

**The Workforce Connection, Inc.**

**Policy Title: Communications and Branding**

**Policy Number: 2016-200-04, Change 3**

**Status: Active**

**Effective: June 4, 2024**

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

The Workforce Connection Inc. (TWC), the Local Workforce Innovation Board (LWIB) for Local Workforce Innovation Area 3 (LWIA3), hereinafter referred to as “TWC Board”, has established this local policy to ensure compliance with WIOA policies issued by the Illinois Department of Commerce and Economic Opportunity (DCEO) and by local policies established by TWC Board.

**References:**

- a) **Illinois workNet WIOA ePolicy chapter 1, Section 10**  
[https://apps.illinoisworknet.com/WIOA\\_Policy/Policy/Home](https://apps.illinoisworknet.com/WIOA_Policy/Policy/Home)
  - **ePolicy 1.10 American Job Center Branding**
  - **WIOA Notice No. 16-NOT-03 – American Job Center Branding**

**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.

**In compliance with policies and other documents shown in the “References” section above, 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:** TWC Board.

**Local Policy/Procedures:**

**1. Media**

a) **Workforce 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/CEO; 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 an interview or comments, the staff member must contact either TWC Executive Director/CEO or designated TWC Board Staff to be granted approval for the interview. Personal opinions related to WIOA-funded programs, TWC, programs or services provided at the One-Stop Center or access sites or general workforce-related subjects shall NEVER be provided to the media.

c) **Interviews involving photos/videos**

Photos of customers and/or media video interviews with customers will not be permitted unless the customer signs a media release 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.

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/CEO 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 regarding the American Job Center services, resources, and activities will be submitted to designated TWC Board Staff for final revisions, approvals, and distribution to the media. Designated TWC Board Staff will share these press releases with TWC Executive Director/CEO.
- ii. Any Press Releases/Public Service Announcements regarding workforce development in the region will be created by designated TWC Board Staff and submitted to the TWC Executive Director/CEO for approval. Once approved, the release/announcement will be submitted to TWC Board Chair for approval. Upon approval by TWC Board Chair, the designated TWC Board Staff will distribute to the media.
- iii. TWC Board Staff will be responsible for maintaining a record and copies of all approved and distributed press releases and public service announcements.
- iv.

f) **Communication to address Public Policy Issues** will be approved by the Board Operations Management Committee, utilizing the following process.

- i. Public Policy Issues will be identified.
- ii. TWC Executive Director/CEO and/or designated TWC Board Staff, in conjunction with the Board Chair, 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 Board Operations Management Committee with a deadline for approval. If time allows, materials will be submitted to TWC Board for comment.
- iv. If the communication strategy is 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 TWC Board include the Officers (Chair, Vice-Chair, Secretary/Treasurer), Committee Chair(s), TWC Executive Director/CEO or designated TWC Board Staff. The Board Operations Management Committee or TWC Board Chair may, on a case-by- case basis, designate other individuals.

**2. Printed Materials**

- a) All printed American Job Center materials will be submitted to designated TWC Board Staff for final review and approval 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) Designated TWC Board Staff will ensure all “printed materials” referenced above meet the branding requirements of the Illinois Department of Commerce and Economic Opportunity under Illinois workNet guidelines.
- c) The Workforce Connection, IL Department of Commerce & Economic Opportunity, and the U.S. Department of Labor will be identified as the funding entity on printed materials developed with WIOA funds and/or to promote WIOA-funded programs or services. The current statements may be found on The Workforce Connection website:  
<https://www.theworkforceconnection.org/USDOLstatement/>
- d) The Equal Opportunity and Veteran’s preference taglines 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. The current statement may be found on The Workforce Connection website: <https://www.theworkforceconnection.org/USDOLstatement/>

### **3. Social Media & Website**

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

**Action Required:** This information should be disseminated to TWC Board and TWC Board Staff, TWC service providers and partner agencies.

**Inquiries:** Questions regarding any aspect of this policy should be directed to TWC Executive Director/CEO and/or designated TWC Board Staff.

**Effective Date:** Immediately