



# Technical Assistance Guide (TAG)

## Workforce Innovation and Opportunity Act (WIOA)

Number: 25-01

Date: February 3, 2025

**Subject:** Purchasing EmployNV Branded Attire with WIOA and other Grant Funds

**Purpose:**

To provide information and guidance for outreach and purchasing EmployNV branded attire for EmployNV Youth, Career, and Business Hub staff based pursuant to Training and Employment Guidance Letter (TEGL) 03-23.

**Scope:**

The requirements in this TAG apply to Local Workforce Development Boards (LWDBs).

**Effective Date:**

This directive is effective upon its issuance.

**REFERENCES:**

WIOA Sections 188 and 121 | 29 CFR § 38.40 | TEGL 03-23

The United States Department of Labor Employment and Training Agency (ETA) released new policy guidance, TEGL 03-23, on September 6, 2023, entitled Allowable Uses of Funds for Outreach Activities for Federal Formula and Competitive Grant Awards. TEGL 03-23 states that WIOA recipients are required to conduct affirmative outreach under WIOA Sec. 188 and the regulations under 29 CFR 38.40.

Each grantee must ensure that it is “promoting federally funded activities, services, and programs and is not solely promoting the organization’s name recognition or image.” TEGL 03-23 further clarifies the allowable uses of WIOA and other competitive grant funds for outreach activities. This includes outreach and marketing efforts for the public workforce development system to engage jobseekers and employers more visibly and effectively. Attire (e.g., polo shirts, short/long sleeve dress shirts, long sleeve t-shirts, etc.) with state-wide EmployNV brand are a part of such outreach efforts, helping to increase visibility and awareness of the services provided by EmployNV Hubs (i.e., American Job Centers). Branded apparel can significantly enhance the professional appearance of staff and increase recognition at community events, job fairs, Rapid Response events, and other public gatherings. This includes recognition of EmployNV staff at locations such as public libraries and municipalities (e.g., City Halls) which host EmployNV hubs, as well as additional partner sites which host EmployNV staff. This contributes to a cohesive and professional image, which is crucial for building trust and credibility with both job seekers, employers, and partners.

29 CFR § 38.40 states “recipients must take appropriate steps to ensure that they are providing equal access to their WIOA Title I-financially assisted programs and activities. These steps should involve

reasonable efforts to include members of the various groups protected by these regulations including but not limited to persons of different sexes, various racial and/or ethnic national origin groups, various religions, individuals with limited English proficiency, individuals with disabilities, and individuals in different age groups.”

### **POLICY AND PROCEDURES:**

The purchase of outreach/informational items to conduct program outreach to inform employers and job seekers of the availability of services through LWDBs is an allowable use of funds as an advertising cost when it meets the requirements of this guidance. To be allowable, program outreach/informational items must meet the following criteria:

- Provide contact information regarding the LWDB. The minimum information would be the LWDB name, website and/or phone number, and/or other information that would direct the user to the LWDB for services.
- Include a statement that connects a business, partner or job seeker to services offered by the LWDB. For example, “Call [phone #] or visit [website] for assistance in locating employment or job training, *Your Pathway to Employment Starts Here*”).” etc.
- Funds can be used to create materials in multiple languages or to procure translation and interpretation services. It is important when developing outreach strategies to make sure all potential participants, including those that speak languages other than English, are aware of services available.
- Be reasonable in price and necessary to assist in outreach to businesses, community partners and job seekers. Only the number of items determined necessary to support outreach efforts planned for the program year should be purchased. ***DETR-WISS may also utilize statewide contracts through Nevada State Purchasing for preferred pricing.***
- The apparel will display a website, and the landing page will include the necessary Stephens Amendment language.

**Allocation and Benefit:** Although the WIOA partner programs operate under one unified EmployNV brand within the hubs and the shirts will reflect that uniform brand, each program will pay for shirts for their funded staff. Like other costs incurred within the hubs, there may be an ancillary benefit to other programs through cross-referrals, however the costs of the shirts will be paid by the program that funds the staff person wearing each shirt as an outreach cost. Most staff in the hubs are funded by only one program each which would eliminate the allocation question. If a staff member is paid by multiple funding sources, the cost of the shirts would be allocated according to each partner’s approved cost allocation plan.

### **CONCLUSION:**

By investing in branded attire, EmployNV can effectively leverage its outreach efforts to better serve the community, increase engagement, and adhere to the allowable uses of funds. This strategic purchase will support the overarching goals of enhancing the visibility of workforce development programs, a unified professional image, and compliance with Public Relations comments and federal guidelines contained in the Uniform Guidance and TEGl 03-23.

As with all Federal award costs, grantees are encouraged to review the Cost Principles contained in 2 CFR §§ 200.400 – 200.476 of the Uniform Guidance and remember the basic criteria that costs charged to a Federal award must be necessary, reasonable, and allocable.