



# Mississippi Valley Workforce Development Board

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## Operations Committee Meeting Agenda

Wednesday, May 10, 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	Nick Clayton
Adult/DW/RR Report	Kendra Schaapveld
Title III Report	Jana Wittenberg

### NEW BUSINESS

Draft Style Guide	Mandy T./ Miranda S
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](mailto:associate@mississippivalleyworkforce.org) or at 1-844-967-5365 option 2.



## Mississippi Valley Workforce Development Board

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### **Operations Committee Meeting**

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

**Members Present:** Mathew Nicol, Kirby Phillips, Jana Wittenberg, Tim Gobble, and Scott Schneider

**Members Absent:** Ryan Drew

**CEOs Present:** none

**Staff Present:** Andrea Taylor, Associate Director

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

**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 4:00 p.m.

### **EXCUSED ABSENCES**

Gobble made the motion to excuse Ryan Drew's absence, Phillips seconded, motion carried.

### **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 Schneider, and the motion carried.

## **STANDING REPORTS**

### **ONE-STOP OPERATOR REPORT**

Clayton reviewed the numbers for March. Reported that the system is not allowing to pull data past mid-March at this time and that this is a known issue that is being worked on. Facebook's total reach in Davenport was 20,313, a significant increase likely due to the frequent "women in the workforce" spotlight, and Burlington's Facebook total reach was 13,091. March events reported are 3/9 Refugee Workforce Employer, 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. Upcoming events reported are

4/18/2023 National Guard/ IowaWORKS career fair at Davenport Armory, 4/20/2023 OWDS breakfast for customers 7<sup>th</sup> District, 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, and the Refugee Job Fair schedule in May. Upcoming and ongoing projects reported are EICC Title II late spring 4-week sessions to help last-minute completers get testing done. Promise Jobs is in the initial stages of a project with 2 other states to build on and implement employment coaching strategies.

### **ADULT/DW/RR REPORT**

Schaapveld reported several Rapid Response events. West Liberty Foods, Iowa Wesleyan College, Durham School Services, Bed Bath and Beyond, and Tuesday Morning are all receiving services. There have been 6 Adult referrals with the caseload currently at 78 active and 111 follow-up Dislocated Worker currently has 103 active with 63 follow-up. There was 1 OST, 3 WBL and there was a 93.63% customer satisfaction rate. Outcomes- 1 credential, 14 unsubsidized employment, 1 measurable skills gain, 1 internship started and two adult transitional jobs started. Schaapveld stated there had been an increase in referrals and Wittenberg asked if she knew what had caused this. Schaapveld stated that outreach efforts are starting to pay off and they are thankful to all partners for the help that has been given.

### **TITLE III**

Wittenberg reported on unemployment and labor force numbers for the MVWA. The Burlington office served 603 distinct users in March with Davenport serving 975. There were 97 enrollments in March for Burlington and 176 for Davenport.

### **\*NEW BUSINESS**

Outreach Expense Policy. Nicol discussed the primary reason for this policy is because there was not one currently in place relating to specificities for outreach items or advertising. These needed to be clarified to follow the federal or state funding. Taylor stated that there needed to be a line added to the Definitions section stating that Youth Brand Accelerate Iowa would be included in youth outreach. Motion made by Phillips to approve the Outreach Expense Policy with the inclusion of youth accelerate Iowa, seconded by Schneider, motion carried.

### **OTHER BUSINESS**

Nicol brought up looking at having more of a one-page executive summary around the standing reports. They are required and helpful, but is the story behind the data understood? Does it reflect recent policy changes? Going back to see how changes have helped if they have. Try to take away from the mundaneness of the slides but use the slides as more of a support to the data. Would like to continue this discussion to determine what the best plan would be for the committee moving forward to have meetings be more productive.

Nicol is interested in having HNI sponsor at the job fair in Muscatine and potentially having

some OJT due to an increase in hiring needs during the summer months. Longstreth and Schaapveld will follow up with Nicol as well as the Muscatine Chamber to see what steps would need to be taken for this.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNED**

Gobble made a motion to adjourn the meeting, seconded by Wittenberg, motion carried, Nicol adjourned the meeting at 4:42 p.m.



# Mississippi Valley Workforce Development Board

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## Outreach Style Guide

### PURPOSE

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This guide applies to all outreach materials both printed and in electronic versions created by Mississippi Valley Iowa *WORKS* Centers. Outreach materials mean any product developed for Iowa *WORKS* activities that are funded by the Department of Labor (DOL) funding.

### BACKGROUND

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The Iowa *WORKS* brand shall be the exclusive brand used to identify the integrated American Job Center Network. All signage, materials, etc. will encompass the Iowa *WORKS* brand exclusively for delivering services within the workforce system. Funding sources that pass-through Iowa Workforce Development will not be used to subsidize marketing, collateral materials, websites, advertising, or other efforts that do not follow the brand requirements as laid out below.

### APPROVAL PROCESS

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All outreach materials must be reviewed to ensure proper use of the logo and other requirements for consistency. All materials must be sent to either the designated board staff, One Stop Operator, Operations Manager (or designee), or one other designated individual in each center for approval before distribution or use. It is preferred that all content be created in Canva, and access can be requested by contacting the board directly.

### BRANDING AND REQUIRED GUIDELINES

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The following are brand requirements for all programs and services within the exclusive requirements of Iowa *WORKS*. The following checklist should be used to verify all information follows the MVWA branding guide.

- Iowa *WORKS* Mississippi Valley logo must be placed in the lower left corner.
- Iowa *WORKS* Mississippi Valley logo is the only logo to be used on outreach materials developed and used to promote organizations associated with the integrated system.
- Program logos are acceptable, such as Accelerate Iowa for the youth program.
- No specific organizations referenced such as Equus, Title 1, Iowa Workforce Development, etc.
- The logo is a green/black logo. All black or white logos are also acceptable. Any logos not complying with the color requirements must be removed or replaced. Logo files can be requested from an authorized individual.
- Iowa *WORKS* must be spelled correctly with “*WORKS*” capitalized and italicized.
- The current Equal Opportunity Statement must be utilized in small print and in the lower right-hand corner of all print and electronic media.

- The footer should contain the DOL funding acknowledgment statement.
- A direct contact phone number, email, or website must be included, or a trackable QR code used. Allowable websites include [www.iowaworks.gov](http://www.iowaworks.gov) or [www.mississippivalleyworkforce.org](http://www.mississippivalleyworkforce.org).
- Use of acronyms is not permitted.
- Plain language should be used to avoid workforce jargon.
- No use of words that can have a negative connotation.

**EEO Statement is:**

Equal employment opportunity and program. Auxiliary aids and services are available upon request to individuals with disabilities by emailing [associate@mississippivalleyworkforce.org](mailto:associate@mississippivalleyworkforce.org)  
For the deaf or hard of hearing, use Relay 711

**DOL Statement:**

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” (or applicable program title)

**PROOFING AND PRINTING CHECKLIST**

Proofing is a crucial aspect of preparing any outreach material. Before the distribution of outreach materials that you have customized or found on Canva, you will want to review the following items:

- Dates will be formatted like this: Monday, April 18, 2023
- Times will be formatted like this: 12:00 p.m. – 2:00 p.m.
- Correct spelling
- Correct grammar
- Consistent spacing
- Consistency among headers
- Consistency among designs and images
- Consistent styles and formatting throughout the document
- Correct contact and specific location information (Davenport or Burlington with address)
- Links are working properly and directed to the correct location.
- Call to Action – what do you want the person seeing the flyer to do?
- Have a 2nd person proof the document before submitting it for approval.
- Be sure that all materials follow Mississippi Valley Iowa *WORKS* Branding guidelines.

## **SOCIAL MEDIA POSTING**

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The Mississippi Valley Iowa *WORKS* Centers use HootSuite to manage all social media accounts. There will be a social media posting schedule developed by the core partners and reviewed and updated regularly. Core Partners will also determine which staff in each center will have access to this platform and serve as point persons for postings and oversight of the social media accounts. The individuals who will have access to the HootSuite account will serve as the final approvals for postings and will be responsible for ensuring all elements of this style guide are adhered to. One board staff, the One Stop Operator, Operations Managers (or designee) and one additional individual from each center will have access to this platform. All authorized individuals will complete the IWD social media training, HootSuite onboarding, and local social media training before being granted HootSuite access.

- All partners are encouraged to send postings to the 4 authorized individuals to be placed on the schedule.
- Event posts should always have the “who, what, where, when, and why”

## **EXCEPTIONS**

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We recognize that a number of partners within Iowa *WORKS* will remain within the integrated system, however, the majority of their funding does not flow through IWD, WIOA, or the board. While we encourage these partners to utilize the exclusive portion of the Iowa *WORKS* brand requirements, it is fully recognized that the use of Iowa *WORKS* cannot be a requirement. Because of this, we will work closely with these partners to incorporate Iowa *WORKS* where possible and to ensure that when it is used, the brand standards are followed.

We understand that Iowa *WORKS* may not always be the lead partner hosting an event. In these circumstances, at a minimum, the use of the logo and colors should be adhered to. Examples include but are not limited to:

- Community programs where the local Workforce System is partnering with non-Iowa *WORKS* partners on local programs or initiatives.
- Job fairs where Iowa *WORKS* is a partner, not the primary sponsor.
- Local events where additional organizations’ logos are needed to promote the activity.

*Equal Opportunity Programs/Employer  
Auxiliary aids and services are available upon request for individuals with disabilities.*