



Mississippi Valley Workforce Development Board

Operations Committee Meeting Agenda

Wednesday, April 12, 2023, at 4:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/81583203856?pwd=Y-75lnFJwTWblaBDcv2c23JPTEH1My.1>

Meeting ID: 815 8320 3856 Passcode: 159119

One tap mobile: +13126266799,81583203856# US

Called to Order	Matthew Nicol
Roll Call	Mandy Tripp
*Excused Absences	Matthew Nicol
*Approval of Agenda	Matthew Nicol
*Approval of Previous Meeting Minutes	Matthew Nicol

STANDING REPORTS

One-Stop Operator Report (Page5)	Nick Clayton
Adult/DW/RR Report (Page13)	Kendra Schaapveld
Title III Report (Page 21)	Jana Wittenberg

NEW BUSINESS

*Outreach Expense Policy (Page 23)	Matthew Nicol
Other Business	
Public Comment	
Adjourn	Matthew Nicol

*Items Requiring a Vote, ** Items Requiring a Roll Call Vote

Accommodations

Accommodations are available upon request for individuals with disabilities. If you need accommodation, please contact Andrea Taylor at associate@mississippivalleyworkforce.org or at 1-844-967-5365 option 2.



Mississippi Valley Workforce Development Board

Operations Committee Meeting

Wednesday, March 8, at 4:00 p.m. via Zoom

Members Present: Mathew Nicol, Kirby Phillips, Jana Wittenberg, Ryan Drew, and Scott Schneider

Members Absent: Tim Gobble

CEOs Present: none

Staff Present: Miranda Swafford, Executive Director, Andrea Taylor, Associate Director, and Mandy Tripp, Executive Assistant

Service Provider Staff Present: Kendra Schaapveld, Project Director, Tabytha Seigfried, Quality Assurance Specialist, Taylor Longstreth, Operations Manager

One-Stop Operator: Nick Clayton

**Items Requiring a Vote, ** Items Requiring a Roll Call Vote*

CALLED TO ORDER

Nicol called the meeting to order at 4:01 p.m.

EXCUSED ABSENCES

Gobble had an unexcused absence.

QUORUM

The committee had a quorum to conduct business.

***APPROVAL OF AGENDA**

Wittenberg made a motion to approve the agenda, seconded by Schneider, and the motion carried.

***APPROVAL OF PREVIOUS MINUTES**

Phillips made a motion to approve the previous meeting minutes, seconded by Drew, and the motion carried.

STANDING REPORTS

ONE-STOP OPERATOR REPORT

Clayton reviewed the numbers for February. Burlington averaged 28 visitors per day. Davenport had an average of 62 visitors per day. Facebook's total reach in Davenport was 6,118 and Burlington's Facebook total reach was 29,403. Customer satisfaction was 85 % in February the areas of concern remain consistent with the website being difficult to navigate. Clayton highlighted some upcoming events for our local centers in the month of March. Clayton also advised on a continuous improvement opportunity that was met by adding braille keyboards to

both centers and getting the state to allow for size adjustment of the mouse pointer on the computers in the center.

ADULT/DW/RR REPORT

Schaapveld advised in February they were advised of two retail store closures Bed, Bath and Beyond and Tuesday Mornings with provided rapid response resource folders for both locations. Schaapveld reported for February they had 5 enrollments for Adult, 0 Dislocated Worker, and 0 NDWG. Caseload numbers reflect 91 active and 102 follow-up participants in Adult and 108 active and 57 follow-up participants in the Dislocated Worker program. There were 0 occupational skills training and 6WBL and 0 NDWG OJT. Legacy in Action reports a 90.63% customer satisfaction rate. Outcomes included 2 measurable skill gains, 18 unsubsidized employment, and 4 credential attainments.

TITLE III

Wittenberg advised January unemployment and labor force numbers for the MVWA will not be released until mid-March. The Burlington office served 497 distinct users in February with Davenport serving 939. There were 93 enrollments in February for Burlington and 169 for Davenport.

OTHER BUSINESS

Schneider asked about the LWDAs in Western Iowa voting to disband their boards and wondered if Swafford had any insight on it. Swafford advised she has not heard of any providers leaving, but Western has submitted their letter to IWD advising they will be disbanding and Northwest, Southwest, and North Central have all voted to disband, but have not submitted their letters to IWD at this time. IWD will be responsible for providing service in those areas affected, but it is unknown what the service delivery will look like at this time as this has never occurred. Mississippi Valley will be fine moving forward.

PUBLIC COMMENT

There was no public comment.

ADJOURNED

Drew made a motion to adjourn the meeting, seconded by Wittenberg, motion carried, Nicol adjourned the meeting at 4:31 p.m.

One-Stop Operator Report



IowaWORKS
A proud partner of the AmericanJobCenter network

One-Stop Operator
March 2023



IN PARTNERSHIP WITH **MISSISSIPPI VALLEY**
WORKFORCE DEVELOPMENT BOARD

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March Hiring Events/Job Fairs



IowaWORKS
A proud partner of the AmericanJobCenter network

Date	Type	Location	Job Seekers
03/06/2023	Multiple Hiring Event	Davenport IowaWORKS	30
03/14/2023	Team Staffing Hire Event	Burlington IowaWORKS	10
03/15/2023	TSA Recruitment Event	Burlington IowaWORKS	3
03/20/2023	Multiple Hiring Event	Davenport IowaWORKS	36
03/28/2023	Hire Talent Tuesdays Job Fair	Burlington IowaWORKS	39



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WORKFORCE DEVELOPMENT BOARD

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MVWA March Workshops

Workshop	Burlington	Davenport
Career Services	0	1
Resumes	19	37
Job Search	9	100
Financial Literacy	0	2
Interviewing	55	34
Career Interest	5	10
Personal Growth	4	13
Work Readiness	9	0
Labor Market Info	5	0
Unemployment Info	20	14
Job Finding Club	24	24
Other*	3	0

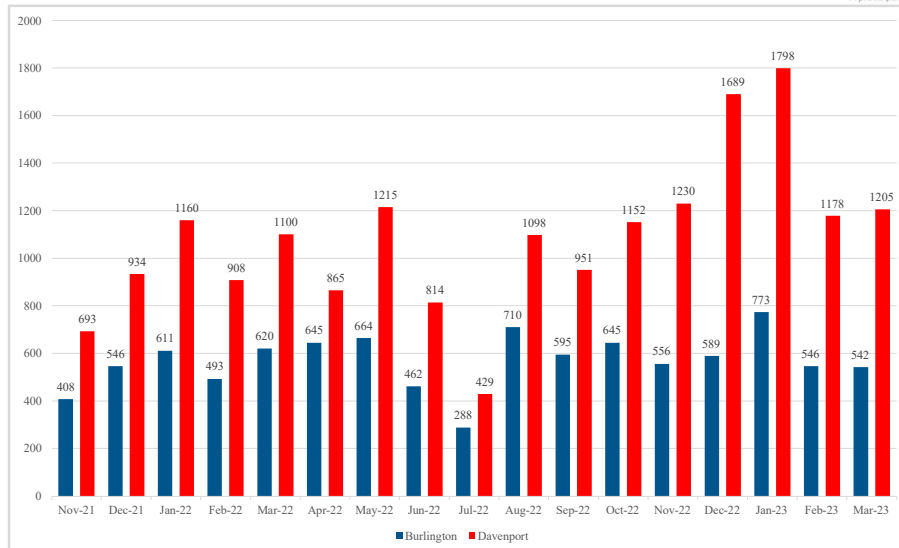
* CPR/First Aid, A-Game, Colors



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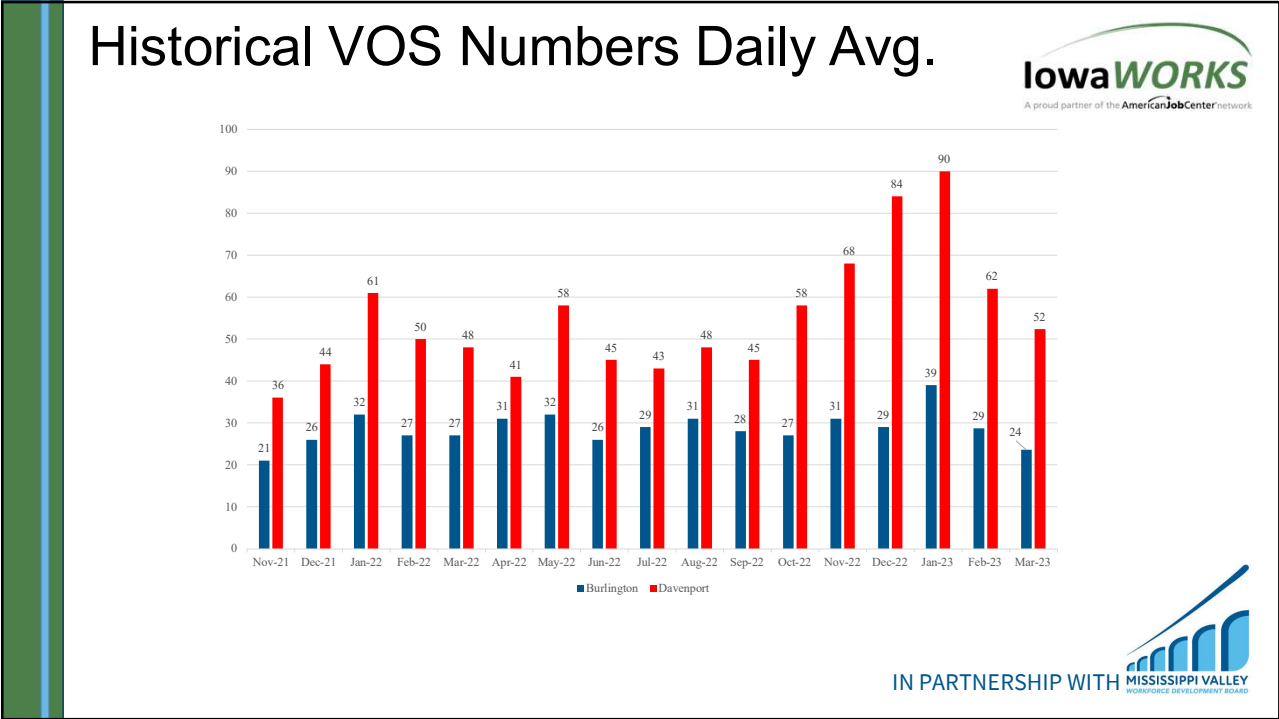
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Historical VOS Numbers




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4




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Services Provided to Employers March



Services Provided Employer Reports - by Service
 LWIA/Region: Mississippi Valley LWDA
 Filter By Date: Actual Date
 Start Date: 3/1/2023
 End Date: 3/31/2023
 Report Run Time: 4/4/2023 4:40:19 PM

Service	Total Employers	Total Services
E01 - Assisted Employer with Accessing Untapped Labor Pools	17	17
E03 - Planned Layoff Response	2	2
E07 - Provided Employer Information and Support Services	49	56
E09 - Provided Job Fair Services	7	7
E10 - Provided Job Order Follow-up/Assistance	17	20
E11 - Provided Rapid Response / Business Downsizing Assistance	3	3
E12 - Provided Strategic Planning / Economic Development Activities	3	3
E13 - Provided Training Services	6	6
E14 - Provided Workforce Recruitment Assistance	18	26
E90 - Referred Qualified Applicants	6	6
E21 - Registered Apprenticeship - In-Depth Meeting	1	2
E20 - Registered Apprenticeship - Intro Meeting	1	1
Service	Total Employers	Total Services
Total Rows: 12	130	149

IN PARTNERSHIP WITH 

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Facebook March



Office Page	Total Reach
Davenport	20,313
Burlington	13,091

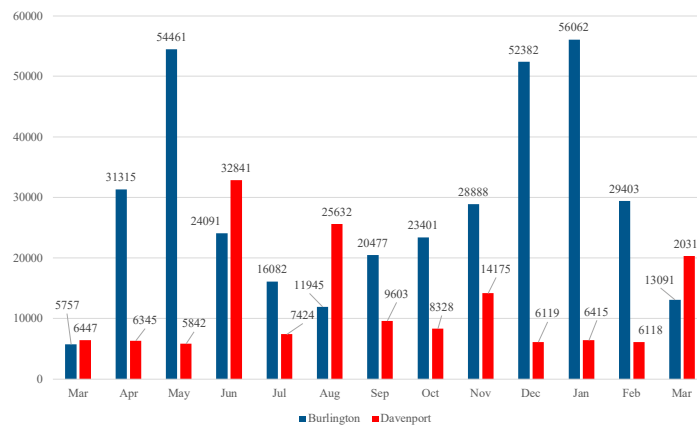
Reach: The number of unique individuals who saw any of your content

Impressions have been removed from being a recorded statistic after the Facebook update.



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Historical Facebook Total Reach



8

Customer Satisfaction March



Currently do not have data for half of the month of March



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MVWA March Partner Referrals



Referred To	Burlington	Davenport	Referred From	# of Referrals
CTE	0	5	AEL/HiSED	2
Title I Adult/DW	13	17	Promise Jobs	12
Title I Youth	5	8	TAA	1
Title II (AEL/HiSED)	2	2	RCM/RESEA	25
Title IV (Voc Rehab)	2	6	Title I	3
Veterans	2	1	Title III	14
IowaWORKS	1	0	Title IV	4
AARP	1	0	Outside	5
IWD (Trade, Unemployment, Re-entry)	1	0		



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March Events



- 3/9 Refugee Workforce Employer
 - May Refugee and Immigrant Job Fair
- 3/13 Steamwheeler Reverse Job Fair
- 3/21 First Responders Recruiting Fair
- 3/23 Navigating Ageism Workshop
- 3/28 Resume Workshop for Women's History Month
- 3/30 Jackson County Hiring Fair



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Upcoming/Ongoing Events



- 4/18/2023 National Guard/ IowaWORKS career fair at Davenport Armory
- 4/20/2023 OWDS breakfast for customers 7th
- 4/21/2023 Youth Expo Muscatine
- 4/24/2023 Mock Interview for Justice Involved Citizens
- 4/25/2023 Job Fair for Justice Involved Citizens
- 4/26/2023 Scott Community College Job Fair
- 4/27/2023 Re-Entry Simulation presented by SAFER Foundation



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Upcoming/Ongoing Projects



- EICC Title II late spring 4 week session
 - Help last minute completers get testing done
- Rapid Response
 - West Liberty Foods
 - Iowa Wesleyan University
 - Durham School Services
- PROMISE JOBS initial stages of project w/ 2 other states
 - Build on and implement employment coaching strategies



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Continuous Improvement Opportunities

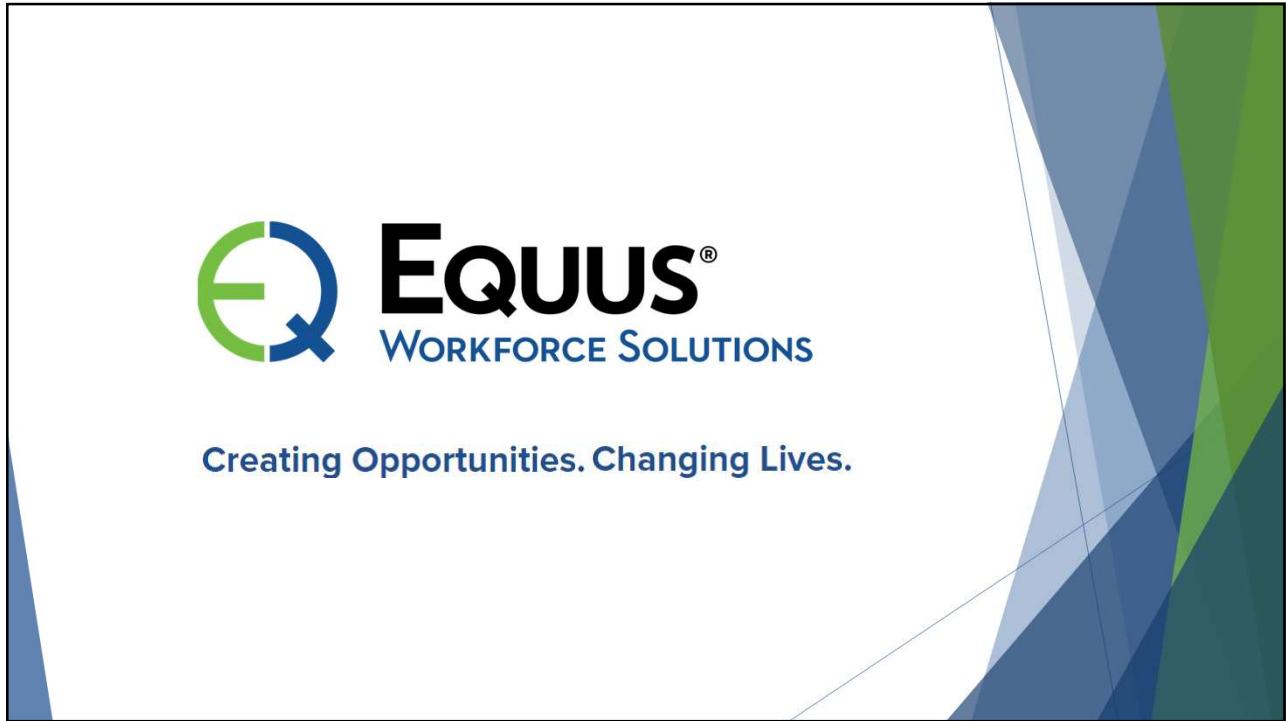


- Accessibility
- Communication
- Social Media



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Adult/DW/RR Report



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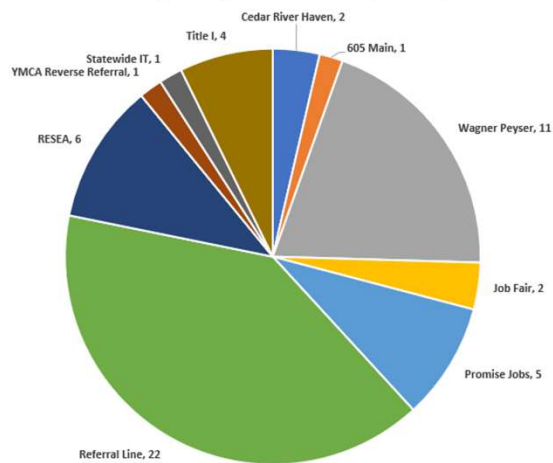
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Rapid Response

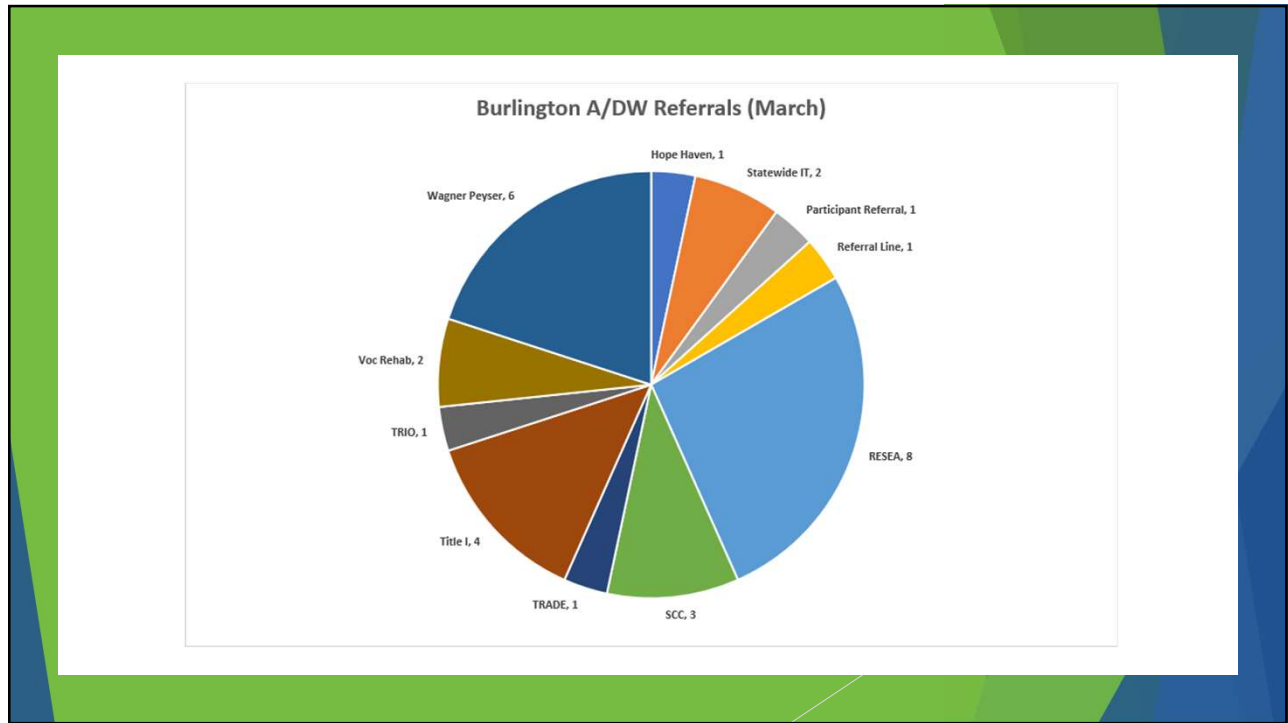
- ▶ West Liberty Foods
 - ▶ Last round of Worker Information Meetings
 - ▶ April 5 & 6
 - ▶ Closure date May 7
- ▶ Iowa Wesleyan College
 - ▶ Iowa Workforce Development taking the lead on employer meetings
- ▶ Durham School Services
- ▶ Bed, Bath and Beyond
 - ▶ Received information regarding services
- ▶ Tuesday Morning
 - ▶ Received information regarding services
 - ▶ Offered workshops

3

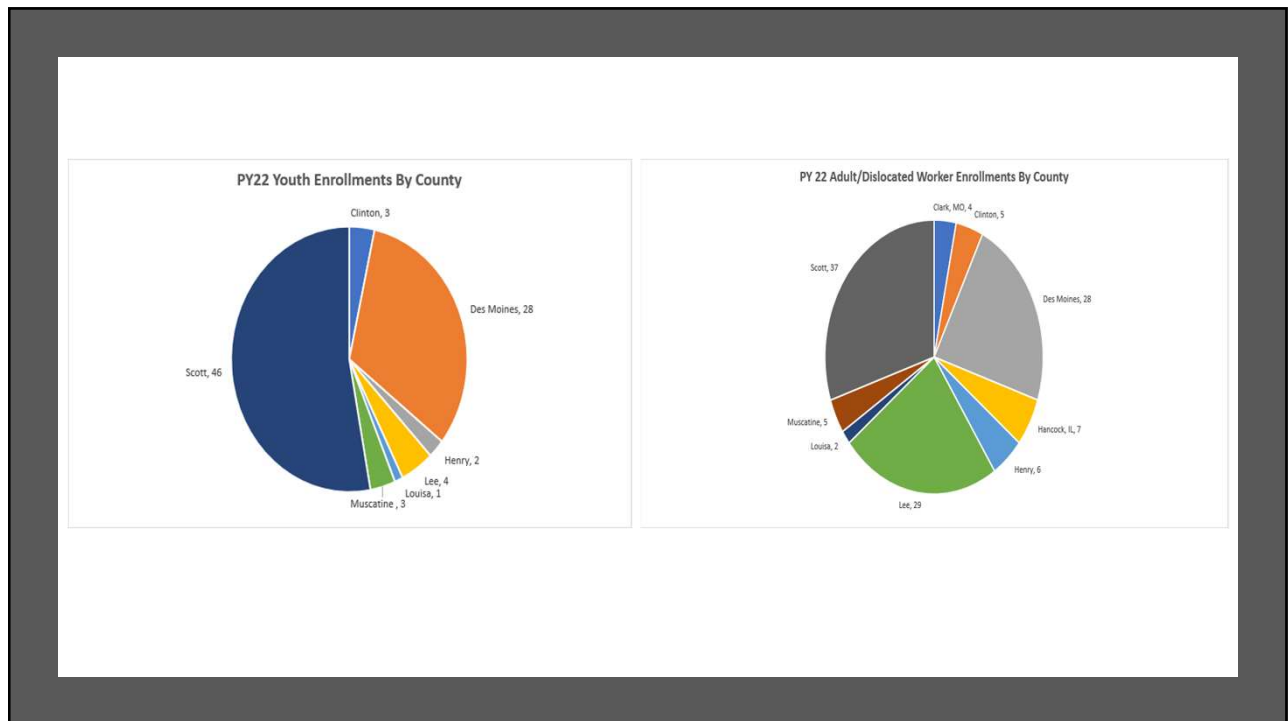
Davenport A/DW Referrals (March)



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5



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Enrollments

	March	YTD Goal	YTD Actual	% of Goal
Adult	6	125 (Total)	61	
Dislocated Worker	0	125 (Total)	62	98%
National Dislocated Worker Grant	0	40 co-enrolled	127	315%

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Caseload

Adult

- ▶ 78 Active
- ▶ 111 Follow Up
- ▶ 33.2 Average caseload
- ▶ 19 Exit
 - ▶ 11 Employed
 - ▶ 6 Unknown
 - ▶ 2 Not Employed

Dislocated Worker

- ▶ 103 Active
- ▶ 63 Follow Up
- ▶ 33.2 Average caseload
- ▶ 5 Exit
 - ▶ 4 Employed
 - ▶ 1 Unknown

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Occupational Skills Training

	March	YTD Goal	YTD Actual	% of Goal
Occupational Skills Training	1	125	142	114%

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Work Based Learning

	March	YTD Goal	YTD Actual	% of Goal
Work Based Learning	3	30	19	63%
NDWG OJT	0	28	3	11%

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Project Name	Survey Date	7-Did well and areas to improve
IA MISSISSIPPI VALLEY IOWA ADW	03/21/23	Everything was great and Tyler is amazing!!!
IA MISSISSIPPI VALLEY IOWA ADW	03/05/23	I think you guys are doing great, but you could try to guide those on the spectrum a bit better when it comes to finding a career that's right for them.
IA MISSISSIPPI VALLEY IOWA ADW	03/27/23	Kenzie was very professional and always welcomed me. She definitely deserves a raise by far the best person to work with in the building.
IA MISSISSIPPI VALLEY IOWA ADW	03/10/23	Needs to be more polite and respectful.
IA MISSISSIPPI VALLEY IOWA ADW	03/12/23	Staff helped me out on my CDL classes
IA MISSISSIPPI VALLEY IOWA ADW	03/09/23	Summits is always positive and helpful
IA MISSISSIPPI VALLEY IOWA ADW	03/11/23	This program has helped me get where I should be. Thank you.
IA MISSISSIPPI VALLEY IOWA ADW	03/09/23	Tyler Weger has been exceptional in assisting me with my job search as a dislocated worker. She has gone above and beyond in assisting me!!
IA MISSISSIPPI VALLEY IOWA ADW	03/23/23	You guys did well.

93.63% Customer Satisfaction Rate

27 Surveys completed

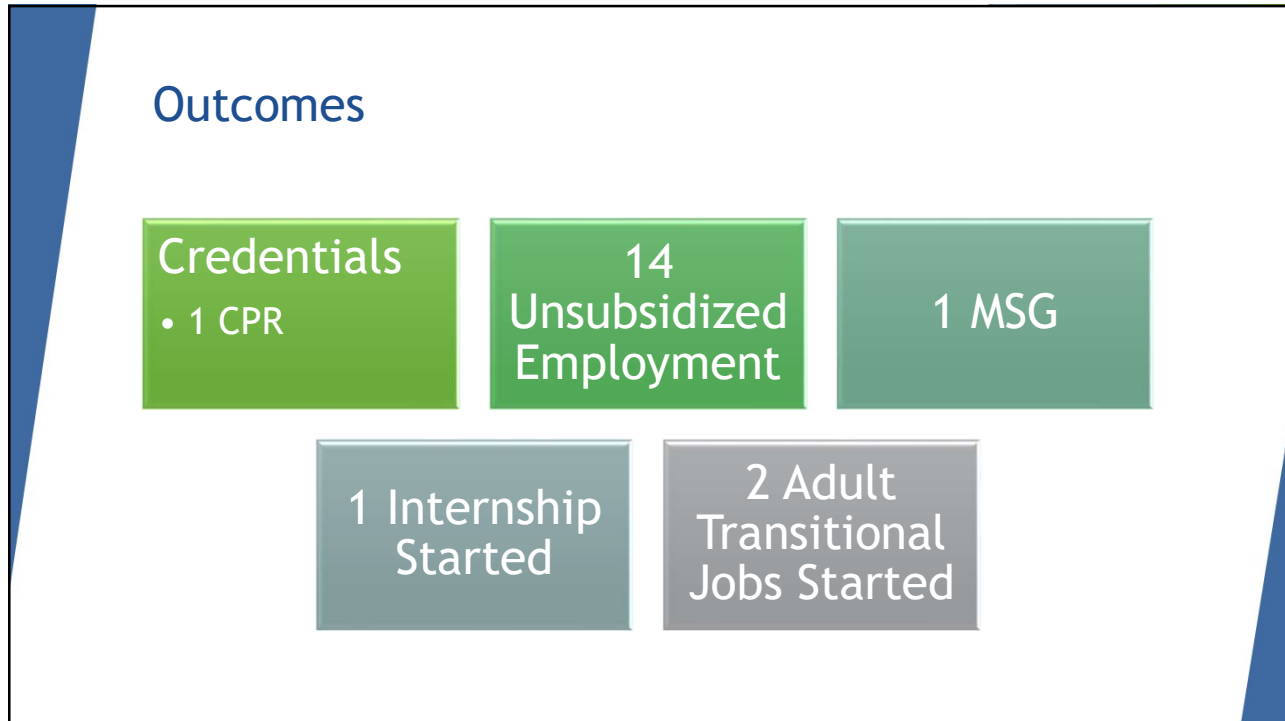
Legacy in Action

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► 0 Enrollments

Dislocated Worker Industries

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Participant Highlights

- ▶ 31-year-old from Lee County was laid off from Lake Cooper Millworks and was in declining occupation completed CDL program at SCC in February and gained unsubsidized employment at Dadant & Sons as a truck driver on March 13th.

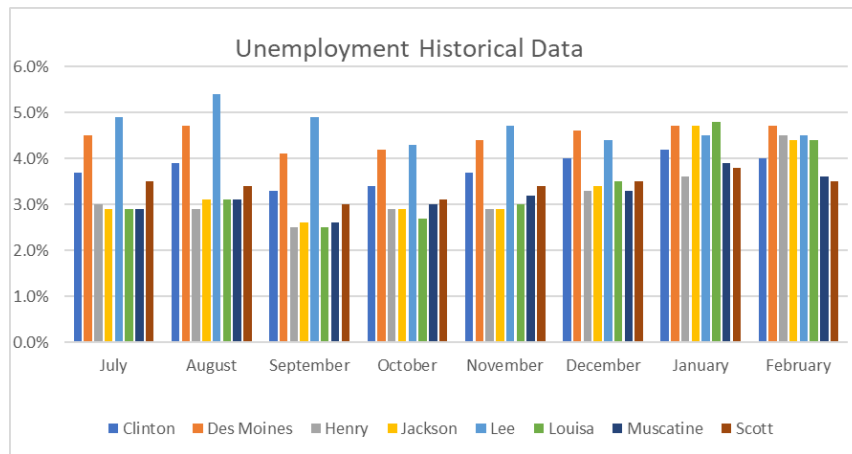
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Title III Report

Title III March Report

Services Provided	Burlington	Davenport
Services Provided by Individual	2874 Services for 603 Individuals	5230 Services for 975 Individuals
Services Provided to Veterans	109 Services for 23 Veterans	359 services for 77 Veterans
Staff Assisted Services	111 Services for 80 Individuals	63 Services for 77 Individuals
Individuals Enrolled	97	176

County	July	August	September	October	November	December	January	February
Clinton	3.7%	3.9%	3.3%	3.4%	3.7%	4.0%	4.2%	4.0%
Des Moines	4.5%	4.7%	4.1%	4.2%	4.4%	4.6%	4.7%	4.7%
Henry	3.0%	2.9%	2.5%	2.9%	2.9%	3.3%	3.6%	4.5%
Jackson	2.9%	3.1%	2.6%	2.9%	2.9%	3.4%	4.7%	4.4%
Lee	4.9%	5.4%	4.9%	4.3%	4.7%	4.4%	4.5%	4.5%
Louisa	2.9%	3.1%	2.5%	2.7%	3.0%	3.5%	4.8%	4.4%
Muscatine	2.9%	3.1%	2.6%	3.0%	3.2%	3.3%	3.9%	3.6%
Scott	3.5%	3.4%	3.0%	3.1%	3.4%	3.5%	3.8%	3.5%



February Data

	January		February	
County	In Labor Force	Unemployed	In Labor Force	Unemployed
Clinton	22,000	940	22380	910
Des Moines	18,210	850	18300	860
Henry	9,240	330	9510	330
Jackson	10,610	500	10780	510
Lee	14,630	710	14710	660
Louisa	5,910	290	5970	260
Muscatine	20,760	810	20980	760
Scott	88,000	3,400	88700	3100

*Outreach Expense Policy



Mississippi Valley Workforce Development Board

Outreach Expense Policy

APPROVED DATE:

EFFECTIVE DATE:

PURPOSE

To provide information and guidance for the Local Workforce Development Board and sub-recipients regarding the use of state and federal funds to conduct outreach and promote/market local workforce services.

BACKGROUND

Title 2 CFR Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (the Uniform Guidance), restricts the use of federal funds for advertising and public relations (see 2 CFR 200.421).

DEFINITIONS

- **Program Outreach:** Program outreach is an activity conducted by workforce boards and sub-recipients to educate the public about services available and how to access those services. Program outreach also includes activities designed to inform and recruit individuals that have particular needs and have been targeted for services.
- **Outreach/Informational Item:** An outreach/informational item is something purchased for distribution to job seekers and employers as a way to reinforce the program outreach that a Local Workforce Development Board does.
- **Promotional/Marketing Item:** An item purchased for distribution to the general public that promotes the organization (only contains the name of the Local Workforce Development Board or IowaWORKS).
- **Public Relations:** Include activities dedicated to maintaining the image of the organization and promoting relationships with the community or public at large.
- **Connection to Programs/Services:** A statement that connects a business, partner, or job seeker to services offered at the workforce board. For example, “Call [phone #] or visit [website] for assistance in locating employment or job training,” etc.

APPLICABILITY

The policy and procedures contained in this guidance apply to the use of federal or state grant funding received from DOL. It does not apply to outreach/informational and promotional/marketing items purchased with non-federal and non-state funds.

This policy does not apply to the following items that are not considered “outreach/informational.” These items may include the name and/or the logo of the

organization and tagline, so long as the cost of adding that information is not significantly different from the cost of the supplies unmarked, and those supplies are used only for the conduct of grant business and not as outreach/informational purposes. The Local Workforce Development Board and/or subrecipient should maintain cost comparison data between the items marked and unmarked to demonstrate that the cost variance was reasonable. These items include:

- Office supplies such as pens, pencils, pads of paper, business cards, stationary, post-it note pads, mouse pads, lanyards, or similar items used by staff, board members, or individuals participating in workforce program activities.
- Balloons, banners, and table skirts that include the organization's name used to identify the organization at events such as job fairs and other community events.
- T-shirts and other types of uniform materials worn by staff or participants used to identify staff and participants as members of the local workforce team.
- Supportive services such as grooming supplies (pocket valets) and other similar items that may be used to help participants successfully interview for jobs, etc.
- Supplies, materials, booklets, and videos purchased for resource rooms, job readiness classes, and Rapid Response.

POLICY

Advertising and Public Relations Allowability

2CFR 200.421(e)(4) identifies "Costs of advertising and public relations designed solely to promote the non-Federal entity" as unallowable advertising and public relations costs. The only allowable advertising costs are those which are solely for:

- The recruitment of personnel required by the non-Federal entity for the performance of a Federal award (See also § 200.463).
- The procurement of goods and services for the performance of a Federal award.
- The disposal of scrap or surplus materials acquired in the performance of a Federal award except when non-Federal entities are reimbursed for disposal costs at a predetermined amount.
- Program outreach and other specific purposes necessary to meet the requirements of the Federal award.

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 favorable relations with the community or public at large or any segment of the public. The only allowable public relations costs are:

- Costs specifically required by the Federal award.
- Costs of communicating with the public and press about specific activities or accomplishments which result from the performance of the Federal award (these costs are considered necessary as part of the outreach effort for the Federal award).
- Costs of conducting general liaison with news media and government public relations

officers, to the extent that such activities are limited to communication and liaison necessary to keep the public informed on matters of public concern, such as notices of funding opportunities, financial matters, etc.

Unallowable advertising and public relations costs include the following:

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

Program Outreach and Informational Items Allowability

Federal regulations allow costs associated with advertising to conduct program outreach activities. Allowable advertising includes TV and radio spots, billboards, spots on transit media, signage, social media, websites, brochures, etc. Program outreach should be a coordinated activity that supports and benefits the various workforce grants operated by the local workforce development board.

Allowable advertising should be targeted to businesses, job seekers, and/or community partners and: 1) connects job seekers, businesses, and/or community partners to programs and services offered by the Local Workforce Development Board, or 2) serves a business purpose by assisting job seekers to obtain employment, and for employers to find qualified job seekers. In order to be allowable, program outreach/informational items must meet the following criteria:

- Be reasonable in price and necessary to assist in outreach to businesses, community partners, and job seekers. Only the number of items determined necessary to support outreach efforts planned for the program year should be purchased.
- Any outreach/informational items purchased for distribution as giveaways must be intended for businesses and community partners in the context of doing business with the Local Workforce Development Area, or for job seeker customers as part of program recruitment, participation, or follow-up.
- Outreach items provided to businesses/community partners should be items that can be used in the work environment and have the added benefit/value of connecting the business/community partner to the programs and services provided by the Local Workforce Development Board.
- Outreach items provided to job seekers should be useful during the search for employment while connecting the individual back to employment programs and

services.

All outreach and informational items must include:

- Contain a phone number, e-mail address, web address, or street address for customers to contact.
- Trackable QR codes or another type of tracking system should be used when possible.
- Include the Iowa *WORKS* brand “IowaWORKS Mississippi Valley” logo and follow the style guide when applicable.
- Include a tagline that connects a business, partner, or job seeker to services offered at the workforce board. For example, “Call [phone #] or visit [website] for assistance in locating employment or job training,” etc.
- Funding Acknowledgement. The following statement shall be included on all products developed in whole or in part with WIOA Funds:
 - "This project [is being] [was] supported, in whole or in part, by the federal award number [enter project FAIN] award to the State of Iowa by the U.S. Department of the Treasury."
 - When space is limited the tagline may be shortened to “Funded by DOL, WIOA Title I-B programs”

The following are some examples of allowable outreach/informational items, provided that the items meet the criteria outlined above:

- Any outreach items paid for with federal funds must be intended for general workforce business use by staff or partners, or business or job seeker customers as part of program recruitment, participation, or follow-up. Please note that the costs of promotional items and memorabilia including models, gifts, and souvenirs are unallowable.
- Folders purchased for distribution to job seekers to assist them in seeking employment. These items should include information on available workforce services (brochures, pamphlets, etc.).
- Pens and pencils purchased for distribution to job seekers and participants to assist them in seeking jobs and participating in program services and/or for distribution to businesses and community partners to remind them of services available through the Local Workforce Development Board.
- USB drives that include pre-loaded information about available services purchased for distribution to job seekers and participants to assist them in seeking jobs and participating in program services and/or for distribution to businesses and community partners to remind them of services available through the Local Workforce Development Board.
- Tote bags for distribution to job seekers at job fairs and community events. Tote bags and other similar items purchased for distribution to job seekers should include information on available workforce services (brochures, pamphlets, etc.).

- Cups/Water Bottles – Cups are generally not as acceptable as water bottles. Water bottles are more related to program participation. (For example, working on resumes at a computer in a workforce center.)
- Disposable items are not allowable.

The following are examples of items that are not allowed to be purchased from state or federal grant resources:

- Balloons purchased for distribution to the general public at job fairs or community events. These and other promotional/marketing items intended to be distributed to the general public as a “giveaway” are not allowable.
- Hairbrushes/other personal items purchased for distribution as a marketing item to the general public or job seekers. These and other promotional/marketing items intended to be distributed to the general public as a “giveaway” are not allowable.
- Umbrellas purchased for distribution to businesses and community partners to engage and remind them of services available through the Local Workforce Development Board. Although the item may be intended for distribution to only businesses targeted for recruitment, the item is determined to have limited value/benefit and has a high cost per item for that limited benefit.

Allowability of Employer Outreach and Job Development Activities

Allowable employer outreach and job development activities must be directly related to training individuals, such as:

- Development of work based learning opportunities.
- Contracts with potential employers for the purpose of placement of WIOA Title I-B participants.
- Participation in business associations such as chambers of commerce, economic development boards, joint labor-management committees, labor associations, and resource centers.
- Have contact with potential employers for purpose of placement of WIOA Title I-B participants.
- Provide information about WIOA Title I-B programs;
- Coordinate activities in a region or local area to promote entrepreneurial training and microenterprise services.
- Assist in making informed decisions about job training needs.
- Actively participate in local business resource centers (incubators) to provide technical assistance to small and new businesses to reduce the rate of business failure.
- Subscribe to relevant publications.
- Conduct labor market surveys.
- Conduct other allowable WIOA activities in the private sector.

FUNDING ALLOWABILITY

Generally, USDOL Employment and Training Administration programs like the Workforce Innovation and Opportunity Act allow for the purchase of outreach and informational materials. Other programs depend on grantor preference on the issue or the nature of the services provided. The “Outreach/Informational Items Decision Tree” in Attachment I is provided as a resource tool for determining funding allowability. All outreach expenses may be subject to audit.

PRIOR WRITTEN APPROVAL

Prior written approval is not required to purchase allowable program outreach activities. Prior written approval is required for any purchases of allowable outreach/informational items exceeding 5,000 in total for the program year.

DOCUMENTATION

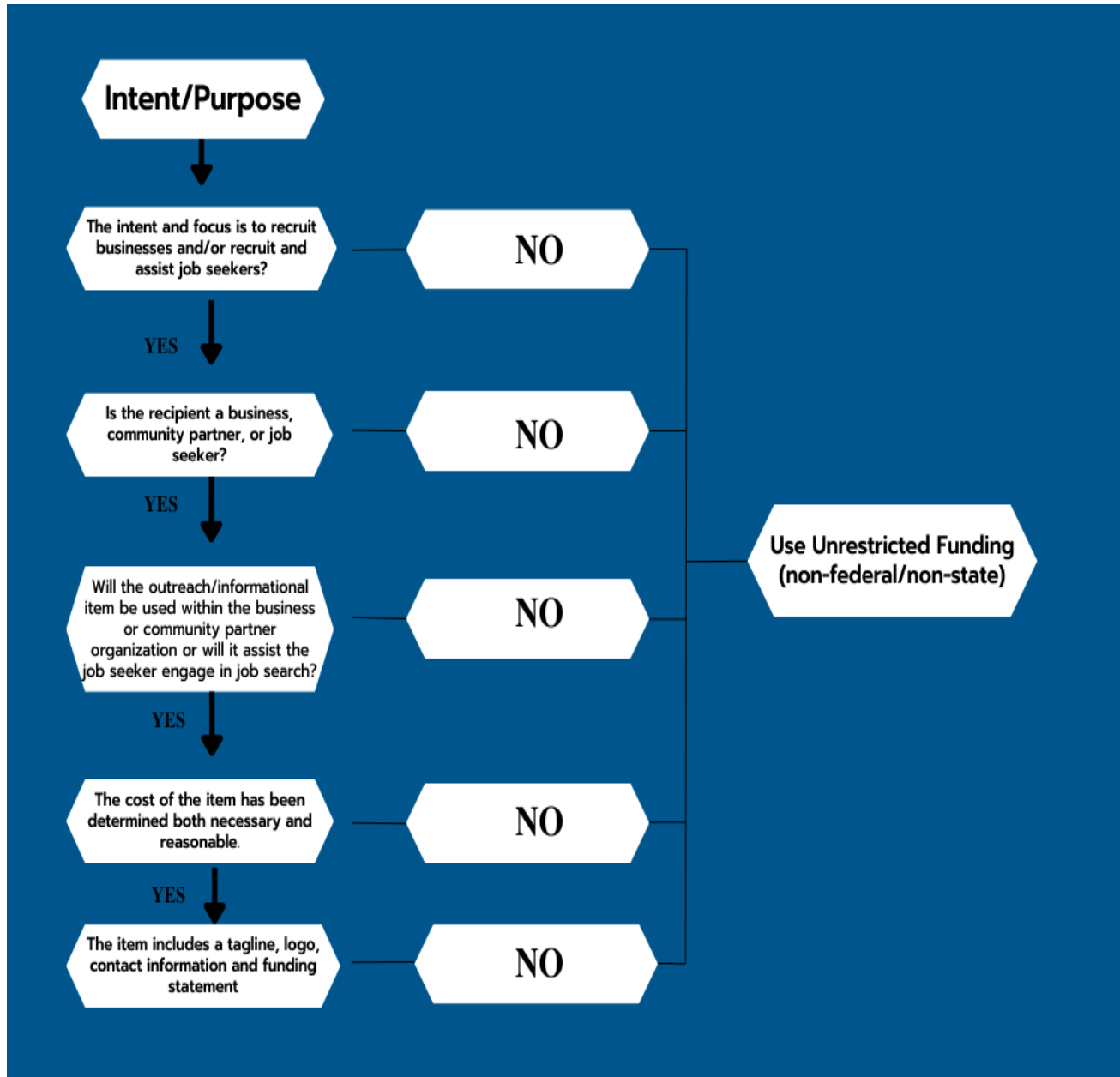
The Board and sub-recipients must have good, clear supporting documentation for all costs associated with program outreach and informational activities. Good, clear supporting documentation establishes that the expenditure:

- meets the cost principles (is necessary and reasonable for proper and efficient performance and administration of the grant);
- is allocable to the grant based upon benefits received.
- is authorized or not prohibited under federal, state, or local laws or regulations.
- conforms to any limitations or exclusions outlined in the principles, federal laws, terms and conditions of the federal award, or other governing regulations as to types or amounts of cost items; and
- is consistent with policies, regulations, and procedures that apply.

REFERENCES

- Workforce Innovation and Opportunity Act (WIOA; 29 U.S.C. 2701 et seq.)
- Regulations for the Workforce Development Systems Under Title I of WIOA (20 C.F.R. Part 675 et seq.)
- Title 2 C.F.R. Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (the Uniform Guidance).

**Attachment I Outreach/Informational Items
Decision Tree**



Attachment II Questions and Answers

1. What's the intent or purpose of the transaction (items purchased)?

- Transactions benefitting the client: the intent or purpose should be to assist the client in their employment and training activities or to direct the client to the services provided by the federal program(s).
- Transactions benefitting the program(s) offered: the information included should be clear and purposeful. For example, if the item purchased is a banner showcasing Veterans Services, the banner should clearly display the programs and/or services offered.
- Transactions benefitting businesses and other stakeholders: the intent should be to highlight the services that the federal program(s) can provide to the business. For example, testing prospective employees or providing an overview of the program/s available, etc.

2. Who will benefit from the transaction?

As you analyze this question, think about the benefits to the targeted audience. The transaction might benefit the job seeker/client by increasing their awareness of the program or services. Employers might be drawn into using programs or services when they are reminded of the provided transaction. Also, the transaction will hopefully enhance or create new relationships with employers. And lastly, advertisements for outreach efforts should be designed to draw in those customers seeking services, such as job seekers looking for employment and training opportunities or employers who are considering hiring staff.

- Will the items purchased benefit the job seeker/client?
- Will they create relationships with potential employers?
- In the case of ads in the local media outlets, are the ads designed to draw in those seeking our services, or are they designed to reach out to local businesses that may be contemplating hiring?

3. Can the items be intended solely for personal use?

Items purchased using federal monies are not intended solely for personal use. Items purchased for clients should assist the client in finding a job or completing the program objectives as intended by the grant or program. Gadgets and toys that don't support program activities should be purchased with money or awards that are not from federal sources.

4. What programs, services, and organizations must be identified?

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

- Those clients or businesses receiving materials should be able to understand what programs and services are available.
- Organizations (such as a workforce center or Local Area) should not be the main

focus of the outreach materials. Focus on the organization may not provide enough detail and understanding of the programs and services available at the organization. An organization must be a part of the design, but programs and services must be included to make the messaging meaningful.

- When including information about the programs, a locally branded name can be used to describe that program; however, contact information must be added to the design so that the recipient will know how to take further actions and whom to contact.

5. What level of detail is acceptable when there is “limited space available” on the item purchased?

At a minimum, there should be a URL that directs the user to specific information on the program or service from which they will receive the benefit.

6. When including a website in the design, what URL is acceptable?

The pages that the user is directed to must contain information on the programs/ services offered and the funding source. It is encouraged to include basic contact information such as an address, phone number, and business hours. For example, if your outreach item will be funded with WIOA Youth program money, the appropriate link to include would direct the client to the WIOA Youth page on the website.

Equal Opportunity Programs/Employer

Auxiliary aids and services are available upon request for individuals with disabilities.