, will arrive at: If yes, will be done by:
Anticipated Attendance: Will minors under 18 be present? Yes No
Recurring Event: Yes No If yes, please list specific dates requested or recurring pattern with start and end date.
Catering Scheduled: Yes No
If yes, catering company name: Delivery time:

ROOM REQUEST (COVID CAPACITY) - NORMAL CAPACITY

Table with 3 columns: Center information (Richmond West, Henrico, Chesterfield), and room capacity options (Conference Room, Training Lab, Computer Lab, Boardroom, Classroom, Youth Classroom, Youth Lab, Training Room, Computer Lab, etc.).

Briefly describe event, including any special logistics or set up plans/needs

Special Accommodations Needed: Yes No
If yes, please explain:

**CAPITAL REGION WORKFORCE PARTNERSHIP**  
**Event Space Reservation Form**

**POLICIES GOVERNING USE**

- Virginia Career Works - Capital Region (VCW) is an equal opportunity program. Event spaces are available for public use free of charge to public, private and non-profit entities engaged in workforce development activities.
- Use of the VCW name as a sponsor in communication materials is not authorized unless prior approval is granted. Any promotional materials should be submitted with this application or at least 2 weeks prior to the event and approved by the One Stop Manager prior to dissemination. The One Stop Manager will review submissions and respond within 3 - 5 business days.
- Admission fees may not be charged to people attending the event.
- The Virginia Career Works - Capital Region Centers cannot be used for political events, lobbying purposes or religious activities.
- Attendance at events in meetings and conference rooms will be limited to the stated capacity of the individual room.
- The person signing the form and /or the organization represented shall be held financially responsible for any damage to the facility, furniture, etc., and equipment during the time of use.
- VCW center spaces are generally available only during hours when the Center is open to the public unless prior approval is granted and a VCW agent has agreed to be on site. All spaces must be returned to the order in which they were found without exception. Failure to do so may impact the ability to make future bookings. Equipment, supplies or personal effects may not be stored or left in the building before or after use of the room.
- The Virginia Career Works - Capital Region Center staff and agents assume no responsibility for loss, damage or liability that may arise through use of the facilities.
- Refreshments can be consumed in meeting rooms and conference rooms. Outside food deliveries are permitted, but onsite cooking is not permitted (Warming trays/Sterno may be permitted if attended at all times). Organizations are required to provide their own utensils and supplies and to dispose of leftovers and waste. Any spills must be reported to staff immediately. Alcohol is not permitted.
- Computers and projection equipment belonging to users can be used in meeting rooms where none are provided. VCW does not provide equipment cables and any changes to equipment settings should only be made by Center staff. Audio visual capabilities vary by facility and room; users can confirm what is available with the facility staff. Public WiFi is available at all Centers.
- All activities and participants must adhere to the Virginia Career Works - Capital Region Center rules of conduct and Henrico County facility use regulations. Activities in all Center rooms should be cognizant of noise levels for other users in the building.
- The Capital Region Workforce Development Board takes precedence in scheduling of rooms. All activities, regardless of affiliation, are subject to approval by the Capital Regional Workforce Partnership.
- The Centers follow Henrico County Policies regarding holidays and inclement weather closings.

**REQUESTOR CERTIFICATION STATEMENT**

By signing below, the requestor acknowledges that he/she has read and understands the conditions outlined above and is authorized to sign on behalf of the named organization.

Signature of Requestor: \_\_\_\_\_ Date: \_\_\_\_\_

**OFFICE USE ONLY**

Date Received: \_\_\_\_/\_\_\_\_/\_\_\_\_ Event was Approved Not Approved on \_\_\_\_/\_\_\_\_/\_\_\_\_

Reservation #: \_\_\_\_\_

Staff Name: \_\_\_\_\_ Staff Signature: \_\_\_\_\_

CAPITAL REGION WORKFORCE PARTNERSHIP

Event Space Reservation Form

Action	Date Done	Staff Name
Requestor notified of approval status		
Communications materials approved		
Event confirmed 2 days prior, with review of all logistics		
Space(s) inspected post-event		
Equipment returned		
Other:		

Notes: