



WORKFORCE SOLUTIONS of the Coastal Bend

POLICY

CATEGORY:	Public Relations & Resources	No: 8.0.100.02
TITLE:	Strategic Marketing Standards and Guidelines	
SUPERSEDES:	8.0.100.01	
EFFECTIVE:	August 27, 2015	
BOARD APPROVAL:	August 27, 2015	
DATE OF LAST REVIEW:	July 16, 2015	

I. PURPOSE:

The *Strategic Marketing Standards and Guidelines* have been developed to establish overarching goals covering public relations, marketing, communications, outreach, leadership, advocacy, and organizational excellence.

II. DEFINITIONS:

Service Providers – A business entity or person, except a state agency, who contracts with the Board to provide workforce services, including One-Stop services.

III. POLICY STATEMENT:

The *Strategic Marketing Standards and Guidelines* outline the organization’s mission, marketing guidelines, and proof of performance indicators that guide all Workforce Solutions of the Coastal Bend’s activities. All Service Providers, including employees of the Texas Workforce Commission must follow this strategic road map that institutes immediate objectives and supporting actions to ensure a unified message with a higher level of brand equity and integrity for all Service Providers to follow.

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*.

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.

IV. PROCEDURES:

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 material, broadcast,

digital replications, video, web display, social media and other marketing and operational materials used to communicate with customers and potential customers contain a uniform look and message.

V. RELATED POLICY INFORMATION:

N/A

VI. RESPONSIBILITIES:

The Communications & Outreach Coordinator shall ensure that Board and Service Provider Staff are aware of and comply with the *Strategic Marketing Standards and Guidelines* policy.

VII. FORMS AND INSTRUCTIONS:

Strategic Marketing Standards and Guidelines Manual

VIII. DISTRIBUTION:

___ **Board** ___ **Board Staff** ___ **Service Provider Staff**

IX. SIGNATURES:

Reviewed by EO Officer

Date

President/CEO

Date