

Branding Implementation Questions and Answers

Q 1: What is a promotional item?

A: Promotional items may include generic pens, mouse pads, cups, tumblers, flash drives, tote bags, umbrellas, t-shirts, and other similar items purchased for distribution to the general public.

Q 2: What is NOT considered a promotional item?

A: Examples of items that are **not** considered promotional in nature are office stationery, building signs, employee shirts and caps purchased to help identify program staff to the public, and office supplies, unless the items are purchased to be given to the public, as described in Q1 above. For example, imprinted notepads for internal use are considered supplies, while the same item purchased for distribution to potential participants/employers would be considered a promotional item.

Q3: Are any of the cost associated with changing office signs, agency stationary, and other similar items purchased for internal use considered promotional?

A: No. None of these costs would be considered promotional.

Q4: What type of costs would be considered promotional and therefore unallowable?

A: Costs for items such as pens, flash drives, and note pads purchased for distribution to the general public that only contain the new name of the regional workforce board.

Q5: What is the difference between a “promotional” item prohibited by federal regulation and an “informational” item used to educate and inform the general public about services available at a regional workforce board?

A: A prohibited “promotional” item would be something that only promotes the organization (only contains the name of the regional workforce board) while an “informational” item would contain both the name of the regional workforce board and a tag line that provides information about services at the workforce board (Need help finding a job?) along with contact information (such as a web site or telephone number) that directs someone to the regional workforce board.

Q6: Does the purchase of “informational” items to be used for outreach require prior approval?

A: Informational items whose aggregate annual cost is less than \$5,000 do not require prior approval. Any cost \$5,000 or more would require prior approval by the state.

Q7: What restrictions are there on the use of the Wagner-Peyser funding that will be distributed to the regional workforce boards to help pay for those costs associated with the Branding initiative?

A: The Wagner-Peyser funding distributed to the regional workforce board is intended to pay for the extra costs associated with the implementation of the state’s model new branding initiative. This includes paying for new signs, new stationary, etc. and any informational items used to educate and inform the general public about the new name and services available through the regional workforce board.

Q8: What happens if there are Wagner-Peyser funds left over after paying for the local costs associated with the Branding initiative?

A: Funds not needed for branding related costs would be deobligated at closeout.

Q9: Can RWBs use advertising firms to communicate the new brand?

A: No. RWBs cannot use advertising firms solely to communicate the new brand. However, RWBs may use advertising firms to assist with communicating information to the public about available services at the RWB and its one-stop centers. Within that context, the RWB may include information relative to the new name/brand.

Q10: Can RWBs pay for the cost of advertising in print media such as local magazines to communicate the new brand?

A. No. Same answer as above. The purchase of an advertisement solely to communicate the new brand would be unallowable but the purchase of an advertisement to communicate with the public about services available through the RWB and its one-stop centers would be allowable. Within that context, the RWB may include information relative to the new name/brand.