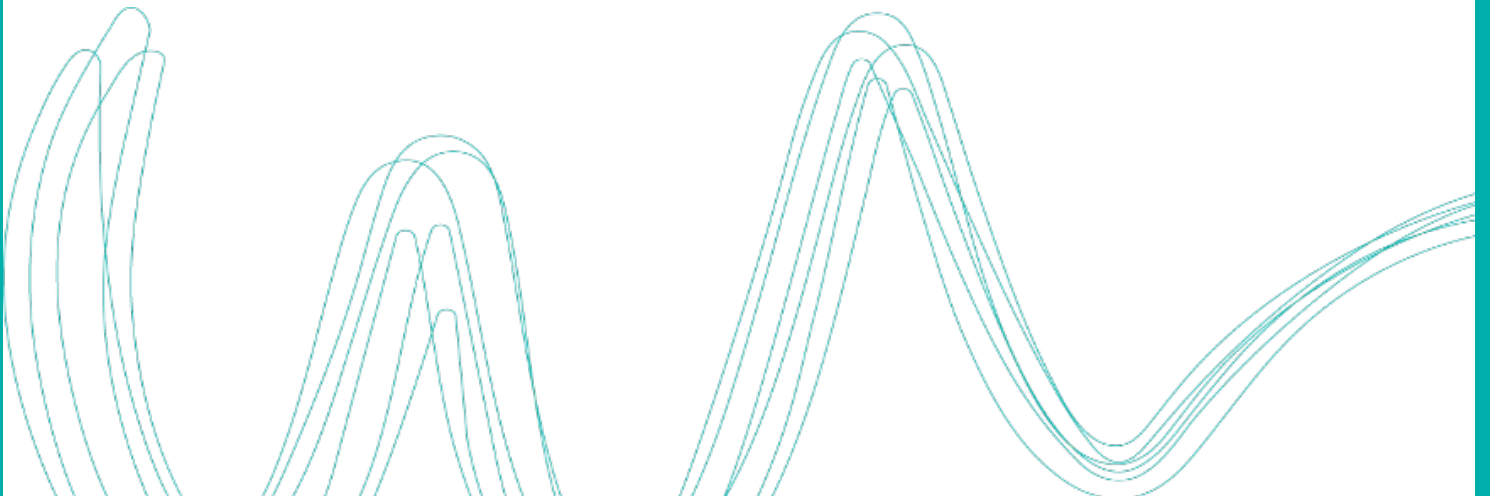




**Branding and Communication Guidelines for
Workforce Accelerator Fund (Accelerator)**



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 California Workforce Development Board and the Employment Development Department funded projects that design, develop, and implement projects that accelerate employment and re-employment strategies for California job seekers. The State Board and EDD will fund projects and partnerships to create and prototype innovative strategies that bridge education and workforce gaps for targeted populations, and initial implementation of promising models and practices in workforce system service delivery infrastructure.

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

Visit the [CWDB website](#) and the [Workforce Accelerator Fund](#) (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: WAF@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 Workforce Accelerator Fund. The fund's goal is to impact economic and racial equity by creating pathways to good quality jobs for workers from disadvantaged or low-income communities, ultimately bringing successful strategies to scale, and embedding them into the workforce system.

Reference the CWDB and Accelerator on Social Media

- Use the hashtags #CAWorkforce, #WorkforceAcceleratorFund and #WorkforceInnovation to connect with other projects and programs.
- Where possible, link CWDB logos to the [CWDB website](#), or the [Workforce Accelerator Fund 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 Workforce Accelerator Fund as the funding source, any benefits to disadvantaged communities.

[PROGRAM/PROJECT NAME], a grantee of the California Workforce Development Board, is part of the Workforce Accelerator Fund, a statewide initiative that supports innovative solutions that accelerate quality employment outcomes for low-income and disadvantaged populations and that have potential for system-wide scale. Through a combination of seed funding and an initiative-wide support network, Accelerator provides an opportunity for the workforce system to align funding, programs, and services in unique, worker-centered ways.

Projects may also want to place an emphasis on the following Workforce Accelerator Fund goals:

- Improve labor market and skills outcomes for the target groups through the development of strategies that fill gaps, accelerate processes, or customize services to ensure greater access to workforce services and employment opportunities.
- Implement, replicate and scale successful innovations that emerged from previous Accelerator projects.
- Create new modes for service delivery and funding alignment that can be replicated across the State and tailored to regional needs.
- Leverage State investment with commitments from industry, labor, public, and community partners.

Example: [Hospitality Training Agency] works with low-income jobseekers to assist with resumes, mock-interviewing and job/skill training, and then connects these clients to high road, union hospitality jobs with good wages and benefits.

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: WAF@cwdb.ca.gov

General Public Inquiries

- CWDB: WAF@cwdb.ca.gov

California Workforce Development Board Logos

Grantees may use the CWDB and Workforce Accelerator Fund 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 Accelerator 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.



Workforce Accelerator Logos

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

