



Public Outreach Standards and Guidelines
 Gulf Coast Workforce Board

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I. Standard

An organization's corporate identity is the foundation of all outreach, marketing and communications efforts. By applying the corporate identity in a disciplined and consistent manner, an organization conveys professionalism, credibility and quality.

These *Public Outreach Standards and Guidelines* establish creative and editorial guidelines, as well as graphic and design specifications that all contractors, vendors, and staff must refer to and follow. These written guidelines work together with the *Brand Manual* to maintain consistency and continuity of Workforce Solutions' corporate identity in all marketing, public relations, public information, social media and outreach activities.

All outreach and promotional materials must meet the funding criteria set forth by the Houston-Galveston Area Council for these purposes. Board staff will conduct monitoring and periodic secret shopping to ensure these standards and guidelines are maintained throughout the system.



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A. Workforce Solutions Outreach Requirements

- Board staff manages all outreach products, public relations, public information activities and outreach initiatives that will impact the system as a whole. All other products and initiatives are the responsibility of the system contractors, but are subject to these standards and guidelines and review by the Board staff.
- All system contractors and staff must use the Workforce Solutions system name and logo on all materials, this includes electronic and printed. Contractor management must review and approve all outreach materials intended for audiences inside of the offices. Materials intended for broader audiences must be approved by Board staff.
- All career office, employer service, payment office, call center, adult education, youth, early education and staff training and development contractor representatives must identify themselves as Workforce Solutions when communicating with customers and potential customers, employers, and in all community and public outreach activities that are online, printed and/or in person. Representatives from different contractors who participate in the same community organizations and activities must present a single, unified presence as Workforce Solutions.
- No system contractor may promote itself by its contractor name online, in print or in person as providing Workforce Solutions services explicitly or implied.
- Board staff must review and pre-approve materials used in activities involving public speaking engagements, presentations and seminars representing the Workforce Solutions system.
- Workforce Solutions is one, cohesive system. Career offices cannot be identified as being operated by a specific contractor.
- Contractors may not represent themselves or their organizations on a website as the operator or administer of Workforce Solutions, or any part or service of the Gulf Coast workforce system. (e.g., "Workforce Solutions operated by our



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offices...”). It is also incorrect to imply, directly or indirectly, that all career offices of Workforce Solutions are operated by a single contractor.

II. Outreach Responsibility Defined

Workforce Solutions’ system outreach is divided into three categories:

- System-Wide – products that are used to promote the system as a whole
- Area – products that cover a portion of the service region that incorporate more than one contractor service area or office
- Local/Office – products that are singular and focus on one contractor service area or office

A. System-Wide

All system-wide materials (print and electronic) are centralized under Board staff. System materials include all customer-focused items such as job search logs, service sheets and tip sheets.

Centralization

- maintains consistency and the quality of the Workforce Solutions materials,
- allows for these services and materials to be produced and distributed to all contractors in a cost-efficient and timely manner through a print-on-demand system, and
- eliminates contractor duplication of efforts.

B. Area

Contractors work in accord with each other and Board staff in a team effort to develop regional marketing products (e.g., flyers, brochures, posters, signage), to provide event and activity support for each other (e.g., job fairs, open houses) and to promote general internal system communications.

Under the direction of Board staff, the public outreach contractor develops regional product design for the system. Regional marketing expenses are shared by participating contractors.



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C. Local/Office

All contractors are responsible for producing flyers, informational pieces, signage, display boards, etc. for local/office activities and for contractor hiring purposes only. When producing materials for local/office activities, contractors must include Board staff at concept phase and again when finalized, prior to printing or completion. Materials used to communicate internally with staff do not require Board staff approval.

Current and approved flyer and PowerPoint templates are listed on the Workforce Solutions website in the [Staff Resources](#) section.

III. Proper Use

A. Workforce Solutions System Name

The official name for the Gulf Coast Workforce Board's operating system is *Workforce Solutions* and may be referenced by the Texas Workforce Commission, U.S. Department of Labor, and other workforce boards as Workforce Solutions – Gulf Coast. All printed materials will use the *Workforce Solutions* logo and address the required extension location in text only.

Workforce Solutions is the common name used by each of the 28 local workforce boards in Texas. Texas Workforce Solutions is the umbrella brand used by the Texas Workforce Commission for the state and the workforce board network.

The Gulf Coast Workforce Board and its contractors use its local *Workforce Solutions* name and logo, not the Texas Workforce Solutions name and logo on all outreach and operational materials. The American Job Center identifier and equal opportunity statement are also required on all print and digital/electronic materials intended for public distribution.

B. Workforce Solutions Logo

- There are only six (6) approved variations of the logo that can be used for communications and operational purposes -- black and white, reverse black and white, color, reverse color, stacked color and stacked reverse color. Occasionally, it may be necessary to use a solid color logo or background color other than black (e.g., outdoor office signage, event T-shirts or



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promotional items). If this is needed, Board staff must provide approval prior to use.

- The Workforce Solutions honey gold color is Pantone® 1385. See *Brand Manual*.
- No secondary identifying names (Gulf Coast Workforce Board, Employer Service, contractor or office names) are incorporated into the Workforce Solutions logo. Extension locations are used in text only. The American Job Center identifier is the only exception and should always be placed separately from the Workforce Solutions logo.
- To identify a career office location verbally or in written form, the location name may be added after the Workforce Solutions name and preceded by a hyphen, such as Workforce Solutions – Astrodome.
- Should a location name be in conjunction with the logo, the location name should be centered and added just below the logo, but not inside the logo designated space, as described in the *Brand Manual*.
- When printing the Workforce Solutions name and logo, only those fonts, font sizes, PMS colors, and other specifications outlined in the *Graphics Standards Manual* may be used.

C. American Job Center Identifier

As of July 1, 2017, the Workforce Innovation and Opportunity Act requires each Board and its Workforce Solutions offices to include a common identifier in addition to any Board-developed identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

- The identifier is available for download on the Workforce Solutions website in three color options -- full color, black and white. Occasionally, it may be necessary to use a solid color other than black or white. If this is needed, Board staff must provide approval prior to use.
- For further details and requirements, go to <https://www.dol.gov/ajc/> to view the American Job Center Graphic Style Guide for Partners.
- You can download the approved American Job Center identifier from the Workforce Solutions website in the [Staff Resources](#) section.



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- All flyer and PowerPoint templates include the American Job Center identifier along with the EO statement in each design.
- Contractors should exhaust inventory materials printed prior to July 1, 2017. All materials printed on/after July 1, 2017 must carry the American Job Center identifier.

**** Other guidelines for use of the American Job Center identifier can be found in sections IV, V and VII.***

D. Nondiscrimination and Equal Opportunity Provisions

Contractors must ensure that any recruitment brochures and other materials that are distributed or communicated in written and/or oral form, electronically and/or on paper, to staff, clients, or the public at large, to describe services or activities funded by Workforce Solutions include the Workforce Solutions approved equal opportunity statement.

This statement indicates that discrimination is against Federal law, and it specifically states that

- the program or activity in question is an “equal opportunity employer/program,”
- auxiliary aids and services are available upon request to individuals with disabilities, and
- it includes the telephone number of the Telecommunications Device for the Deaf/Teletypewriter or Relay Texas service.
 - 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

Contractors must not communicate any information that suggests, by text or illustration, that individuals are treated differently on any prohibited grounds, except as such treatment is otherwise permitted under Federal law or regulation.

Contractors should be aware that WIOA nondiscrimination and equal opportunity provisions at 29 C.F.R. §38.38:



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- do not require nondiscrimination and equal opportunity information to be displayed on promotional items;
- do cover recruitment brochures and other materials ordinarily distributed or communicated to staff, clients, or the public at large, regardless of whether such information is provided orally or in writing, and electronically or on paper; and
- do cover program information published or broadcasted in the news media.

Approved Equal Opportunity Statements

1. *Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.*
Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

OR (for events)

2. *Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations 48 hours in advance.)*
Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

IV. Printed Materials

Effective June 30, 2020, InfoVine is no longer the printer for Workforce Solutions. An RFP is forthcoming.

A. Flyers, Forms, Announcements and Other Materials

- To ensure consistency and a professional look, flyers generated by career offices for staff-only purposes do not need to be pre-approved by Board staff, but should utilize an approved template and carry the Workforce Solutions system name and logo, the American Job Center identifier and the equal opportunity statement. Contractor management is accountable for upholding these guidelines. You can download the templates from the Workforce Solutions website in the [Staff Resources](#) section.
- All printed materials must carry the Workforce Solutions system name and logo and the American Job Center identifier. Contractor names or logos are



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not allowed. This includes any materials that might be potentially used by a customer. Contractors should exhaust all inventory materials printed prior to July 1, 2017 that do not carry the American Job Center identifier. All materials printed on/after July 1, 2017 must carry the American Job Center identifier.

- All printed information must meet the design and quality specifications outlined in the *Brand Manual*.
- Scanned or photo copies of customer materials ordered directly from the print-on-demand system are not acceptable.
- All outreach materials designed and produced by contractors for customer and external public information purposes must be pre-approved by the Workforce Solutions Board staff.

V. Digital / Electronic Materials

A. PowerPoint Presentations

All PowerPoint presentations used throughout the system and in the community to inform customers of various Workforce Solutions services must be on the approved templates located on the Workforce Solutions website. Contractor management is accountable for upholding these guidelines. Any presentation that requires a new or altered template must be approved by Board staff. You can download the templates from the Workforce Solutions website in the [Staff Resources](#) section.

B. Telephones

- Career office, employer service, payment office and call center staff will answer telephones, “Workforce Solutions” or “Workforce Solutions – Astrodome” (office location) when communicating with customers or potential customers. No contractor or corporate name may be used.
- Voice response or automated answering systems used for the career offices, employer service, payment office and call center must follow this same guideline.
- Any person who answers telephones in a career office, or contractors providing Workforce Solutions services to the public, must speak English and at least enough Spanish to relay a caller to back-up bilingual staff who can converse fluently with Spanish speaking individuals.



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- Customers needing additional language translations should be connected to a translation service, such as Language Line Services, that can translate messages into various languages. Refer to the [Interpreter Services Desk Aid](#).

C. Electronic Mail

All work emails will be written in a professionally-accepted font (ex. Arial, Calibri, Times New Roman) and will include the standardized Workforce Solutions email signature. Contractors are responsible for determining what fonts are acceptable and ensuring the standardized signature is used. The signature may not be altered or changed under any circumstances. When conducting business for the Workforce Solutions system, the wrksolutions.com email address and standardized email signature must be used.

See *Brand Manual* for further details regarding the official signature.

D. Websites

Wrksolutions.com is the only website that represents the entire Workforce Solutions system. No microsites or blogs are permitted without prior approval from Board staff. Any permanent or short term web pages that are needed for an event, program or initiative can be built on Wrksolutions.com by Board or designated contractor staff.

The website is maintained through InGenuix, a content management system. Access to InGenuix is limited to authorized users and is password protected. Log-in credentials are unique and are not to be shared with others. All updates and changes made by contractor staff users are pre-approved by Board staff through a predetermined workflow process.

Contractors referencing Workforce Solutions on their own independent company websites, which are not supported by any funds obtained through Workforce Solutions and its Gulf Coast Workforce Board/Houston-Galveston Area Council contract, may use their contractor name.

Workforce Solutions is one, cohesive system. Career offices cannot be identified as being operated by a specific contractor in any media.



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Contractors may not represent themselves or their organizations in any public media as the operator or administer of Workforce Solutions, or any part or service of the Gulf Coast workforce system. (e.g., “Workforce Solutions operated by our offices...”). It is also incorrect to imply, directly or indirectly, that all career offices of Workforce Solutions are operated by a single contractor.

E. Social Media

Workforce Solutions has five main social media accounts that are managed by Board staff.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

In addition, there are also 15 Facebook pages (Astrodome, Bay City, Baytown, Conroe, East End, Huntsville, Lake Jackson, Northeast, Northline, Rosenberg, Southeast, Southwest, Texas City, Waller, Willowbrook) and one Twitter account (Baytown) that are dedicated to specific office locations.

All office pages are to be used as a local recruiting tool. Content should consist of job postings, job fairs and community events specific to that service area. Each page is managed by authorized staff that are responsible for all postings and interactions with customers. The Board staff’s outreach coordinator must have access to all pages to serve as a backup in the case of an emergency. Contractor management is responsible for recording and securing credentials (username and password) for all social media accounts.

New social media pages, events and groups can only be created if approved by Board staff. Once created, Board staff will review to ensure that everything is set up with the appropriate format, language and images.

VI. Office Supplies

Contractors are responsible for procuring and printing their own office supplies.



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Companies selected by contractors to print labels, note cards, etc. must be able to meet the system's printing and color standards, as outlined in the *Brand Manual*.

A. Stationery and Envelopes

All letterhead and mailing envelopes must be ordered through companies selected by contractors.

- Contractor names and/or logos are not permitted on Workforce Solutions stationery.
- The ability to customize address locations is available.
- No printed stationery may be computer generated.

B. Business Cards

All business cards must be ordered from through companies selected by contractors.

Please note that the business cards are two-sided and include the American Job Center identifier on one side. Both sides must be visible and intact.

C. Fax Cover Sheets

Only approved cover sheets are to be used in the career offices. You can download the templates from the Workforce Solutions website in the [Staff Resources](#) section.

Customer Cover Sheets

Have a disclaimer that states, "*Workforce Solutions provides resources for job candidates in the Texas Gulf Coast area. This fax is not a representation of Workforce Solutions, and does not signify promotion or sponsorship of a particular job candidate.*"

Staff Cover Sheets

Can be customized for office location, and are not to be used by customers.

D. Employee Name Badges



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- Employee name badges used by contractors must be uniform in look and include the Workforce Solutions logo and name of employee only. No job titles are allowed.
- If an employee speaks an additional language, “I speak _____” should be added to the badge.
- Contractor name or logo may not be used on a name badge and worn during hours of customer or potential customer contact.

E. Clothing Imprints

- Only approved Workforce Solutions logos may be used for clothing imprints.
- Contractors and office managers will determine when and where imprinted clothing may be worn in career offices and in outreach activities.

VII. Events

A. Scope of Events

System-Wide

Events that promote the system as a whole

Area

Events targeting individuals that cover a portion of the region served by more than one contractor or office

Local/Office

Events targeting individuals that are singular in nature and focus on one office

Employer

Events targeting employers

B. Types of Events



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Job Fairs / Hiring Events

Events that target individuals looking for a job. They can be system-wide, area or limited to the local/office in scope. Events may take place in a career office or in the community.

Virtual Job Fairs

Job fairs conducted online through the Workforce Solutions website. They are managed by the employer service contractor.

Business Expos

Business to business events that target employers. They are managed by the employer service contractor staff and, often, involve career office staff as appropriate. These events may be local or regional in scope.

System Events

System-wide in scope and under the direction of the Workforce Solutions Board staff. They may involve any combination of career offices, contract or community partners, employers, and/or employer service staff.

C. Event Guidelines

- Event signage, display boards and related printed materials must meet all of the name, logo, and graphic guidelines outlined in the *Brand Manual*.
- Event registration forms must include the electronic media release statement. See [section IX](#) for further details.
- In any specific job fair or business expo event, Workforce Solutions will be represented as a single, unified organization. If more than one contractor or career office wishes to participate in an event, it may do so in a cooperative effort.
- In area or system events, contractors may not represent themselves independently as an operator of Workforce Solutions services or segments.
- Contractors must notify contract management when system staff is involved in events outside of the normal work environment.
- To inform the public about current and upcoming job fairs, seminars, community seminars and employer events, dedicated staff from each contractor will maintain a system event calendar on the Workforce Solutions



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website. All staff members responsible for maintaining this calendar must be trained by Board staff.

VIII. Signage

A. Site and Outdoor Signs

- Career office sites and outdoor signs must display the Workforce Solutions name and logo, per specifications outlined in the *Brand Manual*.
- Exceptions may be made to this guideline by appropriate Board staff and alternative solutions may be considered, depending upon site location and lease contract terms.
- Additional identifiers and information, such as contractor name and logo, are not permitted on any site or outdoor signage.

B. Door Signs

- Full-time career office front door signs must display the Workforce Solutions name and logo.
- The American Job Center identifier sticker must be visible on all office front doors near the hours of operation.
- Additional identifiers and information, such as office contractor name and logo, are not permitted on any door signage.
- All door signs will conform to the graphic specifications outlined in the *Brand Manual*.

C. Interior Signs

- Only the Workforce Solutions name and logo and the American Job Center identifier may be used in interior signage in areas of customer contact.
- Contractor names are not permitted in these areas.

D. Required Pictures and Posters

Pictures and posters may be required to be hung in Workforce Solutions offices by various agencies including but not limited to the Department of Labor, Texas



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Workforce Commission and Workforce Solutions. The most up to date compilation of these requirements can be found on the Workforce Solutions website in the [Staff Resources](#) section.

- Part-time offices must display the equal opportunity binder that includes required posters at all times during operating hours.

IX. Media

To ensure the Workforce Solutions system is presented in a cohesive and consistent manner to customers and the public, all media related activities are handled solely, as designated by Board staff, through the outreach coordinator and outreach contractor.

A. Media Policy

- Inquiries from print, broadcast or digital media representatives must be directed immediately to the outreach coordinator. If the outreach coordinator is not available, inquiries should be directed to another Board staff member.
- Please do not say you are not allowed to talk to a reporter or must get permission to do so. Instead, tell the reporter: "Workforce Solutions' policy is to refer all media inquiries to the outreach coordinator. You can reach them at 713.499.6658."
- When speaking with the media, the same courtesy and professionalism in which we approach customers should be displayed. Please act quickly to ensure that the media representative's deadline is met.
- If there is an incident or situation that has the potential for becoming a media crisis, the outreach coordinator and contract manager should be contacted immediately.

B. Media Release

All customers and staff who appear in interviews, videos or photographs that are intended for use by the Workforce Solutions system, must sign a media release form.



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Signed copies of the media release form should be emailed to the outreach coordinator. Forms can be downloaded from the Workforce Solutions website in the [Staff Resources](#) section.

To ensure Workforce Solutions is protected in the case that a media release isn't signed by a customer that is photographed at an event, all event registration forms must include the approved electronic media release statement.

- *By registering for this event, you give Workforce Solutions permission to use any photographs taken of you at the event.*

X. Expenditures

A. Outreach and Promotional Materials

Allowable Use of Funds

Advertising, Sponsorships, Employee Apparel and Award Ceremonies

Costs for outreach and promotional materials are considered public relations costs. The Texas Workforce Commission's Financial Manual for Grants and Contracts states, "public relations includes community relations and means those activities dedicated to maintaining the image of the organization, or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public."

Contractors must not use contract funds for public relations costs unless such costs are:

- specifically required by a grant award;
- incurred for outreach efforts involving costs of communicating with the public on specific activities or accomplishments sponsored by the contract award;
- incurred as a cost of conducting general liaison with news media and government public relations officers necessary to keep the public informed on matters of public concern;
- and authorized by Houston-Galveston Area Council in accordance with Workforce Solutions Public Outreach Standards & Guidelines.



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Contractors may not use contract funds for outreach activities unless they are:

- necessary and reasonable for the proper and efficient performance and administration of the contract award;
- allocable to the contract and fund and charged in accordance with relative benefits received (e.g., costs of outreach and promotional materials promoting multiple activities must be appropriately allocated among benefiting funding streams in accordance with the relative benefit received);
- otherwise allowable in accordance with Financial Manual for Grants and Contracts, Chapter 8; or
- authorized by the Houston-Galveston Area Council in accordance with Workforce Solutions Public Outreach Standards & Guidelines.

Contractors may not use contract funds for promotional materials without express prior approval from Houston-Galveston Area Council. Contractors must ensure that:

- outreach and promotional materials promote contracted activities by clearly communicating to the public specific items or accomplishments resulting from performance of contracts; and
- there is no ambiguity on what activity or service is being promoted.

Contractors that have unused inventories of outreach and promotional materials that do not clearly communicate specific activities or accomplishments must:

- modify the materials to add information that promotes funded activities;
- ensure that future purchases include sufficient information to describe the funded activities as set forth in this policy.

Contractors may modify existing outreach and promotional materials by affixing a sticker (or for USB drives, and similar items, loading a file) that promotes specific activities or services as described above.

Unallowable Use of Funds

Advertising, Sponsorships, Employee Apparel, and Award Ceremonies Charged to Contracts Funded through the Texas Workforce Commission.



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Funds for outreach and promotional materials that solely promote an organization, and do not provide information about a service, are unallowable. Examples of information that solely promotes an organization include

- Organization's logo
- Organization's name or brand name, including "Workforce Solutions"
- Organization's Web site address
- Contact information, such as addresses and phone numbers

Required Documentation

Contractors must retain adequate source documentation to show:

- the purpose or intent of an activity (e.g., apparel purchase, or promotional, advertising, or award ceremony activities);
- how the activity is necessary to the contract award;
- that the activity costs are reasonable;
- what is included in the costs, for example:
 - what was included in the activity (e.g., a script or description of what was being promoted); and
 - detailed specifics (e.g., when, where, how long, etc.); and
- when appropriate, that a "fair share" was allocated to the grant award.

B. Advertising

Contractors must be aware that the Financial Manual for Grants and Contracts defines "advertising costs" as "the costs of advertising media and corollary administrative costs." Advertising media includes "magazines, newspapers, radio and television, direct mail, electronic or computer transmittals, and the like."

Contractors may not spend contract funds on advertising without express prior approval from the Houston-Galveston Area Council. Should the Houston-Galveston Area Council authorize such an expenditure, a contractor is responsible for ensuring that advertising costs are necessary, reasonable, allocable, and otherwise allowable in accordance with the Financial Manual for Grants and Contracts, Chapter 8.



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C. Sponsorships

Contractors must not use funds contracted to them by the Houston-Galveston Area Council for contributions and donations—including cash, property, and services. Examples include, but are not limited to, contributions to campaigns or funds to help or assist specific causes and gifts to charities and other organizations. Contributions and donations to others are unallowable uses of funds.

Contractors must not use Houston-Galveston Area Council contracted funds to pay sponsorship fees—fees paid by a contractor to cover all or part of the cost of an event produced by another organization(s), usually in exchange for public acknowledgement of funds (e.g. acknowledgement as a sponsor, recognition in an overhead projection, banner display, short presentation about program activities and accomplishments, etc.) A sponsorship fee is a contribution and is unallowable.

Contractors should be aware that the prohibition against use of funds for contributions and donations does not prohibit a contractor from cost sharing in an event produced by another organization(s), provided such costs are allowable under federal and state laws and rules governing the use of the funds.

Contractors that cost share in an event produced by another organization(s) must ensure that:

- the event is a necessary and reasonable cost for the performance of the contract or services or activities to be provided under the contract;
- the amount of contract funds paid is commensurate with the extent that the funding streams charged do in fact benefit from the event, i.e., the amount is allocable to the charged contract and funding streams;
- the amount paid is supported by an invoice(s) for the contractor's equitable share of actual event costs; and
- the contractor has had its participation approved by the Houston-Galveston Area Council in accordance with the Workforce Solutions Public Outreach Standards & Guidelines.



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Contractors must be aware that the prohibition against contributions and donations does not prevent contractors from using contract funds to purchase a booth at a career fair or similar event if the purpose of the booth is to outreach customers.

D. Employee Apparel

Contractors must ensure that employee apparel costs are:

- necessary and reasonable for the performance of the contractor;
- not used for goods or services that are for personal use;
- allocable to the contract and fund(s) (e.g., costs of employee apparel promoting multiple activities or services must be appropriately allocated among benefiting funding streams in accordance with the relative benefit received).

Contractor must be aware that determinations on the allowability of employee apparel may consider such factors as:

- whether a local procedure is in place that requires employees to wear the apparel for certain activities (e.g., job fairs, disaster-related events, youth group activities); and
- whether publicly identifying employees' affiliation with an organization through apparel is necessary for performance of the contract(s) that funded the purchase.

Contractor should be aware that employee apparel may display the Workforce Solutions' logo or name without including information about specific activities or accomplishments resulting from performance of contracts because the employees wearing the apparel will provide such information.

E. Award Ceremonies

Contractor must be aware that the costs of award ceremonies include the costs of space, speaker fees, and plaques associated with the ceremony. Costs for award ceremonies must:

- specifically support the contract award;
- be necessary and reasonable for the performance of the contract; and



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- be allocable to the contract and appropriate funding streams in accordance with relative benefits received.

Examples of award ceremonies that are likely to meet these conditions include those organized:

- for employer recognition, including:
 - employers that consistently participate in the workforce system or hire customers who participate in the workforce system;
 - employers who intermittently participate in the workforce system, but have assisted in partnering on specific projects; and
 - employers that have hired specific populations, like veterans or individuals with disabilities; and
- to recognize youth who complete a specific activity (e.g., a science, technology, engineering, and math summer camp).