

Operations Committee Meeting Agenda

Wednesday, June 14, 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 (Page 5)	Nick Clayton
Adult/DW/RR Report/Narrative Report (Page 13)	Kendra Schaapveld
Title III Report (Page 22)	Jana Wittenberg

NEW BUSINESS

*PY23 Goals (Page 25)	Matthew Nicol
*PY23 Funding Priorities	Matthew Nicol
Committee Membership Review (Page 28)	Andrea Taylor
*Committee Chair/Vice Elections	Matthew Nicol
Q3 Performance (Page 31)	Miranda Swafford
Style Guide (Page 33)	Mandy Tripp

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.

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 7th 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.

One-Stop Operator Report



IowaWORKS
A proud partner of the AmericanJobCenter network


One-Stop Operator
May 2023



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


1

May Hiring Events/Job Fairs



IowaWORKS
A proud partner of the AmericanJobCenter network

Date	Type	Location	Job Seekers
05/01/2023	Team Staffing of Ft Madison	Burlington IowaWORKS	6
05/01/2023	Multiple Hiring Event	Davenport IowaWORKS	17
05/03/2023	Siemens Gamesa Job Fair	Burlington IowaWORKS	4
05/23/2023	Veterans Appreciation Hire Talent Tuesday	Burlington IowaWORKS	22



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

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MVWA May Workshops

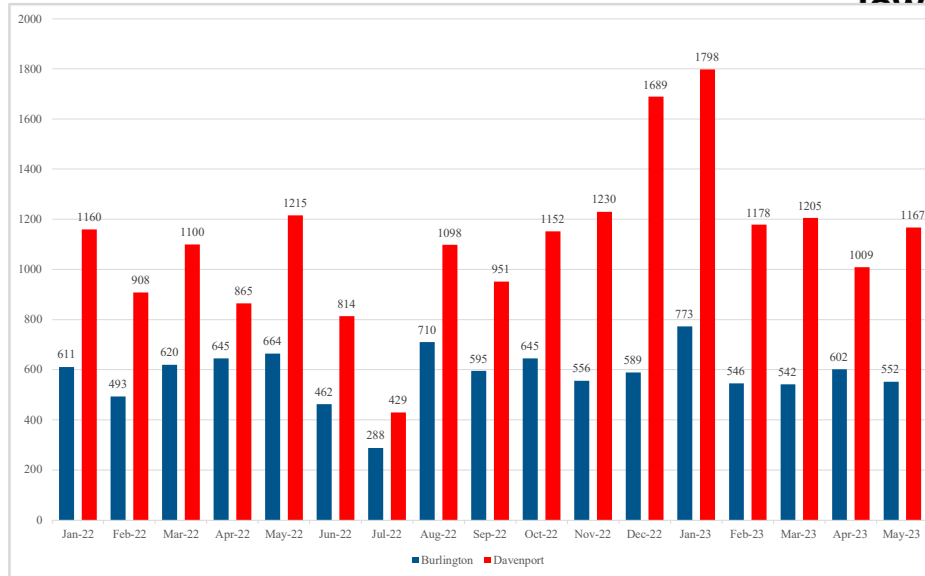
Workshop	Burlington	Davenport
Career Services	0	1
Resumes	33	54
Job Search	5	76
Financial Literacy	0	4
Interviewing	56	55
Career Interest	2	8
Digital Literacy	0	6
Personal Growth	2	27
Work Readiness	13	0
Labor Market Info	2	0
Unemployment Info	37	18
Job Finding Club	13	26
NCRC	22	1



IN PARTNERSHIP WITH

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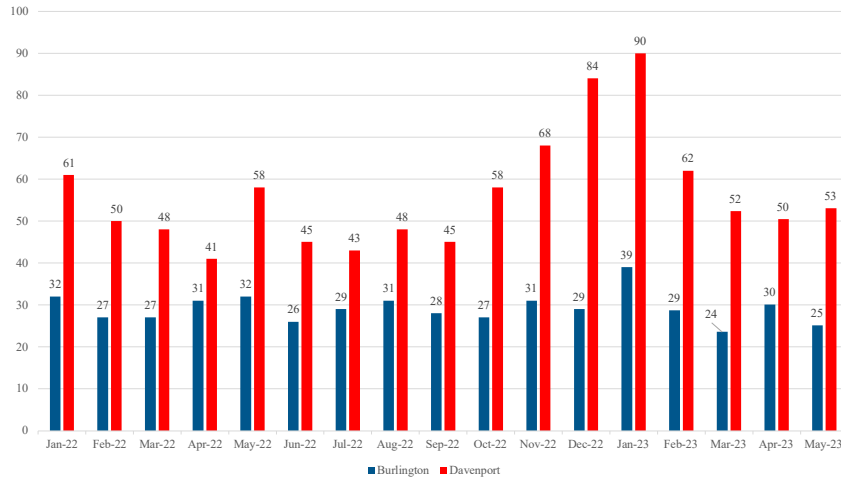
Historical VOS Numbers



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Historical VOS Numbers Daily Avg.



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Services Provided to Employers May



Services Provided Employer Reports - by Service

LWDB/Region: Mississippi Valley LWDA
 Filter By Date: Actual Date
 Start Date: 5/1/2023
 End Date: 5/31/2023
 Report Run Time: 6/2/2023 9:53:53 AM

Service	Total Employers	Total Services
E01 - Assisted Employer with Accessing Untapped Labor Pools	14	16
E15 - Continued Employer Engagement	31	38
E02 - New Employer Engagement	50	51
E07 - Provided Employer Information and Support Services	89	91
E09 - Provided Job Fair Services	20	21
E10 - Provided Job Order Follow-up/Assistance	19	22
E11 - Provided Rapid Response / Business Downsizing Assistance	3	4
E12 - Provided Strategic Planning / Economic Development Activities	7	10
E13 - Provided Training Services	2	2
E14 - Provided Workforce Recruitment Assistance	25	26
E90 - Referred Qualified Applicants	1	1
E21 - Registered Apprenticeship - In-Depth Meeting	1	1
E20 - Registered Apprenticeship - Intro Meeting	1	1
Service	Total Employers	Total Services
Total Rows: 13	263	284

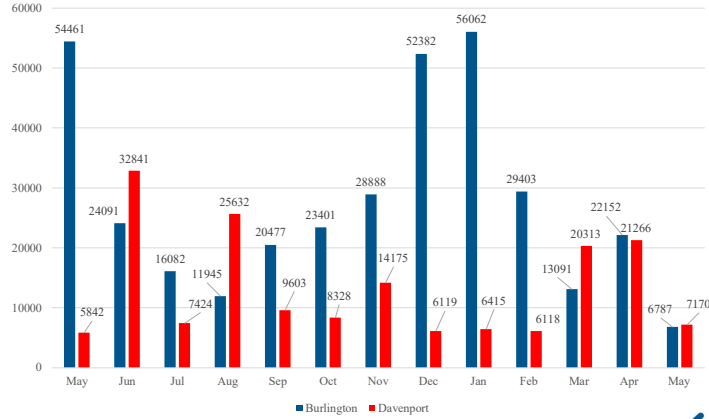


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Facebook Reach



Office Page	Total Reach
Burlington	6,787
Davenport	7,170



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



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Customer Satisfaction May



14 of 17 (82%) responded “somewhat or very satisfied” to a majority of the questions
8 of 10 (80%) Davenport responded “somewhat or very satisfied” to a majority of questions

2 of 2 (100%) West Burlington

4 of 5 (80%) online

Left one off that was satisfied because it was from Army Post Road.

May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
100%	100%	100%	91.4%	92.5%	69.4%	85.1%	85.7%	66.7%	85%	78%	96%	82%



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Customer Comments



Areas of Concern

- I was disappointed in the amount of support that I am receiving, while I await the appeal on my claim.
- Under the guidance of lowaworks staff, I filled out my re-employment activities and certified my applications as I could not figure it out on my own. With their help, I was able to have my UI claim closed because they were not trained sufficiently. Then I had to refile. The employee told me that to come back the next day to check on the status. After two more visits, I was told to wait some more. I then came in the following Monday and was told that my claim was again closed because "I did not do my weekly", even though I was told I had to wait to find out if my claim was approved or not. Overall, I believe that at least four of the Davenport, IA employees are in need of retraining at the very least. In 38 years of being employed, this is the only time that I have been unemployed and needed help. I'm now 3/4 of the way through my second month of being unemployed with no help from Unemployment Insurance. Very dissatisfied with the whole experience
- The technology is not overly user friendly and the staff is not better.

Positive Comments

- Working with staff has been great. Recommendation that the requirements be geared individually based on their circumstances vs. the same for all. Not everyone is in the same situation for the same reason. Therefore, not all requirements need to be the same.
- Rocky was very helpful and walked me through the process.
- When I met with Cassie Kimler, she was very easy to talk to. She was also very insightful.



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MVWA May Partner Referrals



Referred To	Burlington	Davenport	Referred From	# of Referrals
Title I Adult/DW	12	24	AEL/HiSED	1
Title I Youth	4	10	Promise Jobs	9
Title II (AEL/HiSED)	1	0	RCM/RESEA	16
Title IV (Voc Rehab)	3	8	Title I	2
Title IV (IDB)	0	1	Title III	38
Veterans	4	1	Title IV	3
IowaWORKS	0	2	TAA	1
AARP	2	1	Outside	7
CTE	0	1		
IWD (Trade, Unemployment, Re-entry)	0	2		
Ticket to Work	0	1		



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May Events



- 5/10 Virtual Employer Lunch and Learn
- 5/11 Navigating Ageism
- 5/15 Basic Computers Workshop
- 5/17 Muscatine Job Fair
- 5/18 Refugee Job Fair
- 5/23 Veteran Mock Interview and Hire Talent Tuesday



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Upcoming Events



- 6/7 Siemens Gamesa Employer Event
- 6/8 Navigating Ageism Workshop
- 6/15 Team Staffing Job Fair
- 6/12 and 6/22 Basic Computer Workshop Davenport
- Every Wednesday Computer Literacy Workshop Burlington



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Continuous Improvement Opportunities



- Outreach Calendar
- Outreach Materials
- Digital Literacy Classes



Adult/DW/RR Report

Performance

The second month of the final quarter continued to perform. The adult program enrolled 3 adults. We did not enroll dislocated workers. We now have 131 adults/dislocated workers enrolled for the program year. Our goal is 125 enrollments. We are working through suitability in the last quarter, working with adults and dislocated workers who are interested in work-based learning or short-term certificate programs that land high on our priority of service list. We have now worked through our waiting list as we are limited with instructional training agreement funds.

As we work towards the end of the program year, tuition funds winding down for the year, the deliverable had been met. We did not have any participants begin occupational skills training in May.

Work-based learning saw 4 participants begin in May, meeting 83% of the goal. Three work-based learnings were internships and 1 was a transitional job. 2 came from reverse referrals. Through building community relationships with businesses, we can grow our work-based learning opportunities.

There was no on-the-job training for the National Dislocated Worker Grant. Those that are enrolled are also enrolled in the Trade Adjustment Act program. These are recipients of unemployment insurance as well and have been dislocated due to business closure and their jobs moved overseas. They are in school. Those that are graduating soon are interested in internships. This grant will expire in June. We are working on identifying internships and we will still work to identify OJT's. Most students are working towards experience and are not interested in OJTs.

Our program continues to have high customer services with individuals with a 93% customer satisfaction rate and 25 surveys completed. Staff work to respond to voicemails within 24 hours of receiving them. They also have Google voice accounts that allows them to text participants. Our staff work to have timely communication to meet immediate needs.

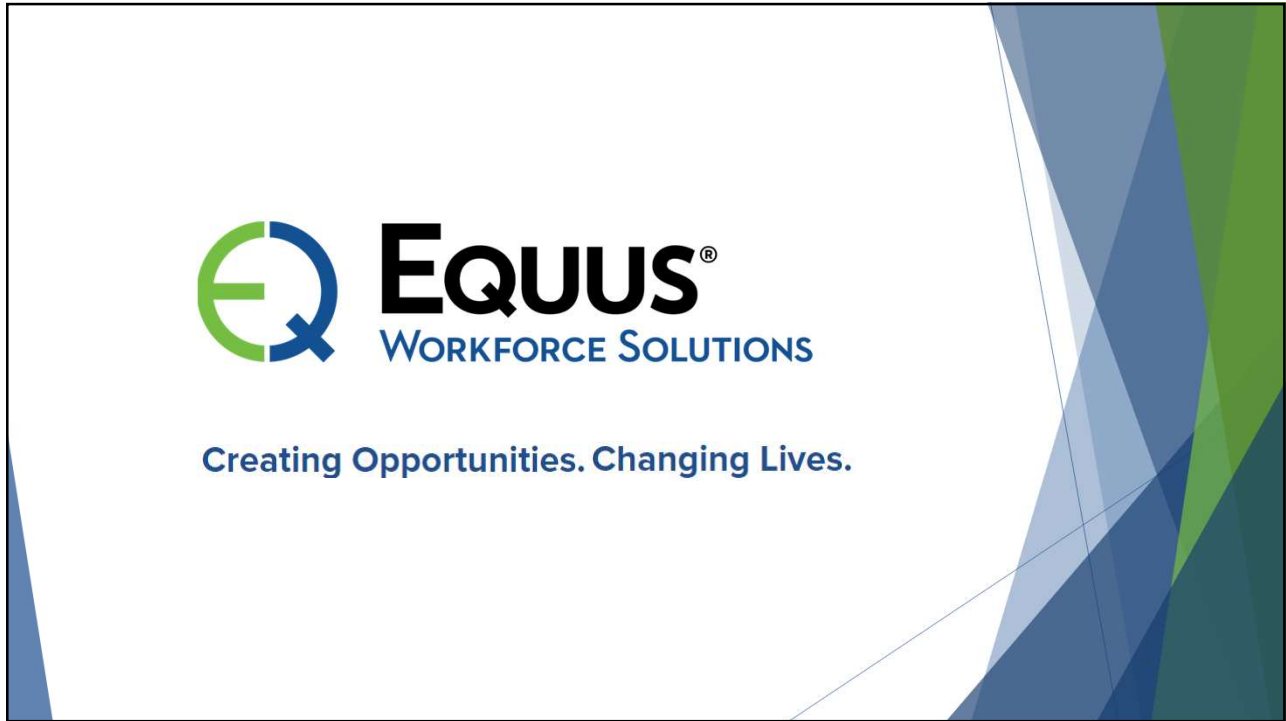
Rapid Response Summary

We respond to WARN notices as they are received. We received WARN for Lutheran Services in Iowa for contract ending for family centered services impacting 64 employees. Services to be provided in June.

We provided follow-up unemployment office hours to the Teamsters union impacted by the Durham contract ending. We had roughly 30 bus drivers attend.

Policy Deployment

As the program year winds down, priority of service becomes prevalent due to limited funds with instructional training agreement funds and support services funds.



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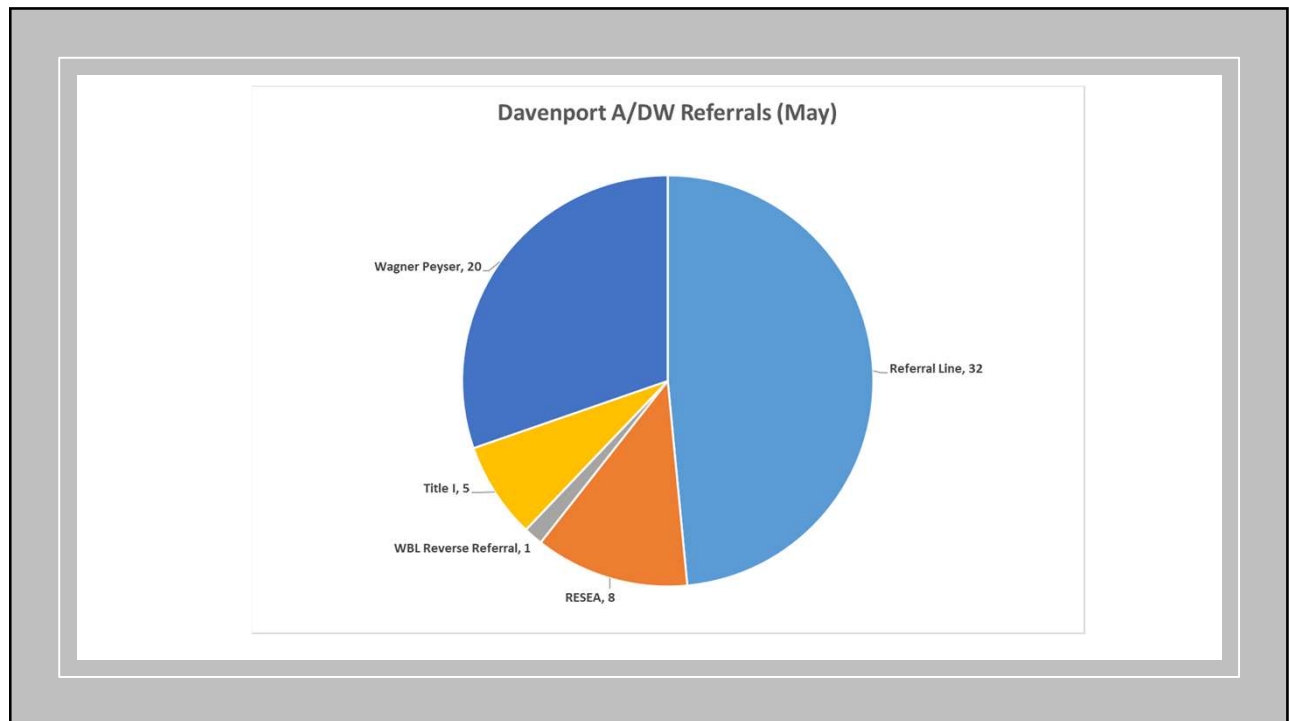


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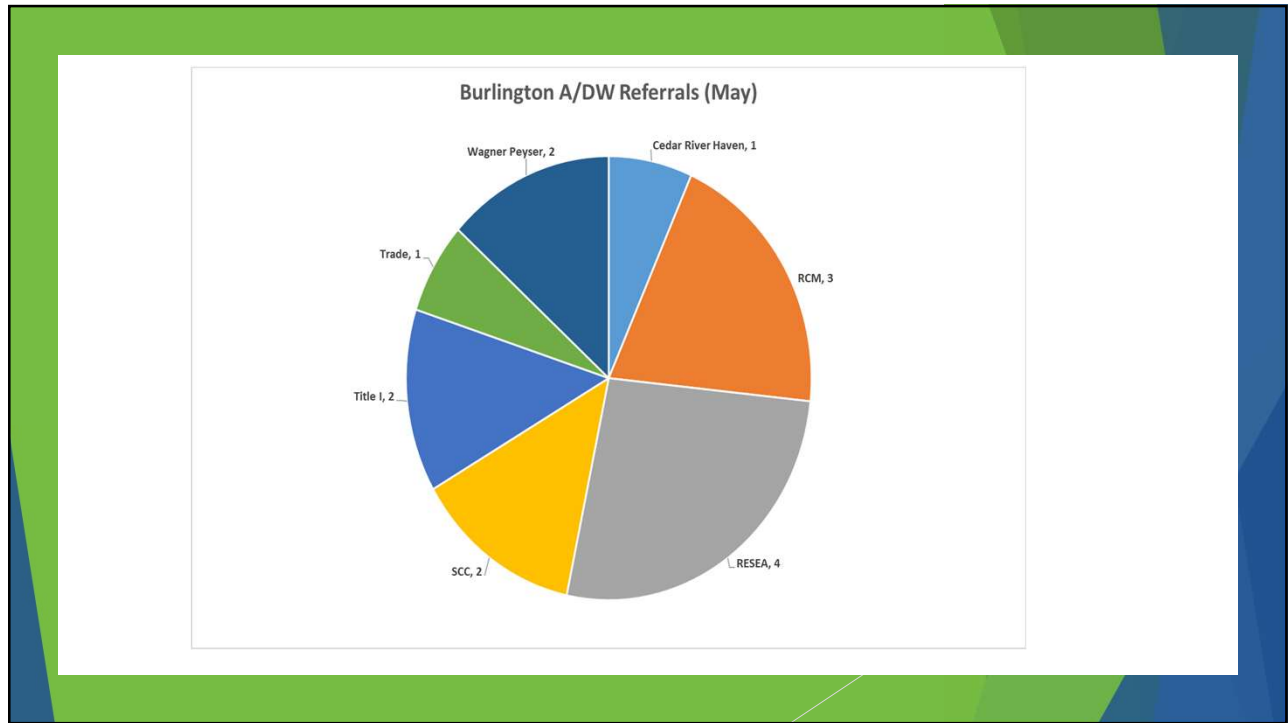
Rapid Response

- ▶ Received WARN for Lutheran Services in Iowa
 - ▶ 64 impacted workers over multiple counties
- ▶ Met with Teamsters Union
 - ▶ Durham bus contract
 - ▶ Discussed unemployment questions
- ▶ David's Bridal updated WARN
 - ▶ HR is going to reach out again in 25 days
 - ▶ We reached out to local store, no response

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4



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Enrollments

	May	YTD Goal	YTD Actual	% of Goal
Adult	3	125 (Total)	69	
Dislocated Worker	0	125 (Total)	62	104%
National Dislocated Worker Grant	0	40 co-enrolled	127	315%

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Caseload

Adult

- ▶ 73 Active
- ▶ 102 Follow Up
- ▶ 35 Average caseload
- ▶ 4 Exit
 - ▶ 1 Employed
 - ▶ 2 Not employed
 - ▶ 1 Unknown

Dislocated Worker

- ▶ 97 Active
- ▶ 62 Follow Up
- ▶ 31.8 Average caseload
- ▶ 3 Exit
 - ▶ 3 Employed

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Occupational Skills Training

	May	YTD Goal	YTD Actual	% of Goal
Occupational Skills Training	0	125	144	115%

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Work Based Learning

	May	YTD Goal	YTD Actual	% of Goal
Work Based Learning	4	30	25	83%
NDWG OJT	0	28	3	11%

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IA MISSISSIPPI VALLEY IOWA ADW	05/19/23	
IA MISSISSIPPI VALLEY IOWA ADW	05/21/23	
IA MISSISSIPPI VALLEY IOWA ADW	05/23/23	
IA MISSISSIPPI VALLEY IOWA ADW	05/24/23	
IA MISSISSIPPI VALLEY IOWA ADW	05/26/23	
IA MISSISSIPPI VALLEY IOWA ADW	05/26/23	Everyone service there was great and the ones who worked with me helped me alot
IA MISSISSIPPI VALLEY IOWA ADW	05/03/23	Everything is good
IA MISSISSIPPI VALLEY IOWA ADW	05/05/23	n/a
IA MISSISSIPPI VALLEY IOWA ADW	05/15/23	n/a
IA MISSISSIPPI VALLEY IOWA ADW	05/05/23	Robert Does A Great Job Helping Me He Needs A Raise

93.96% Customer Satisfaction Rate

25 Surveys completed

Legacy in Action

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▶ 0 Enrollments

Dislocated Worker Industries

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Outcomes

- Credentials
 - 1 Substitute Teaching
 - 1 Radiology Technician
 - Office Management
 - Computer Design
 - 3 Early Childhood
 - Technology Network Admin & Cyber Security
 - Medical Billing and Coding
 - Business Management
 - Certified Medical Administrative Assistant
- 25 Unsubsidized Employment
- 3 Internships Started
- 1 Adult Transitional Job Started
- 37 MSG

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Participant Highlights

- ▶ Success: Lee County AD Participant securing employment at Allied Security as a security guard for \$17.56 per hour.
- ▶ Des Moines County DW Participant securing employment at J&M Displays with Class B CDL license for \$25 per hour.
- ▶ Clinton Co. Adult participant (SBE Veteran) was reverse referred by Clinton Substance Abuse Council for work-based learning and began his internship as a Peer Recovery Outreach Coordinator on 5/4/23.

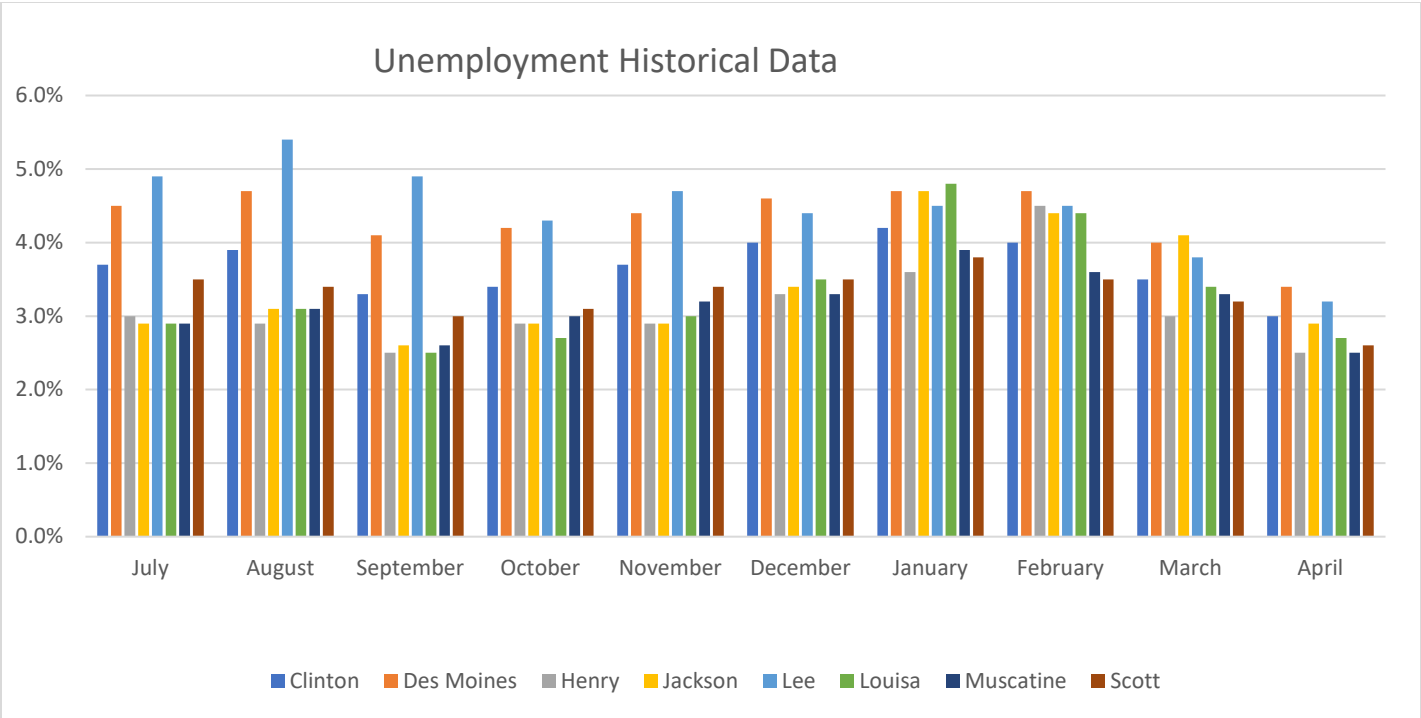
Title III Report

Title III May Report

Services Provided	Burlington	Davenport
Staff Assisted by Individual	721 Services for 244 Individuals	1607 Services for 402 Individuals
Services Provided to Veterans	161 Services for 24 Veterans	499 services for 79 Veterans
Individuals Enrolled	107	183

County	March-23		April-23	
	In Labor Force	Unemployed	In Labor Force	Unemployed
Clinton	22,410	780	22,530	680
Des Moines	18,170	720	18,270	630
Henry	9,530	290	9,500	240
Jackson	10,850	440	10,810	310
Lee	14,710	560	14,730	480
Louisa	6,000	210	5,960	160
Muscatine	20,888	680	20,880	520
Scott	88,400	2800	88,800	2,300

County	July	August	September	October	November	December	January	February	March	April
Clinton	3.7%	3.9%	3.3%	3.4%	3.7%	4.0%	4.2%	4.0%	3.50%	3.00%
Des Moines	4.5%	4.7%	4.1%	4.2%	4.4%	4.6%	4.7%	4.7%	4.00%	3.40%
Henry	3.0%	2.9%	2.5%	2.9%	2.9%	3.3%	3.6%	4.5%	3.00%	2.50%
Jackson	2.9%	3.1%	2.6%	2.9%	2.9%	3.4%	4.7%	4.4%	4.10%	2.90%
Lee	4.9%	5.4%	4.9%	4.3%	4.7%	4.4%	4.5%	4.5%	3.80%	3.20%
Louisa	2.9%	3.1%	2.5%	2.7%	3.0%	3.5%	4.8%	4.4%	3.40%	2.70%
Muscatine	2.9%	3.1%	2.6%	3.0%	3.2%	3.3%	3.9%	3.6%	3.30%	2.50%
Scott	3.5%	3.4%	3.0%	3.1%	3.4%	3.5%	3.8%	3.5%	3.20%	2.60%



***PY23 Goals**

Adult/DW Contract Performance and PY 23 Deliverables

Action

Review and establish contract deliverables and performance objectives for PY23 for the Adult/DW contract.

Background

In PY 20 and PY 21 Equus set their own contract deliverables and in PY22 the board set the goals. The board is in a position now where they can start looking at data and setting the deliverables for PY23 Title I contracts. The board is not limited to the below options and can incorporate additional deliverables that are in the best interest of the MVWA.

Program Year 2022 YTD (July 1, 2022 – June 1, 2023)

Current Deliverables	Goal/Deliverable	Performance YTD
Work Based Learning (WBL)	30	
Occupational Skills training (Scholarships)	125	
Enrollments	125	

Program Year 2021 (July 1, 2021 – June 30, 2022)

Current Deliverables	Goal/Deliverable	Performance YTD
Work Based Learning (WBL)	30	27
Occupational Skills training (Scholarships)	90	243
Enrollments	No Goal Set	183

Program Year 2020 (July 1, 2020 – June 30, 2021)

Current Deliverables	Goal/Deliverable	Performance YTD
Registered Apprenticeship (RA)	5	0
Transitional Job Placements (TJB)	20	5
On-the-job Training (OJT)	30	10
Occupational Skills Training (Scholarships)	90	176
Enrollments	No Goal Set	173

Work Based Learning (WBL) is the broad category that covers RA, TJB, and OJT

Additional Goal/Deliverable Options for Specific Contracts or Systemwide

- Number of enrollments/participants served
- Business Needs Assessments Completed
- # of Outreach Events
- Business Engagement Activities
- # of Employer Events
- # of Employers Served
- Employer Outreach Completed
- # of Repeat Employers Served

*PY23 Funding Priorities

Committee Membership

Operations Committee Members

Carol Reynolds – Board Member

Matthew Nicol- Board Member

Kirby Phillips – Board Member

Scott Schneider – Committee Member

Tim Gobble – Committee Member

Nick Flogel – Potential Board Member

Ryan Drew – Board Member (Changing to Finance Committee)

Meeting the 2nd Wednesday monthly at 4 p.m.

***Committee Chair/Vice Chair**

Performance

MVWA Performance Data

Adult Program

Indicator	PY21				PY22				
	Required	Q3	Q4		Required	Q1	Q2	Q3	Q4
Employment 2nd Qtr	73.0%	84.6%	84.2%		72.5%	82.9%	80%	79.60%	
Employment 4th Qtr	70.0%	80.0%	83.3%		66.0%	78.5%	78.90%	78.30%	
Median Earnings 2nd Qtr	\$5,400	\$6,948	\$6,775		\$6,100	\$6,473	6,589	\$6,589	
Credential Attainment	67.0%	70.0%	78.9%		65.0%	77.1%	76.60%	79.20%	
Measurable Skills Gain	44.0%	46.9%	56.3%		44.0%	46.7%	60%	67.70%	

Dislocated Worker

Indicator	PY21				PY22				
	Required	Q3	Q4		Required	Q1	Q2	Q3	Q4
Employment 2nd Qtr	85.0%	88.0%	86.0%		85.0%	83.7%	85.70%	82.50%	
Employment 4th Qtr	83.0%	100.0%	94.1%		85.0%	88.0%	83.70%	79.60%	
Median Earnings 2nd Qtr	\$8,400	\$8,418	\$8,633		\$8,900	\$8,744	\$10,038	9,327	
Credential Attainment	68.0%	83.3%	73.3%		69.0%	81.8%	78.80%	79.40%	
Measurable Skills Gain	31.0%	64.8%	62.6%		44.0%	53.8%	63.40%	63.90%	

Youth

Indicator	PY21				PY22				
	Required	Q3	Q4		Required	Q1	Q2	Q3	Q4
Employment 2nd Qtr	73.0%	72.4%	72.7%		73.0%	71.9%	68.90%	70.60%	
Employment 4th Qtr	72.0%	100.0%	93.3%		73.0%	80.0%	80%	63.20%	
Median Earnings 2nd Qtr	\$3,600	\$3,198	\$3,886		\$3,700	\$3,454	\$3,376	\$3,696	
Credential Attainment	59.0%	40.0%	22.2%		52.0%	41.2%	44	39.30%	
Measurable Skills Gain	41.0%	22.0%	17.9%		35.0%	24.3%	27.30%	44%	

Style Guide

Outreach Style Guide

PURPOSE

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

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

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

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 or 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
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

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

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.*