

## OUTREACH AND MARKETING

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### PURPOSE

This policy provides guidance on the marketing, branding, and outreach requirements for WDBVC-funded programs and services. It ensures that public-facing communications are consistent, compliant with federal and state guidance—including TEGL 03-23—and accessible to Ventura County residents.

### SCOPE

The Workforce Development Board of Ventura County (WDBVC) and its contractors and subrecipients.

### POLICY AND PROCEDURES

#### Use of Program Names Over Funding Source Identifiers

1. **Program-Centered Branding:**

All public-facing references to WDBVC-funded services—whether in print, digital, or verbal communications—must emphasize program names (e.g., “Ventura County WORKS”) rather than funding source identifiers (e.g., “WIOA”). This includes verbal introductions, public speaking, media appearances, and community outreach.

2. **Verbal Introductions and Public Speaking:**

Staff, contractors, and partners representing WDBVC should use a standardized reference such as:

*“I work with the Workforce Development Board of Ventura County, supporting the Ventura County WORKS initiative to connect people and employers to opportunity.”*

3. **Limited Use of Acronyms:**

Avoid acronyms like “WIOA” unless required for compliance or legal reasons. If used, acronyms must be defined in plain language.

4. **Compliance with TEGL 03-23:**

This policy is consistent with TEGL 03-23, which promotes consumer-friendly messaging and discourages the use of technical or legislative branding in public-facing materials.

#### Use of Approved Marketing Collateral

1. **Consistency and Approval:**

All outreach materials must use WDBVC-approved branding templates, language, and imagery to ensure consistency across all programs.

2. **Language Access:**

Materials should be available in English and Spanish, with additional translations provided as needed to meet the needs of the local population.

**3. Non-Discrimination and Accessibility (WIOA Section 188):**

In accordance with WIOA Section 188, materials must be accessible and free of discrimination. All outreach must ensure equal opportunity regardless of race, color, religion, sex, national origin, age, disability, political affiliation or belief, citizenship status, or WIOA program participation.

**Digital Presence**

**1. Website and Social Media:**

Subrecipients and contractors with public websites or social media accounts that promote WDBVC-funded programs must:

- Display the WDBVC-funded program logos (co-branded with the subrecipient or contractor's logo)
- Include appropriate funding disclosure language
- Use messaging consistent with WDBVC branding standards

**2. Landing Pages and Campaigns:**

Microsites, landing pages, and digital ad campaigns must:

- Be pre-approved by WDBVC staff
- Clearly identify the services offered and provide actionable next steps
- Maintain accessibility standards (ADA compliance)

**3. URL and Domain Use:**

Domain names or URLs should not imply exclusive ownership of programs by a subrecipient and must reflect shared ownership with WDBVC when applicable.

**4. Email Signatures**

• **Required Elements for WDBVC service providers:**

All WDBVC service providers must use standardized email signatures that include applicable WDBVC-funded program logos.

• **Subrecipients and Contractors:**

Subrecipients and contractors must include co-branding in email signatures when communicating in an official capacity related to WDBVC-funded services. WDBVC-provided signature guidelines and logos must be used.

**Logo Use and Co-Branding Requirements**

**1. Prohibited Use of County Logos:**

The County of Ventura seal or logos may not be used on any WDBVC-funded marketing or outreach materials without prior written approval.

**2. Required Use of WDBVC Logos:**

All outreach materials created by subrecipients or contractors must prominently display the WDBVC-provided logos. Partner logos may be included only if co-branded with equal prominence and in accordance with WDBVC guidelines.

**3. Review and Approval:**

All materials with logos must be submitted to WDBVC for review prior to publication or distribution to ensure compliance with branding and funding requirements.

**Required State, Federal, and Local Disclosures and Taglines**

**1. Required Language:**

All materials must include disclosures identifying federal funding sources, in compliance with the Stevens Amendment. All materials must include America's Job Center of California branding logos or language. Finally, all materials must include language in compliance with WIOA Section 188 as noted above.

**2. Clear Attribution:**

Disclosures must be easy to read and presented in a way that the public can understand the role of federal funding in the program.

**Outreach Activities and Allowable Use of Funds**

**1. Purposeful Outreach:**

Outreach activities must be purposeful, promoting specific services or events. Campaigns should be guided by local data and designed to engage underserved populations.

**Implementation and Oversight**

**1. Monitoring and Review:**

WDBVC staff will review outreach materials and campaigns regularly to ensure compliance. Subrecipients may be asked to revise non-compliant materials.

**2. Corrective Actions:**

Failure to comply with this policy may result in required revisions, suspension of outreach efforts, or impacts to funding agreements.

**ACTION**

Bring this directive to the attention of all appropriate staff.

**INQUIRIES**

Inquiries regarding this policy can be addressed to the WDBVC at 805-477-5306.

/S/ Rebecca Evans, Executive Director  
Workforce Development Board of Ventura County