

The Workforce Connection, Inc.
Policy Title: Communications and Branding

Approved: March 1, 2016
Effective:
Status:

Reference Number 2016-200-04

Modifications: 05/01/17 Name Change
12/03/19 Technical
Changes

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 designated TWC Board Staff in cooperation with the Executive Director, the One-Stop Operator and other 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, designated TWC Board Staff 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/videos

Interviews with customers will not be permitted unless the customer signs a consent form. Video in public areas of the American Job Center is allowed only if customers are not identified and faces not shown, with permission of designated TWC Board Staff. .

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d) Interviews that involve Personnel Issues

Each agency/organization within the American Job Center has existing policies for handling personnel issues. Under no circumstances will TWC or One-Stop Operator staff speak with the media on personnel issues. The Executive Director and 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 American Job Center services, resources and activities will be submitted to the TWC designated Board Staff for final revisions and distribution.
- ii) TWC Board Staff will be responsible for maintaining a record and copies of all press releases and public service announcements.
- iii) TWC Board Staff 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 American Job Center materials will be submitted to designated TWC Board Staff 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) TWC Board Staff 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 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 American Job Center 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) 395-6626 or TTY (800-526-0844)

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) Designated TWC Board Staff, in conjunction with the Executive Director and the designated TWC Board Members , shall maintain a website to promote the activities of the One-Stop Centers/System and the Board.

- b) It is the responsibility of TWC Board Staff, in conjunction with TWC Board Members 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 American Job Center and System.
- c) TWC Board Staff is responsible for the on-line and social media content management but may grant posting permissions to American Job Center Partners.

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) TWC Executive Director and/or designated TWC Board Staff, in conjunction with the Board Chair and 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), Committee Chair(s), Executive Director or designated TWC Board Staff. 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, 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 and/or TWC Board Staff

Effective Date: Immediately