

OPERATIONS MANUAL CHAPTER 1: COMMUNICATIONS AND BRANDING

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I. INTRODUCTION

The San Diego Workforce Partnership 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 the Workforce Partnership's programs to successfully fulfill contracts and comply with appropriate requirements and standards set forth by the Workforce Partnership, California Employment Development Department (EDD), the Department of Labor (DOL), and/or other applicable laws and regulations.

II. COMMUNICATIONS AND BRANDING: POLICIES AND PROCEDURES

The purpose of this chapter is to identify the policies and procedures all Subrecipients are held to regarding communications and branding of Workforce Partnership-funded programs and services.

1. Communications Lead

Subrecipients will designate a representative within 5 days of effective contract date to serve as the direct Communications Lead to the Workforce Partnership marketing and communications (M&C) department.

Please send name and contact information of the lead to your program specialist. This representative will collaborate with outreach activities, including, but not limited to: promotion plans and collateral, social media, media requests, special events, contacts with elected officials, educational institutions and employers, and community outreach.

An M&C team member will be designated as lead to work directly with the Subrecipient's Communications Lead.

2. Style Guide

Subrecipients will follow the [Style Guide](#) in its entirety when communicating about or on behalf of Workforce Partnership-funded programs and services and save and/or download/print the [Style Guide Cheat Sheet](#) to reference often.

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 your M&C Lead or communications@workforce.org for guidance.

i. *Do not use the SDWP Acronym*

The SDWP acronym was retired in February 2018 with the Workforce Partnership rebrand. It is only to be used in contracts and when character count is an issue. Do not use it in any other internal or external communications.

Per the style guide:

Spell out in full on first reference in all cases. Use "the Workforce Partnership" on subsequent mentions. (Do not use "SDWP" after 2018). Example: "The Workforce Partnership is funded by the U.S. Department of Labor" and "The Workforce Partnership Policy Board offers ..."

3. Disclaimer

All print materials (e.g., flyers) should 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.

4. Approvals

All marketing, recruitment and communications materials promoting career center or youth services, describing the Workforce Partnership’s operations or involvement, and/or including the Workforce Partnership logo must be approved by the Workforce Partnership team before being shared externally. The Communications Lead will work closely with their M&C Lead to make this happen. Depending on edits needed, approvals usually take 2–3 business days. Please see the [M&C Guide](#) for full estimated timelines related to communications materials.

Materials submitted for approval must be free of spelling and grammatical errors and follow the Workforce Partnership style guide. Your M&C Lead is happy to work on writing and designing these materials together.

5. Email Communications

If your program calls for potential participants to get more information and apply by sending an email, the following must occur:

- The email address is a shared inbox (e.g., WIOAtrainings@workforce.org) and at least two staff members have access to check/respond to emails during all days the organization is open for business
- There is an explicit protocol for who is checking the email inbox
- **All emails are answered within one business day** (ideally boxes are checked twice daily, e.g., at noon and 4 p.m.)
- Email information is standardized, templated and approved before recruitment begins

6. Faces of Workforce

You are expected to submit a [Faces of Workforce](#) story at least once a quarter (but can submit as many as you’d like!) for each of your programs. These stories help showcase how your programs are providing opportunities for job seekers. You will submit your stories by filling out our [Faces of Workforce form](#). Be as descriptive as possible as we use these answers to craft a full blog post. We find it’s often best if you interview the participant and fill out the form with their responses. Please also send a picture (or two) of the participant to communications@workforce.org with the participant’s name as the subject link.

B. CAREER CENTER OPERATORS

1. Website

Subrecipients 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. Subrecipients are responsible for providing new and updated content (e.g., events, on-demand videos, etc.), maintaining style, grammar and punctuation and putting review processes in place for quality assurance. Subrecipients must work directly with their Career Center Brand Manager, who works with the Workforce Partnership's M&C team, to maintain this web presence.

2. Collateral

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

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.

Subrecipients may also use approved Canva.com templates for event flyers. Access to Canva.com can be obtained by emailing careercenters@workforce.org. Refer to [this step-by-step guide](#) to learn more. All flyers should be sent to the career center brand manager for final sign off.

Failure to use the approved collateral and templates or get approval from the Workforce Partnership M&C team or Career Center Brand Manager for collateral created outside approved templates will result in considerations of further funding.

3. Social Media

The career center social media presence is managed by the Career Center Brand Manager and supported by the social media lead (social@workforce.org) on the Workforce Partnership M&C 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 M&C 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.

ii. *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

iii. *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.

C. UNIVERSAL YOUTH CAREER CENTER SERVICE PROVIDERS

1. Website

Subrecipients shall comply with the requirement to maintain a website presence on workforce.org to provide outreach to educate and inform the public about programs and services. Subrecipients are responsible for providing new and updated content (e.g., events, on-demand videos, etc.), maintaining style, grammar and punctuation and putting review processes in place for quality assurance. Subrecipients must work directly with their M&C lead to maintain this web presence.

2. Collateral

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

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 your internal Communications Lead, who will then work with the M&C Lead to produce.

Using non-approved collateral and/or failure to get approval from the Workforce Partnership M&C team will result in considerations of further funding.

3. Social Media

Each Subrecipient is expected to utilize Workforce Partnership’s social media for recruitment and promotion. The provider is required to send information (e.g., recruitment messaging, participant stories, etc.) to social@workforce.org and/or their M&C lead so it can be shared out. 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. Sending over information as soon as possible will help make this happen.

D. POPULATION-SPECIFIC YOUTH PROVIDERS

1. Website

Each Subrecipient is required to develop, maintain and update a webpage 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 use their organization’s social media for recruitment and promotion. In addition, 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.

3. Co-branding

Subrecipients must present the Workforce Partnership as the funding partner on any print materials or websites related to funded programs 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.” Subrecipients should present the Workforce Partnership as the funding partner on any social media profiles (such as in an “About us” section), press releases, television spots/interviews and audio publications in the same manner whenever possible.