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| <p align="center">Workforce Investment Act (WIA) Operating Procedure #12-03</p> |
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Subject: Promotional Materials

Date of Issuance: February 19, 2013

Part I – Development of WIA Promotional Materials

Federal Office of Management and Budget (OMB) Circulars revised through 2004 set guidelines limiting use of Federal grant funds for promotional activities.

As such:

- A. WIA funds made available to service providers from the Region 2000 Workforce Investment Board (WIB) 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 WIB award.
- B. Costs of renting a booth at a job fair, career fair, or business-to-business expo are also permitted.
- C. Outreach, advertising, public relations, and informational activities may highlight the programs or services provided by the grants, but may not focus on an organization including workforce centers, a governmental agency, a business, a partner or sub-contractor, or any other service provider.
- D. All such materials described above must include the following logo and language:



***(name of activity, event, service etc.)** is funded by the Workforce Investment Act and adheres to equal opportunity guidelines. Auxiliary aids and services are available upon request to individuals with disabilities.*

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

Part II – Display of Promotional Materials of External Organizations in the Region 2000 Workforce Center

No organization, employee, contract worker, or volunteer will be allowed to solicit or sell merchandise or display materials that promote services for profit in WIB- leased property.

This does not apply to fee-for-service offerings from any member of the Virginia Workforce Network as defined at § 2.2-2674.1 of the Code of Virginia or other not-for-profit organizations that enter into a Memorandum of Understanding/Agreement with the WIB.