

## **SOUTHEAST TN LOCAL WORKFORCE DEVELOPMENT BOARD**

Procedural Guidance: Marketing Materials & Program Forms Internal Controls

Effective Date: Immediately (February 6, 2025)

### **Purpose**

To establish internal controls for developing, approving, distributing, and monitoring marketing collaterals and program forms used by the LWDB, service providers, and AJC partners. These controls ensure compliance with WIOA, Uniform Guidance, AJC branding requirements, and accessibility standards while maintaining a consistent and cohesive presentation of workforce services to customers, employers, and community partners.

### **Scope**

This procedure applies to all participant forms and marketing materials published locally by the LWDB, service providers, and AJC partners brochures, flyers, digital content, social media posts, presentation materials, and press releases.

### **Responsibilities**

OSO, SETD, and Designated AJC Staff:

- Develop marketing materials and social media content.
- Review materials to ensure adherence to branding and compliance requirements.
- Ensure materials accurately represent program offerings and eligibility criteria.
- Monitor the use of materials to ensure only approved versions are in circulation.

LWDB Compliance Specialist:

- Verify materials for EO, branding, and accessibility compliance.
- Maintain the Marketing Materials QA Log.
- Conduct periodic reviews of material compliance.

Executive Director or Designee:

- Provide final approval before public distribution.

### **Print and Digital Content Management**

#### *Print Materials*

Approved materials are stored in a shared One Drive 'Marketing' folder for designated AJC staff and partners. Staff must pull the most recent versions to ensure compliance with branding, funding, and eligibility requirements. Approved templates, including calendars, are available in Canva. Staff must use approved templates or submit new designs for approval before distribution.

#### *Social Media*

The AJC Facebook page is managed by the One Stop Operator, with support from LWDB staff. The LinkedIn page is managed by LWDB staff. Youth Service Providers are responsible for promoting programs via social media and must submit recruitment content to LWDB staff for broader distribution. All social media posts must comply with Section 508 accessibility standards, ensuring these social media compliance elements are met:

- Alternative text for images

- Video captions for spoken content
- Readable fonts and color contrast for visibility
- Plain language
- Links provided to accessible content
- Capitalized letters at the beginning of each word in a hashtag (example: #AmericanJobCenter)

### Website

The [secareercenter.org](http://secareercenter.org) website, managed by LWDB staff, is the central hub for all public workforce system information. Requests for new content or website updates should be submitted via email to [setworks@sedev.org](mailto:setworks@sedev.org) for review and approval. All public-facing marketing materials should align with website content to ensure consistency and accuracy in program information and policies.

### Affirmative Outreach

Community outreach should engage a substantial segment of the population, including minorities, women, individuals with substantial barriers, and people with disabilities. Strategies to expand reach should include a combination of both traditional and social media, as well as participation in community events.

### Common Identifier

All marketing materials must include either the AJC logo or the text identifier, “A proud partner of the American Job Center network,” in accordance with the Graphics Style Guide for Partners (20 CFR 678.900).

### Funding Disclosure, Nondiscrimination and Equal Opportunity Provisions

Any recruitment or outreach materials describing publicly funded services must include a funding disclosure statement, an EO and nondiscrimination statement, and language that does not imply differential treatment based on protected characteristics.

#### Approved combined funding disclosure and EO/nondiscrimination statement:

*This project is funded under a grant contract with the State of Tennessee. Equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. TTY/TDD via Relay Service 711.*

#### For event materials, required language must include how to access accommodations

*This project is funded under a grant contract with the State of Tennessee. Equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Please request reasonable accommodations 48 hours in advance. TTY/TDD via Relay Service 711.*

LWDB staff or designated AJC personnel will conduct an initial review to verify branding compliance and program accuracy. The LWDB Compliance Specialist will complete a compliance review to ensure that materials meet EO, accessibility, and funding disclosure requirements. Materials must be written at a 6th-grade reading level or lower for accessibility purposes.

Final approval is required from the Executive Director or designee before any material is released for public use. Once approved, materials will be logged in the Marketing Materials QA Log. Periodic audits will ensure that outdated materials are removed from circulation.

## Distribution

All printed materials and digital collateral must be approved and pulled from the local area repository prior to distribution.

### 1. Printed Materials:

- Approved versions of all marketing materials are stored in the OneDrive "Marketing" folder for designated AJC staff and partners to access.
- Staff must use the most recent versions when printing materials to ensure compliance with program updates, branding, and funding disclosures.

### 2. Digital Content & Social Media:

- Social media content should be submitted to LWDB staff for cross-platform distribution to maximize outreach and engagement.
- Youth Service Providers are expected to promote services through social media but must ensure that posts align with accessibility and branding guidelines.
- Social media content must comply with Section 508 accessibility standards, ensuring alternative text, captions, and readability enhancements for individuals with disabilities.

### 3. Website & Public Access:

- Approved flyers, brochures, and outreach materials will be published on the LWDB website for public access.
- All materials used in American Job Centers (AJCs) or partner locations must be sourced from the approved repository to ensure consistency and compliance.

## Reproduction of Print Marketing Materials

To maintain the quality, compliance, and accessibility of all marketing materials and program forms, staff must only reproduce materials from the original electronic copies stored in the OneDrive "Marketing" folder or the Canva template library. Staff shall not make photocopies or digital scans of previously printed materials ("copies of copies"). Failure to adhere to this procedure may result in outdated or non-compliant materials being circulated, which could impact program branding, accessibility, and regulatory compliance.

## Compliance

Failure to use approved marketing materials may result in corrective action. The LWDB Compliance Specialist is responsible for tracking compliance violations and notifying staff of required corrections.

## References:

[AJC Style Guide](https://www.dol.gov/sites/dolgov/files/ETA/ajc/AJC_Style_Guide.pdf) - [https://www.dol.gov/sites/dolgov/files/ETA/ajc/AJC\\_Style\\_Guide.pdf](https://www.dol.gov/sites/dolgov/files/ETA/ajc/AJC_Style_Guide.pdf)

[State of Tennessee Logo Downloads](#) -

[https://www.tn.gov/content/dam/tn/workforce/documents/ProgramManagement/ajc\\_style\\_guide\\_tn03.15.18FINAL.pdf](https://www.tn.gov/content/dam/tn/workforce/documents/ProgramManagement/ajc_style_guide_tn03.15.18FINAL.pdf)

[AJC Common Identifier and Branding Resource \(WorkforceGPS\)](#) -

<https://ion.workforcegps.org/resources/2016/09/30/12/11/AJC-Common-Identifier-and-Branding>

Attachment: Marketing Materials Compliance Checklist

# MARKETING MATERIALS COMPLIANCE CHECKLIST

## Process:

- Staff developing new marketing materials promoting the AJC or youth services are not on an approved template must submit draft materials to [setworks@sedev.org](mailto:setworks@sedev.org) for review.
- Approval must be obtained before public distribution.
- Pre-approved flyers and other marketing materials are available for reprinting by designated AJC staff and partners.
- Approved materials can be accessed [here](#).

## Compliance Standards:

### General

Outreach materials accurately describe WIOA-funded programming and services

Materials align with local, state, and federal policies and accurately represent eligibility & benefits

### AJC Branding

AJC logo is displayed and following state branding guidelines

If text only material/social media the common identifier “*A proud partner of the American Job Center network*” is displayed

Consistent branding with other collaterals for the program/service

### Funding Disclosure

Title 1 program materials contain the required funding disclosure in 8-pt font or larger:

*This project is funded under a grant contract with the State of Tennessee.*

### EO & Nondiscrimination

EO tagline is included in 8-pt font or larger:

*Equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. TTY/TDD via Relay Service 711.*

Materials do not include discriminatory language or imagery and conform to 29 CFR 38.40.

### Accessibility

Document passed accessibility checker

Language is clear and concise not exceeding a 6th-grade reading level

### Approved?

Yes

Approval logged on [Marketing QA Log](#)

Added to Marketing Folder for Staff Use

No

Issues outlined on Marketing QA Log and labeled ‘Pending’

Sent back to Staff for required revisions