



NORTH DAKOTA WORKFORCE DEVELOPMENT COUNCIL

Allowable Uses of Grant Funds for Outreach Activities

POLICY 2-17-01 (1)

PURPOSE:

To clarify the allowable uses of Workforce Innovation and Opportunity Act (WIOA) grant funds for outreach activities. (CFR) 200, 2900, 200.421 and Training and Employment Guidance Letter (TEGL) 11-25.

POLICY:

The public workforce system must work to reconnect Americans with meaningful work, including through outreach to long-term unemployed and underemployed populations, and those who have left the labor force entirely. The goal of strong program outreach is for more Americans to find themselves on a pathway to meaningful work and self-sufficiency

WIOA requires grantees to inform the public about services, conduct proactive outreach, and make individuals aware of services that can support their employment needs. It allows for grantees to recruit program participants and to engage businesses by communicating with them. The American Job Center brand was created to increase awareness of the services of the public workforce system and to facilitate outreach.

To meet the goals articulated in America's Talent Strategy, the Employment and Training Administration (ETA) and ED encourage grantees to conduct outreach activities to meet the needs of their customers and fulfill grant objectives.

Coordinated outreach could include creating outreach materials with information about multiple programs, to facilitate informing Supplemental Nutrition Assistance Program (SNAP) or Temporary Assistance for Needy Families (TANF) participants about WIOA services. In addition, grantees should consider coordinating outreach activities with Career and Technical Education (Perkins V) and Adult Education and Family Literacy Act (AEFLA) providers to increase awareness of the range of services available and increase clear pathways for co-enrollment opportunities between programs.

Grantees should consider creating an outreach plan that details how outreach activities are linked to program objectives and indicators, and how they would help meet performance outcomes or objectives while serving a greater number of individuals.

Activities must promote Federally funded activities, services, and programs and ensure it is not solely promoting the organization's name or image. Advertising is allowable through various media strategies, such as print, electronic, digital, radio, social media, billboards/signage, text apps, and Quick Response (QR) code. For example, an item that simply lists the name of the organization or just the name of the program without contact information, would not be allowable under the Uniform Guidance. Providing a tote bag with the name of the grant program and contact information as a way for individuals to find out about services funded by the grant would be reasonable.

REFERENCE:

- (0) NDWDC Administrative meeting minutes dated November 16, 2023
- (1) NDWDC Administrative meeting minutes dated June 10, 2026

REVIEW: June 10, 2029