

OPERATIONS MANUAL CHAPTER 1: COMMUNICATIONS AND BRANDING

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I. 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 programs and services funded by the San Diego Workforce Partnership (Workforce Partnership).

A. COMMUNICATIONS LEAD

Subrecipients will designate a representative within five (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. The communications lead will collaborate on outreach activities, including, but not limited to: promotion plans, collateral, social media, media requests, special events, community outreach, and contact with elected officials, educational institutions and employers.

An M&C team member will be designated as M&C lead to work directly with the subrecipient's communications lead.

B. APPROVALS

All marketing, recruitment and communications materials promoting services, describing the Workforce Partnership's operations or involvement, and/or including the Workforce Partnership logo must be approved by the Workforce Partnership 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 should 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.

C. STYLE GUIDE

Subrecipients will follow the [Style Guide](#) in its entirety when communicating about or on behalf of programs and services funded by the Workforce Partnership 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.

1. 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 the San Diego Workforce Partnership in full on first reference in all cases. No parenthetical is needed on first instance. Use “the Workforce Partnership” on subsequent mentions. (Do not use “SDWP”). Example: “The Workforce Partnership is funded by the U.S. Department of Labor” and “The Workforce Partnership Policy Board votes...”

D. DISCLAIMER

1. EO 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.”

The disclaimer may be in as small as 8 pt. font in the footer of the document.

2. Career Center Branding

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

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

- 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.
- 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.

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.)
- 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.

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.

E. EMAIL COMMUNICATIONS

If your program calls for potential participants to contact via email for more information, 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 two business days** (ideally boxes are checked twice daily, e.g., at noon and 4 p.m.)
- Email information is standardized, templated and approved internally and by your M&C lead before recruitment begins

F. FACES OF WORKFORCE

You are expected to submit a [Faces of Workforce](#) story at least once a quarter—and may 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. Submit your stories by filling out our [Faces of Workforce form](#).

Be as descriptive as possible so we can turn it into a fully story. You may find it’s easiest to gather lots of detail by interviewing the participant and filling out the form with their responses versus sending it to them directly. Submit (a) photo(s) of the participant to communications@workforce.org with the participant’s name as the subject line.

G. 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 your programs and services. Subrecipients must work directly with the M&C team to maintain this web presence.

We highly recommend that each Subrecipient develops, maintains and updates a webpage on their organization’s website specific to services/programs funded by the Workforce Partnership. If the Subrecipient has a program page, 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.”

At the very least, the website should include a description of the program, a link to apply and how to contact someone for help or questions.

H. COLLATERAL

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

If additional collateral is needed, a [creative brief](#) should be submitted to your M&C lead.

Subrecipients may also use approved Canva.com templates for event flyers. Access to Canva.com can be obtained by emailing communications@workforce.org. Refer to [this step-by-step guide](#) to learn more. All flyers should be sent to your M&C lead for final approval.

Repeated use of non-approved collateral and/or failure to get approval from the Workforce Partnership M&C team may result in a formal warning or corrective action and can be considered in future funding decisions.

I. SOCIAL MEDIA

The Workforce Partnership's social media presence is an important part of our larger strategic communications plan. Social media is a great tool to build brand awareness, recruit for programs and engage with our customers. We primarily use Facebook and Instagram to reach job seekers and Twitter and LinkedIn to reach partners. These channels are great vehicles for raising awareness about services and encouraging our audience to attend events or learn about programs. Check out any of our platforms @sdworkforce ([Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#)) for examples.

Teams are encouraged to share information by emailing social@workforce.org. Since there are a limited number of post slots available each day, not all content may be posted, but M&C will work with you on the best promotion plan for your needs. Please email us as soon as you have content to share or an idea you'd like to brainstorm.

Each Subrecipient is also expected to use their organization's social media for recruitment and promotion.

J. WIOA MARKETING BUDGET ALLOWABLES

For WIOA programs, you can use promotional materials if they meet certain standards.

A. The only allowable advertising costs are those that are solely for:

1. Recruiting personnel needed to perform WIOA Title I-B tasks
2. Procuring goods and services required to perform WIOA Title I-B tasks
3. Disposing of scrap or surplus materials acquired through a federal award, unless non-federal entities are reimbursed for disposal costs at a predetermined amount
4. Program outreach and other specific purposes needed to meet the requirements of the federal award

B. The term "public relations" includes community relations and means those activities dedicated to maintaining the image of the non-Federal entity or maintaining or promoting understanding and good relations with the community or public at large or any segment of the public.

The only allowable public relations costs are those that are solely for:

1. Costs specifically required by the federal award
2. Communicating with the public and press pertaining to specific activities or accomplishments that result from performance of the Federal award (these costs are considered necessary as part of the outreach effort for the Federal award)
3. General liaison activities with news media and government public relations officers limited to communication necessary to inform the public about matters of public concern, such as funding opportunities and financial matters

C. Unallowable advertising and public relations costs include the following:

1. All advertising and public relations costs other than as specified in sections (A) and (B) in the above

2. Costs of meetings, conventions, convocations, or other events related to other activities of the entity (see also [§ 200.432](#)), including:
 - a. Costs of displays, demonstrations and exhibits
 - b. Costs of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events
 - c. Salaries and wages of employees engaged in setting up and displaying exhibits, making demonstrations and providing briefings
 - d. Costs of promotional items and memorabilia, including models, gifts and souvenirs
 - e. Costs of advertising and public relations designed solely to promote the non-Federal entity