

Program Year 2019 *(updated June 2021)*

Overview

The High Country Workforce Development Board (HCWDB) is federally mandated to provide oversight to the activities of the one-stop career centers. Activities may include customer, employer, and community events. It is expected that career centers provide excellent professional services and represent the workforce system in a positive manner.

Because of job growth, job vacancies, and business expansion employers are frequently interested in holding events in partnership with the career center. The HCWDB and its career centers have a responsibility to be responsive to these requests but not at the expense of the overall perception of the event by the public or a desire for “quantity over quality” on the part of the center. When the career center hosts these, or other, events it is representing not only the career center but the HCWDB and the workforce system as a whole.

Event Guidelines

1. Event signage, display boards, and related printed materials must meet all the name, logo, and graphic guidelines. In addition, all printed materials or social media posts must be thoroughly checked for spelling, punctuation, and grammar errors. However, do not rely on computer programs alone for review. If there is uncertainty in this area, it is the Career Center Manager and/or Operator’s affirmative responsibility to request assistance.
2. In any specific job fair or business expo event, NCWorks will be represented as a single, unified organization. If more than one partner or career center wishes to participate in an event, it may do so in a cooperative effort.
3. In regional or system events, WIOA contractors may not represent themselves independently as an operator of NCWorks programs.
4. The HCWDB must be informed via email when system staff is involved in community or regional job fairs or events. It is the affirmative responsibility of the NCWorks Career Center Manager and Operator to communicate this information to the appropriate Board staff person. If it is uncertain which staff person should be notified, send an email to all Board staff.
 - a. If assistance is needed from the HCWDB in the form of content creation and design work, a minimum of a two-week notice is required. At that time the career center staff person coordinating the event should have already obtained permission from the employer and/or partners to use its logo(s).
 - b. It is preferable that the employer provide an electronic version of the logo accompanied with an email stating they give permission to use for the purpose of promoting an event either in print or on social media.

5. All materials used to promote any career center event or services, must be approved by the Communications and Business Services Coordinator prior to being used. Please allow at least three days prior to when the center wants to begin advertising the event for this approval and potential changes to take place.
 - a. At a minimum, all materials promoting an event, workshop, or service must have the correct NCWorks logo, American Job Center logo, and the Equal Opportunity statement.
 - b. Career Centers may use the provided template for events being held at the center; however, it still needs initial, first-time approval.
 - c. If a career center chooses to not use the provided template and partner with another organization, the promotional material will need to be approved by the Communications and Business Services Coordinator.
 - d. Under no circumstances should career center staff create any materials to promote events or services without prior approval.
6. Employer Services staff are responsible for posting all employer events in NCWorks Online and the HCWDB calendar **as soon as events are scheduled**.

Event Public Information

1. All contacts and inquiries from members of the print or broadcast media must be referred to the Career Center Manager and/or Operator, who may respond to media questions/inquiries. However, please inform the HCWDB staff of the request and the response or if the HCWDB staff involvement would be helpful or necessary.
2. The HCWDB staff must be notified regarding all planned or unplanned on-site or career center staff interviews, filming or taping related to customers, programs, employment issues (such as childcare, training, and funding), or labor market information.
3. All participating customers and staff who appear in a non-news, public or private, print or broadcast media interview, filming or videotaping must sign a Media Release Form if they have not already done so.
4. The High Country Workforce Development Board must approve all participating customers and staff persons who appear in a print or broadcast media interview.



Remember, anything posted to advertise an event advertises the career center, the Board, and the entire system. Content matters; print quality matters; spelling, grammar, and punctuation matters.