

# **OPERATIONS MANUAL CHAPTER 1: COMMUNICATIONS AND BRANDING**

Revised July 2020

## TABLE OF CONTENTS

<b>I. Introduction .....</b>	<b>3</b>
<b>II. Communications and Branding: Policies and Procedures .....</b>	<b>3</b>
<b>A. Youth Providers .....</b>	<b>3</b>
1. Website .....	3
2. Social Media .....	4
<b>B. Career Center Operators .....</b>	<b>4</b>
1. Website .....	4
2. Collateral .....	4
3. Social Media .....	4
4. Career Center Branding .....	5
<b>III. Attachments .....</b>	<b>5</b>
How to use Canva templates .....	5

## I. INTRODUCTION

The San Diego Workforce Partnership (SDWP) Operations Manual provides detailed requirements, instructions and policy guidelines for the management of funded programs. The purpose of the Operations Manual is to assist Subrecipients, service providers and any relevant operators of SDWP's programs to successfully fulfill contracts and comply with appropriate requirements and standards set forth by SDWP, California Employment Development Department (EDD), the Department of Labor (DOL), and/or other applicable laws and regulations.

The purpose of this chapter is to identify the policies and procedures all Subrecipients are held to in regard to communications and branding of SDWP-funded programs and services.

## II. COMMUNICATIONS AND BRANDING: POLICIES AND PROCEDURES

Subrecipients will designate a representative within 30 days of effective contract date to serve as the direct communications liaison to the Workforce Partnership marketing and communications department. **Please send name and contact information of the liaison to [communications@workforce.org](mailto:communications@workforce.org) and your program specialist.** This representative will collaborate with outreach activities, including, but not limited to: media requests, special events, contacts with elected officials, educational institutions and employers, and community outreach.

Subrecipients will follow the [Style Guide Cheat Sheet](#) also found at [workforce.org/styleguide](http://workforce.org/styleguide) when communicating about Workforce Partnership-funded programs and services. This Workforce Partnership branding and style guide is designed to be a guide. There will be times when staff members and providers need to make exceptions to these guidelines, even beyond the exceptions that are already spelled out. Use your discretion when making such exceptions and, when in doubt, contact [communications@workforce.org](mailto:communications@workforce.org) for guidance.

Subrecipients are encouraged to present the Workforce Partnership as the funding partner on any print, internet, social media profiles (such as in an "About us" section), press releases, television spots/interviews and audio publications through logo placement and/or the statement: "Funded by the San Diego Workforce Partnership." and/or verbal mention of a partnership with "the San Diego Workforce Partnership."

All print materials should also include the following: "We provide equal opportunity for our programs, services and employment. Auxiliary aids and services for individuals with disabilities are available upon request." It can be in as small as 8 pt. font in the footer of the document.

When not using an approved template, operators and service providers are expected to send all outreach materials, including PowerPoint presentations, to the Workforce Partnership for approval before public distribution if the material is promoting career center or youth services, describing the Workforce Partnership's operations or involvement, and/or includes the Workforce Partnership logo.

### A. YOUTH PROVIDERS

#### 1. Website

Each Subrecipient is required to develop, maintain and update a website or a page on the organizational website specific to services/programs funded by the Workforce Partnership. The provider is required to present the Workforce Partnership as the funding entity on the

website with the Workforce Partnership logo and the statement: “Funded by the San Diego Workforce Partnership.”

## 2. Social Media

Each Subrecipient is expected to utilize social media for recruitment and promotion. The provider is required to send information (e.g., recruitment messaging, participant stories, etc.) to their M&C lead so they can amplify on Workforce Partnership channels.

## B. CAREER CENTER OPERATORS

### 1. Website

Career center operators shall comply with the requirement to maintain a website presence on workforce.org to provide outreach to educate and inform the public about career center programs and services. Career center operators are responsible for adding and updating content (e.g., events, on-demand videos, etc.), maintaining style, grammar and punctuation and putting review processes in place for quality assurance.

### 2. Collateral

All approved, street-ready collateral is housed on the [Marketing & Communication Sharepoint site](#) under documents > [collateral](#).

Other career center approved templates, including calendars, can be found on the same site in [this folder](#). Always pull the template from SharePoint when creating new documents to make sure the most up to date template is being used.

If additional collateral is needed, a [creative brief](#) should be submitted to the career center brand manager, Diana Saldivar, at [dianasaldivar@workforce.org](mailto:dianasaldivar@workforce.org).

Career center operators may also use approved Canva.com templates for event flyers. Access to canva.com can be obtained by emailing [careercenters@workforce.org](mailto:careercenters@workforce.org). Refer to ***ATTACHMENT - HOW TO USE CANVA TEMPLATES*** for a step-by-step guide. All flyers should be sent to the career center brand manager, Diana Saldivar, at [dianasaldivar@workforce.org](mailto:dianasaldivar@workforce.org) for final sign off.

Failure to use the approved collateral and templates or get approval from the Workforce Partnership marketing and communications team or career center brand manager for collateral created outside approved templates will result in corrective action.

### 3. Social Media

The career center social media presence is managed by the career center brand manager and supported by the social media lead on the Workforce Partnership marketing & communications team. Teams are encouraged to share information with both parties to create a robust social media presence. Since there is a limited number of post slots available not all content may be posted, but we will work with you on the best promotion plan for your needs.

#### 4. Career Center Branding

The Workforce Partnership career centers are proud partners of the America's Job Center of California (AJCC) network.

i. *The AJCC co-branding should appear on the following:*

- Workforce.org career center page footer
- Career center documents and collateral (all enrollment forms, agreements, reports, flyers, fact sheets, explainers, letterhead, presentation materials, etc.)
- Career center staff business cards

ii. *The AJCC co-branding may be presented in one of two ways:*

- 1. Use the following tagline in conjunction with the local brand logo: "A proud partner of the America's Job Center of California Network."
  - The slogan is to never be smaller than 8 pt. It is permissible to use the slogan without the Workforce Partnership logo.
- 2. Display the AJCC logo in conjunction with the Workforce Partnership logo. In this case, the logo must print at least one-third the size of other logos used.

### III. ATTACHMENTS

#### How to use Canva templates