

Bay Consortium Workforce Development Board

Policy Number: 23-01

Effective Date: August 2, 2023

Revised Date: August 7, 2024

Title: BCWDB Virginia Career Works Event Coordination, Branding and Centralized Promotional Materials Policy

PURPOSE

The purpose of this policy is to outline the process by which partner events held in Virginia Career Works Centers in the Bay Consortium Region will be branded and how centralized messaging will occur.

BACKGROUND

The Bay Consortium Workforce Development Board (BCWDB) serves as the convener of the local Virginia Career Works system as created under the Workforce Innovation and Opportunity Act of 2014, as well as the local business services team (BST) articulated in Virginia Board of Workforce Development Policy 403-01.

The BCWDB is authorized and seeks to establish a system that stands in stark contrast to the “traditional”/historical transaction-based model, whereby each agency operates its own business and job seeker services functions, and participants move from place to place seeking services. Instead, the goal is to create integrated locations and a unified structure and process of proactive, transparent, and effective job seeker and business services, orchestrated by a seamless collaboration of talent development and support agencies.

Additionally, under state policy, business engagement is to be supported by continued focus on branding the workforce system, delivering a universal message to identify the workforce system, and establishing standardized services.

The system’s collective mission is to actively engage with customers and share information about the resources available to them. Utilizing the Virginia Career Works – Bay Consortium Region brand, partner organizations will present a unified message of collaboration to the region’s job seeker and business communities.

REFERENCES

- 20 CFR Part 652;
- Virginia Career Works One Stop Partner Memorandum of Understanding Template dated August 23, 2021;
- Virginia Workforce Development Board Policy 403-01, Change 1, Business Services

Requirements; and

- Virginia Workforce Development Board Policy 300-07; One Stop System Brand

POLICY

All job seeker or business-focused events or activities to be held at a Virginia Career Works Center in the Bay Consortium Region, regardless of sponsor or host entity, will use the following procedures. The Bay Consortium Region's one stop operator will determine the appropriate levels of lead coordination by Virginia Career Works and collaboration with partners based on the nature of the event.

- A. Partners or external organizations **THAT DO NOT** occupy permanent leased space in the centers:
 1. Must fill out a space reservation form (attached) at least two weeks prior to the proposed event date, along with any proposed promotional materials, to the one stop operator. Forms will be accepted closer than two weeks from an event date, although space cannot be guaranteed.
 2. The one stop operator will ensure space availability and that the Virginia Career Works brand is the prominent brand on the materials as appropriate. (This review will also ensure that the appropriate equal opportunity and other necessary compliance language is included).
 3. The one-stop operator will coordinate on the above with the BCWDB-designated business solutions team coordinator for business events to ensure BST involvement and coordination as required and appropriate. Ideally, job fairs and hiring event will have advance lead time. If it is determined there is not sufficient advance time to successfully execute event planning for the best benefit of the customer that will be communicated by the one stop operator.

- B. Partners or external organizations **THAT HAVE** dedicated leased space in the centers:
 1. May reserve space for events through the calendar system to which they have access if such space is not already reserved.
 2. Any proposed promotional materials must still be submitted to the one stop operator at least two weeks prior to the event to ensure brand appropriateness and compliance language.
 3. The one-stop operator will coordinate on the above with the BCWDB-designated business solutions team coordinator for business events to ensure BST involvement and coordination as required and appropriate. Ideally, job fairs and hiring event will have advance lead-time. If it is determined there is not sufficient advance time to successfully execute event planning for the best benefit of the customer that will be communicated by the one stop operator.