



GENERAL PROGRAM MANAGEMENT POLICIES AND PROCEDURES

Memorandum #02-14

To: All Subrecipients
Subject: Marketing Policy
Effective Date: February 7, 2002

A. BACKGROUND

The State WorkSource Marketing Policy requires clarification of how the WorkSource identity will be applied in Centers, Affiliate sites, and Connection sites. The WDC acknowledges that the service delivery system is a local/regional system. However, WorkSource is a statewide system and must have a consistent "look and feel." To meet this goal, the WDC has established a local marketing coordinator who assures adherence to statewide policy and reviews all WorkSource marketing products that are issued into the community.

B. POLICY

The following guidelines have been established by the State Marketing Committee:

Only WDC certified and approved facilities may use the WorkSource logo and name and promote themselves as part of the WorkSource system.

1. WorkSource Centers

The approved WorkSource Marketing Policy states that all One-Stop Career Development Centers are to be referred to as WorkSource Centers with signs consistent with the following example.



All certified Centers must make WorkSource their primary identity in both exterior and interior signage. Specifically, this means that JSC, PIC, and CBO signage must be changed to WorkSource.

2. Affiliate Sites

A. Primary Identifier: For some entities, being an affiliate of WorkSource is a primary identifier. These entities are to be referred to as WorkSource Affiliates with signs consistent with the following example.



In these instances, the sign is the primary identifier as is the case for centers with the local demographic identifier is modified to include the word "affiliate. "

B. Secondary Identifier: For some entities, the affiliate site has all of the core services available and at least one of the required programs on-site but the WorkSource component is not the single focus of the site but a service or group of services. In these instances, the identity of the host of the site is preserved. These affiliate sites will be referred to as WorkSource Affiliates with secondary signs consistent with the following example.



This secondary identity can be made apparent via a decal on the door and on collateral materials.

3. Self-Service Sites

A Self-Service Site maintains its own primary identification and utilize the WorkSource logo to indicate that it is a portal to the WorkSource system that provides access to electronic system products.

Self-Service Sites are called WorkSource Connection sites and have signs consistent with the following example.



This portal identity can be made apparent via a decal on the door and on collateral materials.

4. Additional Marketing Requirements

All WorkSource marketing materials must contain the phrase, "WorkSource Snohomish County is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities."

All WorkSource marketing materials must also list a TTD/TTY or relay service telephone number.

The Snohomish County Workforce Development Council has a vision of a fully integrated WorkSource system representing the various employment and training partners and programs within that system. It is the WDC's desire to ensure consistent branding of the WorkSource name and logo to build an integrated marketing message that collectively represents the service offerings of the entire system. It is the WDC's policy that marketing materials and public relation events reflect this common look and name branding in local marketing materials, brochures, advertisements, and promotional materials. It is the WDC's policy that any entity choosing to host an event within Snohomish County utilizing the WorkSource logo or seeking an endorsement or sponsorship by the Snohomish County WDC receive approval from the WDC prior to arranging for such an event or billing.

C. PROCEDURES

The WDC's Business Services Committee will work with the Director of Business Services Outreach and the Account Executive Team to develop marketing themes, campaigns, and products for dispersal for use by the entire system.