



WORKFORCE SOLUTIONS of the Coastal Bend

Employment • Training • Business Services

Strategic Marketing Standards and Guidelines

2020





Employment • Training • Child Care • Business Services

Strategic Marketing Standards and Guidelines

The *Strategic Marketing Standards and Guidelines* have been developed to establish overarching goals covering marketing, communications, outreach, leadership, advocacy, and organizational excellence. This document outlines the organization's mission, marketing guidelines, and proof of performance indicators that guide all Workforce Solutions of the Coastal Bend's activities. This is a strategic road map that institutes immediate objectives and supporting actions to ensure a unified message with a higher level of brand equity and integrity.

Mission

At Workforce Solutions (WS) of the Coastal Bend, we invest in our regional economic success through access to jobs, training, and employer services.

Brand History

In July, 2007, the Texas Workforce Commission required that all 28 Workforce Boards in Texas re-brand their systems to the common name of Workforce Solutions, effective July 1, 2008. The Coastal Bend Workforce Development Board branded its 12-county workforce system and changed its name in 2008 to Workforce Solutions of the Coastal Bend. The Board has used this brand to promote its presence in the region and provide its customers with an easily-recognized brand name and identity.

To protect the integrity of the brand, the Board establishes *Strategic Marketing Standards and Guidelines* to ensure that the system's image is projected properly and consistently. Included in these standards is the Board's Media Policy, graphics guidelines and design specifications for all communications and operational materials.

The Board requires each of its Service Providers to adhere to the *Strategic Marketing Standards and Guidelines* so that all forms of media including print, broadcast, digital replications, video, web and other marketing and operational materials used to communicate with customers and potential customers contain a uniform look and message.

General Requirements

- The *Strategic Marketing Standards and Guidelines* take effect immediately and replace any existing standards with the same reference.
- As with all the System Standards & Guidelines, the *Strategic Marketing Standards and Guidelines* are contractual requirements.
- The Board Professionals will conduct monitoring and periodic secret shopping to ensure that the *Strategic Marketing Standards and Guidelines* continue to be maintained with consistency and continuity throughout the system.
- Board Professionals may revise the *Strategic Marketing Standards and Guidelines* at any time to reflect changes in the System's Marketing Communication efforts. Service Providers will be notified of any changes/revisions.

Overview

The Coastal Bend Workforce Development Board and its Service Providers/Contractors will present the “**Workforce Solutions of the Coastal Bend**” brand as the name of the Board’s operating affiliate in a consistent and uniform fashion to enhance recognition and identity. All communications will be done “solely” under the common brand name – “**Workforce Solutions of the Coastal Bend**”. All Service Providers/Contractors, Vendors, and Staff will refer to and follow the creative and editorial guidelines, graphic and design specifications outlined in the *Strategic Marketing Standards and Guidelines*.

- The *Strategic Marketing Standards and Guidelines* apply to all marketing, public relations, communications and outreach activities. Graphic and written guidelines work together and must be adhered to accordingly.
- All system Service Providers and Staff must use the Workforce Solutions brand name and logo in all forms of media including print material, digital replications, video, and web display. This includes any verbal or written correspondence – i.e. answering the phone, voice mailbox messages, email, stationary, business cards, flyers, programs, etc. and any other collateral connected to and provided by Workforce Solutions.
- All Career Centers and Service Providers, including employees of the Texas Workforce Commission, must identify themselves as Workforce Solutions when communicating with customers and potential customers, employers, and in all community outreach activities.
- No Service Provider may promote itself by its Service Provider name as providing Workforce Solutions services at an event without prior approval of the Communications Office.
- The Workforce Solutions Communications Office will review all advertising, public information and external marketing materials created by Service Providers for public distribution. Materials must be submitted 10 days prior to the event.
- Service Providers shall submit a summary of activities and external marketing materials used in all public relations activities involving public speaking engagements, presentations and seminars representing Workforce Solutions.
- Service Providers must provide advance notice to the Communications Office of planned participation and event details for all job fairs, business expos and other general outreach activities. A quarterly schedule of activities will be submitted to the board on or before **October 1, January 1, April 1, July 1**, and thereafter on the first day of every new quarter. Any changes/additions made during the quarter should be submitted to the Communications Office promptly.
- Outreach representatives from different Service Providers who participate in the same community organizations and activities must present a single, unified presence as Workforce Solutions and represent themselves as components of the whole system.
- Advise Board Professionals of memberships in business organizations, associations, chambers of commerce, etc. when representing Workforce Solutions of the Coastal Bend.

Texas Workforce Solutions

Workforce Solutions is the brand name used by each of the 28 local Workforce Boards in Texas.

The Coastal Bend Workforce Development Board and its Service Providers will use the Workforce Solutions of the Coastal Bend brand name and logo, not the Texas Workforce Solutions name and logo, on all marketing and operational materials.

Workforce Investment Act Nondiscrimination and Equal Opportunity Provisions

Equal Opportunity Employer Tagline

The Equal Employment Opportunity statement must be included on all communications materials directed at customers, potential customers, or general public.

The tagline must stay together and the example below is the preferred format:

Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.
Deaf, hard-of-hearing or speech impaired customers may contact
Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voice).

If space is limited the example below is compliant:

Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.
Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voice).

For special events the example below is compliant:

Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.
(Please request reasonable accommodations 48 hours in advance.)
Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voice).

Spanish EOE Tagline:

PROGRAMA DE OPORTUNIDADES DE IGUALDAD DEL EMPLEO

Ayudantes auxiliares y servicios estan disponibles
para individuos con incapacidades a peticion
Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voz).

Effective Communication for Persons with Disabilities

In accordance with the requirements of the Americans with Disabilities Act and its implementing regulations, Workforce Solutions of the Coastal Bend and its Service Providers do not discriminate against persons with disabilities. Workforce Solutions and its Career Center Partners will ensure that persons with disabilities have communication access that is as effective as that provided to persons without disabilities. Effective communication will afford the person to whom it is provided equal opportunity to achieve equal results, gain equal benefit, and reach the same level of achievement and participation.

Advertising

Workforce Solutions of the Coastal Bend Service Providers will adhere to the following advertising standards:

- Only the Workforce Solutions of the Coastal Bend brand name and logo may be used when any advertising represents Workforce Solutions' services.
- All display ads for print, broadcast, digital, or web media ads, must be consistent with the brand's marketing message and look, follow the graphic guidelines for advertising and be reviewed and submitted to the Communications Office at least 10 days prior to release to ensure consistency and continuity.
- All Career Center ads must include the 1-888-860-JOBS phone number and the brand website address www.workforcesolutionscb.org. Local ads may carry an individual office phone number.
- Ads placed in local business directories, as well as in annual, special interest, and regional publications, may list individual career offices by name and phone number; however, if possible all offices should be included.

GUIDELINES

The Workforce Solutions of the Coastal Bend Communications Office manages all marketing products, public relations, public information activities and initiatives that will impact the system as a whole. All other products and initiatives are the responsibility of the Service Providers, but are subject to the Workforce Solutions *Strategic Marketing Standards and Guidelines* and review by Board Professionals.

Marketing

All system brochures, pamphlets, flyers, digital replications, and major advertising (print, radio, television, outdoor, on-screen, electronic, Internet) are centralized under the Communications Office. Print advertising includes newspapers, magazines, telephone directories, kiosks, chamber of commerce and other business organization publications, and direct mail.

Workforce Solutions Board Professionals may develop and print system brochures, pamphlets, posters, etc. for use by the Service Providers. Or, it may develop and provide contractors with print-ready images/flyers that can be customized/localized and printed at the Service Provider's expense. Board Professionals shall review and approve all system collateral that is distributed to the public.

Marketing Protocol

- maintains consistency, continuity and the quality brand of Workforce Solutions materials
- allows for these services and materials to be produced and distributed to all Service Providers in a timely manner
- eliminates Service Provider duplication of efforts
- eliminates differences in the products produced by individual Service Providers

Regional Marketing

Service Providers work in accord with each other and the Communications Office in a team effort to develop regional marketing products (e.g., event ads, brochures, posters, signage, promotional items), to provide event and activity support for each other (e.g., job fairs, open houses) and to promote general internal system communications.

The Board's current marketing and communications contractor provides technical assistance for regional product designs for the system. Regional marketing expenses are shared by participating Service Providers. Regional activities (e.g., job fairs, business expos) are managed through cooperative staffing of participating Service Providers.

Local Marketing

Service Providers are responsible for producing flyers, informational pieces, signage, display boards, etc. for local activities and for Service Provider hiring purposes only. Service Providers will present all final proofs to be developed to the Communications Office *prior to printing or completion*. The Communications Office will provide technical assistance at its discretion.

Employer Services Marketing

All advertising, marketing and promotional materials and other products directed at employers are developed and/or approved by the Service Provider's Business Services Manager in cooperation with the Communications Office. Only approved materials may be used by staff marketing services to employers.

Public Relations

- All public relations activities involving public speaking engagements, presentations, etc. representing Workforce Solutions must be coordinated through the Workforce Solutions Communications Office.
- No Service Provider may advertise itself by its contractor name as providing Workforce Solutions services without the direction and approval of the Communications Office.
- Job fairs, business expos and similar outreach activities will be coordinated through the Workforce Solutions Communications Office.

Public Information

MEDIA CONTACTS

- All contacts and inquiries from members of the print, broadcast or digital media must be referred immediately to the Workforce Solutions Communications Office and Public Information Officer (PIO).
- In the event that a Service Provider is submitting public information to the media such as the "Hot Jobs" list via email, the Communications Office shall be copied on any and all correspondence to the media partner at all times.
- Service Providers and/or office staff must report any incidents/situations that might attract media attention to the Workforce Solutions Communications Office and PIO.
- The Communications Office must approve and coordinate all participating customers and staff persons who *are directly interviewed* in a print or broadcast media interview. All participating customers and staff persons who appear in a non-news, public or private, print or broadcast media interview, filming or videotaping must sign a system Media Release Form. Forms may be obtained from the Communications Office.

MEDIA RELEASE FORMS

Signed copies of one of the following Media Release Forms should be faxed, mailed, or emailed to the Workforce Solutions Communications Office.

1. Authorization To Release Written Information
2. Authorization To Release Photograph, Film or Videotape

A signed copy of the Media Release Form should be retained by the Service Providers and one provided to the Communications Office.

NOTE: Forms are attached at the end of the Guidelines or can be requested digitally from the Communications Office.

Logo Usage

Proper Use of Brand Name and Logo

- The Workforce Solutions Logo Usage Guidelines are provided as a reference tool for all Board Professionals, Service Providers and Partners as well as those responsible for the integrity of the Workforce Solutions brand in all forms of media including print material, digital replications, video, and web display. It's purpose is to:
 - Maintain the highest level of consistency and continuity
 - Ensure the proper reproduction of the logo's use
 - Portray and build upon the Workforce Solutions brand equity in a consistent manner
- The official workforce system name is Workforce Solutions of the Coastal Bend.
- "Workforce" and "Solutions" are two separate words.
 - When inserting as text into a document, the "W" is upper case and the letters "orkforce" are lower case.
 - The "S" is uppercase and the letters "olutions" are lowercase.
 - The words "of the" are lower case.
 - The "C" is upper case and the letters "oastal" are lower case.
 - The "B" is upper case and the letters "end" are lower case. See example below:
"Workforce Solutions of the Coastal Bend"
- If there is a need to use an acronym for Workforce Solutions of the Coastal Bend, the proper format to follow is to write the full name first then follow with the acronym in parentheses as shown in the example below. Once it is introduced, the acronym "WFSCB" may be used without parenthesis throughout the rest of the document.
 - "Workforce Solutions of the Coastal Bend (WFSCB)"

File Formats

- Workforce Solutions logo with its color variations are available for both PC and Macintosh platforms in EPS, GIF, PNG, TIFF, and JPG formats. The EPS format should be used for all printed formats (such as brochures, datasheets, banners, etc.) Other files should be used for digital applications such as web use, presentations, etc. Digital replications can be requested.

Clear Space

To assure the prominence and clarity of the Workforce Solutions logo, it is important to make sure that the logo always has proper space and looks professional. The logo should have a clear space no less than equaling the height of the logo's total text, once placed for production. No imagery or text should encroach upon the Workforce Solutions logo, and the minimum clear space should be adhered to. This will insure the Workforce Solutions logo is not competing visually with other graphic elements.

Logo Size

- The Workforce Solutions logo should always be large enough to ensure legibility. Size the logo to fit an area so that the proper clear space is allowed.
- Only three (3) sizes of the logo (small, medium, large) should be used. No cropping, stretching or any other alteration is allowed.

Color Palette

- There are three (3) approved color variations of the logo that can be used for marketing communications purposes: Red-Gold-Red, Gold-Red-Gold, and the original (two-tone) Gold-Red.
 - The Red-Gold-Red is to be used on a white background.
 - The Gold-Red-Gold is to be used on a black background.
 - Occasionally, it may be necessary to use a solid color logo or background color other than black (e.g., outdoor office signage, event T-shirts or promotional items). Solid colors will be acceptable, but must be approved first by the Workforce Solutions Communications Office.

- The Workforce Solutions logo Pantone® colors are:
 - Yellow Pantone 130 CVC
 - Red Pantone 1797 CVC
 - Grey Pantone 409 CVC
- Should a location name be needed in conjunction with the logo, the location name should be centered and added just below the logo, but not inside the logo designated space.
- When printing the Workforce Solutions name, logo and tagline, only those fonts, font sizes, PMS colors, and other specifications may be used. Specifications are available from the Communications Office.
- Every effort should be made to maintain the integrity of the logo in all applications. The Workforce Solutions brand should be protected and used properly at all times.

Use of Other Names and Logos

- Unless authorized by the President/CEO or the Communications Office, or specifically exempted within these guidelines, only the “Workforce Solutions of the Coastal Bend” brand name and logo may be used in marketing, advertising and communications materials.
- The following system name with component identifier may be used by Career Centers and Workforce Solutions Service Providers as applicable and appropriate:
 - Workforce Solutions Career Center
 - Workforce Solutions Business Services
 - Workforce Solutions Child Care Services
 - Workforce Solutions Funded Program
- Use of the Service Provider name and logo on newsletters (funded in part by Workforce Solutions or the inclusion of Workforce Solutions as a partner/sponsor), written articles or press releases is permissible. However, such materials must credit Workforce Solutions as the funding source and/or that the Service Provider operates/manages Career Centers or provides workforce services (e.g. Child Care, WIA, Youth Programs, etc.) on behalf of Workforce Solutions. It is recommended to send a courtesy review to the Communications Office.
- These guidelines *are not* intended to restrict a Service Provider from using its organization or business name and/or logo in any activity or business that is unrelated to Workforce Solutions of the Coastal Bend and its services.

Telephones

- Career Center Service Providers and staff will answer telephones, “Workforce Solutions” or “Workforce Solutions of the Coastal Bend – Alice Career Center (office location). May I help you?” No Service Provider or corporate name may be used. This guideline applies to Texas Workforce Commission and partner staff located within Career Centers.
- Component identifiers may be used by Career Centers and Service Providers when applicable and appropriate such as: “Workforce Solutions Business Services”, “Workforce Solutions Child Care Services”, “Workforce Solutions Youth Programs” – “May I help you?”
- Voice response or automated answering systems used for a career office must follow this same guideline.
- Customers needing additional language translations should be connected to a translation service, such as “Language Line Services” that can translate messages into various languages. Refer to www.language.com

Electronic Mail (Email)

All work emails will be written in a professionally-accepted font and will not include any special background design or color. Only contact information may be added. Personal statements reflecting a religious, political or philosophical belief, or quotes of any kind, are not allowed. If the Workforce Solutions logo is used, it must meet graphic standards and must not be oversized or stretched out of proportion. Please see suggested format for auto signature and email confidentiality disclaimer below.

Email Confidentiality Disclaimer

All Service Providers and Board Professionals will include an email confidentiality disclaimer at the closing of the email document. The disclaimer reads: "This e-mail is privileged, confidential, and subject to copyright. Any unauthorized use or disclosure is prohibited."

Suggested Format(s):

Name

Title

Workforce Solutions of the Coastal Bend (written out or insert logo)

Address, City, State, Zip Code

Phone 000-000-0000 Fax 000-000-0000

Email Address

Website Address

Professional Font such as:
Arial, Times New Roman, etc.
Size: 11 pt. – 13 pt
Color: Black (preferred)

This e-mail is privileged, confidential, and subject to copyright. Any unauthorized use or disclosure is prohibited. (Font: Arial 11 point, italics)



Name

Title

Workforce Solutions of the Coastal Bend

Address, City, State, Zip Code

Phone 000-000-0000 Fax 000-000-0000

Email Address

Website Address

Professional Font such as:
Arial, Times New Roman, etc.
Size: 11 pt. – 13 pt
Color: Black (preferred)

Learn Skills. Land Jobs. Live Dreams.

This e-mail is privileged, confidential, and subject to copyright. Any unauthorized use or disclosure is prohibited. (Font: Arial 11 point, italics)

*****Remember to log off your computer when not at your desk. Chain emails are strictly prohibited.*****

Web Sites

- All Career Centers and Service Providers with websites that describe, reference or advertise Workforce Solutions services must be linked to the Workforce Solutions website, www.workforcesolutionscb.org.
- Any Service Provider website which is developed, supported, and/or maintained with funds from Workforce Solutions which advertises system services, must
 1. have its content, design, and text (relating to Workforce Solutions and system services) reviewed and approved by the Workforce Solutions Communications Office for accuracy and consistency of message,
 2. use the Workforce Solutions name and logo, and
 3. Provide a direct link to www.workforcesolutionscb.org and a prominent reference to www.workforcesolutionscb.org as the principal website for Workforce Solutions.
- Service Providers referencing Workforce Solutions on their own independent company websites, which are not supported by any funds obtained through Workforce Solutions, may use their contractor name.
- All website information relating to Workforce Solutions and its programs must be reviewed and approved for accuracy by the Workforce Solutions Communications Office.
- All Service Providers must state on their websites that they are contracted and funded by the Coastal Bend Workforce Development Board.

Website Email

Website emails from customers, potential customers and employers are forwarded to the Service Providers for customer service follow up.

- The Service Provider shall reply to the inquiries within one (1) to two (2) business days and will be handled properly and professionally.
 1. The email reply should begin with a greeting (e.g. "Greetings Mr. Smith").
 2. Address/answer the question/comment.
 3. Provide staff contact information with email address and phone number.
- Service Providers may not represent themselves or their organizations on any website email replies.

Social Media

To protect the integrity of the Workforce Solutions brand, all advertising, marketing and promotional materials directed at customers, potential customers, and employers for social media sites will be developed and/or approved by the Communications Office.

- Service Providers/Contractors, Vendors, and Staff are not permitted to create social media site pages on behalf of Workforce Solutions to promote any type of system outreach event.
- No Service Provider may promote itself by its Service Provider name as providing Workforce Solutions services on any social media site without prior approval of the Communications Office.

Success Stories

All Service Providers and Career Center Partners, including employees of the Texas Workforce Commission, should submit monthly success stories from customers using system services that have experienced high-quality and exceptional customer service. Success stories should include customer name/business, contact information and specific details (who, what, when, and where) of the event.

Collateral / Office Supplies

Service Providers are responsible for procuring and printing their own office supplies. There will be no preferred vendor for the system. Companies selected by contractors to do printing of business cards, stationery, envelopes, labels, note cards, etc. must be able to meet the system's printing and color standards, as outlined in the *Strategic Marketing Standards and Guidelines*.

Stationery

- It is required that Service Providers use stationery with the Workforce Solutions brand name and logo when communicating with customers, potential customers, employers, media, and the general public about Workforce Solutions' services.
- Service Provider names and/or logos are not permitted on stationery.
- All stationery will follow exact design, text and paper specifications outlined in the Guidelines.
- Approved templates for stationery and business cards are available and can be requested from the Communications Office.
- Service Providers will use only those printing companies that can meet exact printing specifications.
- These Guidelines do not apply to the Service Provider organization or business communications unrelated to system customers, potential customers, or employers.

Business Cards

- Business cards used by Service Providers, including those employed by the Texas Workforce Commission, are to use business cards with the Workforce Solutions name and logo.
- Service Provider names and/or logos are not permitted on business cards.
- All business cards will follow exact design, text and paper specifications outlined in the Guidelines.
- Service Provider will use only those printing companies that can meet exact printing specifications.
- No permanent business cards may be computer generated. Only approved temporary business cards may be used for part-time or new employees and by employees waiting for business card re-orders.

Flyers, Brochures, Newsletters and Other Materials

- All printed materials will use the Workforce Solutions brand name and logo, and will not carry any Service Provider name or logo.
- All printed information must meet the design and quality specifications outlined in the Guidelines.
- Whenever possible, all Service Provider generated program materials for marketing purposes should be laser printed to maintain paper and color match with other system marketing materials.
- Only authorized reprints of system marketing materials may be used.
- All marketing materials designed by Service Providers for customer and external public information purposes must be submitted for review and approval by the Workforce Solutions Communications Office.
- Event flyers generated by Career Centers for internal purposes do not need to be pre-approved, but should carry the Workforce Solutions brand name and logo; however, it is recommended to submit a courtesy copy to the Communications Office for review.

Promotional Items

- All outreach and promotional items must promote program activities by clearly communicating to the public specific activities or accomplishments resulting from performance of grant awards; and
- There is no ambiguity on what service is being promoted.
- All items must include the Workforce Solutions name, logo, and a short phrase that informs the public about program activities, such as the following:
 - Need Help Finding Qualified Workers?

- Linking Employers and Job Seekers
- Business Services
- Employment and Training Services
- Youth Services
- Items may carry Career Center office location name, address, and phone number.
- No items will include Service Provider name or logo.

Signage

Site and Outdoor Signs

- Career Center locations and outdoor signs must display the Workforce Solutions of the Coastal Bend name and logo, per specifications outlined in the Guidelines.
- Exceptions may be made to this guideline by an appropriate Board Professional and alternative solutions may be considered, depending upon site location and lease contract terms.
- Additional identifiers and information, such as Service Provider name and logo, are not permitted on any site or outdoor signage.

Door Signs

- All Career Center front door signs must display the Workforce Solutions name, logo and Career Center location.
- Additional identifiers and information, such as office contractor name and logo, are not permitted on any door signage.
- All door signs will conform to the graphic specifications outlined in the Guidelines.

Interior Signs

- Only the Workforce Solutions logo and Career Center name may be used in interior signage in areas of customer contact.
- Service Provider names are not permitted in these areas.

Pictures and Posters

- The Board's Core Value posters, Services poster, and both Equal Opportunity Employer (EOE) posters in English and Spanish must be visible and hung properly in areas of customer contact.

Employee Name Badges

- Employee name badges used by Service Providers must be uniform in look and include the Workforce Solutions logo and name of employee.
- Employee name badges used at job fairs, business expos and outreach activities must be uniform in look with other Workforce Solutions representatives participating in the event. Badges must conform to design standards used in offices.
- No contractor name or logo may be used on a name badge and worn during hours of customer or potential customer contact.

Clothing Imprints

- Only Workforce Solutions logos may be used for clothing imprints and must be submitted to the Communications Office for approval. The Service Provider must provide a sample/proof of the artwork, fabric, style, and color of clothing at concept phase and again when finalized, prior to printing or completion.
- Service Providers will determine when and where imprinted clothing may be worn in Career Centers and during outreach activities.

Jobs Fairs and Business Expos

Job Fairs are events that target individuals looking for a job. They are local, regional or global in scope and may take place in a Career Center or in the community. Employers may conduct hiring events, or employer job fairs in the Career Centers. Both Resident and Employer Service staff participate in local Career Center and in regional job fair events.

Business Expos are business to business events that target employers. They are managed by the Employer Service contractor Provider staff and, occasionally, involve Career Center staff as appropriate. These events may be local or regional in scope.

Special Events are global in scope and under the direction of the Workforce Solutions Communications Office. They may involve any combination of Career Centers, contract or community partners, employers, and/or Employer Service staff.

Event Guidelines

- Event signage, display boards and related printed materials must meet all of the name, logo, and graphic guidelines outlined in the Guidelines.
- In any specific job fair or business expo event, Workforce Solutions will be represented as a single, unified organization. If more than one Service Provider or Career Center wishes to participate in an event, it may do so in a cooperative effort.
- In regional or special events, Service Providers may not represent themselves independently as an operator of Workforce Solutions programs.
- The Workforce Solutions Communications Office needs to be informed when Career Center staff are involved in community or regional job fairs.
- To inform the public about current and upcoming job fairs and employer events, the Workforce Solutions Communications Office will maintain a system event calendar on the Workforce Solutions website. Information will be updated continually.
- Employer Service business consultants are responsible for posting all employer events in WorkInTexas.com as soon as events are scheduled. The Workforce Solutions Communications Office will copy this information and use it in the system event calendar.
- Certain events will call for business attire, unless discussed and approved by the Communications Office.
- Promotional items may be given away at special events with discretion and keeping in mind that the ultimate goal is to inform the general public of the system's services.
- For Workforce Solutions Press Events, Service Providers will coordinate with the Communications Office for assigned duties prior to or the day of the event. This may include greeting guests, distributing information, leading guests to their seats, among other tasks, to present a seamless and united Workforce Solutions of the Coastal Bend. Any collateral distributed at the press event shall be reviewed and approved by the Communications Office.

Implementation

The *Strategic Marketing Standards and Guidelines* contained in this resource manual shall take effect immediately. All Workforce Solutions Service Providers shall have 90 days in which to attain compliance.

Upon request, the Board Professionals will provide Service Providers with a technical assistance review to assist them in achieving compliance. System monitoring and secret shopping will be conducted, periodically and unannounced, to ensure compliance to these standards and guidelines.

The *Strategic Marketing Standards and Guidelines* shall become contractual requirements for all Workforce Solutions Service Providers.

Sanctions for Non-Compliance

- LEVEL ONE: Notification to Correct

When the Coastal Bend Workforce Development Board staff notes a violation of a marketing standard and/or guideline, the staff contract liaison may provide written notification of that violation to the Service Provider. Notification may require the Service Provider to take immediate corrective action and provide a written response to the Board outlining what action has been taken to correct the violation and prevent its reoccurrence in the future.

- LEVEL TWO: Warning/Probation

If Board staff notes a second violation of the same or different standard, occurring within 12 months of the original violation, the staff contract liaison may provide a written notification of that violation to the Service Provider. This notice may also serve as a warning that any future violation may result in a fine and that the Service Provider is on probation. Notification may require that the contractor take immediate corrective action and provide a written response to the Board outlining what action has been taken to correct the violation and prevent its reoccurrence in the future.

- LEVEL THREE: Fines

A third violation may result in a monetary sanction to the Service Provider. Amount of sanction may depend on seriousness of violations. Subsequent violations may result in additional and higher fines, to be determined by the Board. Service Providers who are assessed fines for non-compliance may be unable to modify contract budgets so as to increase administrative funds to make up for the fine.



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Employment • Training • Business Services



Scan with your
smartphone to visit
www.workforcesolutionscb.org

Equal Opportunity Employer/Program

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

Relay Texas: 1.800.735.2989 (TDD) and 1.800.735.2988 or 7-1-1 (Voice).

Connect with us today!

