

REGIONALCA

*Working together to align, coordinate and
integrate opportunities for Californians.*



**Branding and Communication Guidelines for
Regional Plan Implementation**



Introduction

The primary role of the California Workforce Development Board (CWDB) is to convene the state's workforce development partners to ensure a common vision, shared goals, and objectives under the [Workforce Innovation and Opportunity Act](#), and an aligned approach to program implementation accomplished through [California's Unified Strategic Workforce Development Plan](#) (State Plan).

The objective of regionalism is to enhance partnerships, create collaboration among multiple workforce systems, improve resources, and develop effective and innovative approaches by bringing key workforce leaders together. The focus is to strategically scale successes and to generate impact throughout our workforce system that will enrich working conditions and provide livable wages throughout our state. The exact manner in which these goals and enhanced partnerships are coordinated throughout the state varies from region to region, due to the uniqueness of each Regional Planning Unit (RPU). To support the development of strong regions, the California Workforce Development Board (CWDB) continues to invest in regional capacity building through professional development, training, promoting regional advocacy, and providing regional technical assistance.

Projects accelerate skill development, employment, and reemployment for one or more target populations.

Visit the [CWDB website](#) and the [Regional Implementation Plan](#) (under the Initiatives section) for more information.

Media Releases and Events

Grantees are encouraged to distribute news releases and organize press events at key milestones in coordination with the CWDB. Grantees may determine additional milestones to those listed below.

Key milestones include:

- Grant award announcement
- Program launch to consumers
- High interest events (examples: graduations, conference presentations, etc.)
- Operational milestones or technology delivery

Please send media releases, professional videos, and projects or event photos related to milestones to: RPIinfo@cwdb.ca.gov for further distribution and promotional use.

For participant video and photos, provide a signed photo release used by the organization, or the [CWDB standard photo release](#).



Boilerplate

[Program/Project Name] is part of the California Workforce Development Board's Slingshot/Regional Plan Implementation. The fund's goal is to support the fifteen Regional Planning Units (RPUs) in California, in their efforts to develop regional leadership, and organize regional industry leaders and workforce, education, and economic development partners to promote systems change and worker empowerment by building a "high road" economy based on equity, skills, innovation, and shared prosperity.

Reference the CWDB and Regional Plan Implementation on Social Media

- Use the hashtags #CAWorkforce, to connect with other projects and programs
- Where possible, link CWDB logos to the [CWDB website](#), or the [Regional Plan Implementation page](#)
- Follow @CA_WorkforceDev on Twitter, Facebook, Instagram, and YouTube

Key Messages for Media and Public Events

When giving media interviews or presenting in public, make it a top priority to mention the CWDB, with Regional Plan Implementation, and any benefits to disadvantaged communities.

[PROGRAM/PROJECT NAME], a grantee of the California Workforce Development Board, is part of the Slingshot/Regional Plan Implementation, a statewide initiative that supports the fifteen Regional Planning Units (RPUs) in California, in their efforts to develop regional leadership, and organize regional industry leaders and workforce, education, and economic development partners to promote systems change and worker empowerment by building a "high road" economy based on equity, skills, innovation, and shared prosperity.

Example: [Capital RPU] is working to strengthen the Sacramento Coalition for Digital Inclusion to assist the region with a more targeted economic recovery process, setting the foundation for sustained economic vitality, growth of key industry sections and expanded equity in the workforce system.

Regional Positions

Regional Organizers

Regional Organizers (ROs) positions are funded by the CWDB and the ROs are hired by the Local Workforce Development Boards (LWDBs) in each RPU. The RO's are tasked to support ongoing efforts to enhance collaboration of regional workforce leaders and implement the Regional Plans. They are also responsible for assisting the LWDB



Directors to develop and maintain regional communication and governance structures, to support industry sector partnerships and coordinate with other initiatives to assist with accomplishing regional goals.

Regional Training Coordinators

Regional Training Coordinators (RTCs) positions are funded by the CWDB and are hired by LWDB Directors in each region to work with the California Workforce Association (CWA) to develop and implement the regional training plan. The RTCs are charged with ensuring that workforce staff and regional workforce partners receive training and professional development opportunities to ensure regional plan goals are fulfilled. RTCs also provide the necessary oversight and coordination of all regionally based professional development opportunities for staff and partners within the RPU.

Technical Assistance Providers

The contracted Regional Technical Assistance providers will assist the CWDB to provide ongoing high level technical in an effort to meet the needs of the RTCs and ROs throughout the state. The goal of the technical assistance providers is to help the RPUs address challenges, barriers, break down silos, address administrative inefficiencies, and/or implementation efforts to fulfill efforts to accomplish goals as outlined in the RPUs Regional Plan.

Evaluators

The evaluation is designed as a formative evaluation designed to help CWDB evaluate regional plan implementation efforts, explore the lessons learned, provide real time recommendations to address ongoing issues impacting policy direction, regional coordination, service delivery and better understand alignment between the regional plan implementation efforts and the vision outlined in California's Strategic Workforce Plan.

Acknowledgement of Federal Funding

As required by [Public Law 101-166, Section 511](#) (Stevens Amendment), all award recipients must acknowledge federal funding in documents that communicate funding, such as press releases, requests for proposals, bid invitations, and other documents describing projects or programs funded in whole or part with federal funds. This includes funding from the Department of Labor and the Department of Education.

Documents that communicate funding may include:

- Award Announcements
- Bid Solicitations
- Marketing materials (PowerPoints announcing funding)
- Press Releases (communicating funding, announcing a new activity or program with funding)
- Social media content

- Website content

Recipients are required to state (1) the percentage and dollar amounts of the total program or projects costs financed with federal funds, and (2) the percentage and dollar amount of the total costs financed by nongovernmental sources.

General structure:

This [project/publication/program/website, etc.] [is/was] supported by the [federal sub-agency] of the [federal agency] as part of an award totaling \$XX [Insert total NFA amount here] with XX percentage financed from nongovernmental sources.

Example:

This Wagner-Peyser Program bid solicitation is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling \$361,633 with 0% financed from non-governmental sources.

Refer to [Stevens Amendment FAQs](#) for more information.

Sending Photos to the CWDB

We are open to receiving photos in order to further spotlight the work we are partnering to do.

Please provide:

- Images of candid moments or action shots.
- High resolution images of at least 300 dpi.
- Images saved in JPG or PNG formats.
- A pdf copy of all written consent forms from individuals in the images.

Contacts

Please direct all inquiries to the email addresses listed below.

Press Inquiries and Support

- CWDB: RPIinfo@cwdb.ca.gov

General Public Inquiries

- CWDB: RPIinfo@cwdb.ca.gov



California Workforce Development Board Logos

Grantees may use the CWDB and Regional Plan Implementation logos in their printed material and on their website. Please do not download our logos from the website. Please request a logo by contacting us directly.

California Workforce Development Board Logos

When using the CWDB logo alongside the Regional Plan Implementation logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the CWDB logo in any way. If you use the CWDB logo, you must keep the CWDB brand colors, as displayed below.



Regional Plan Implementation Logos

When using the Regional Plan Implementation logo alongside the CWDB logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the Regional Plan Implementation logo in any way. If using the color Workforce Accelerator Fund logo, you must keep the Workforce Accelerator brand colors, as displayed below.

