



NORTH DAKOTA WORKFORCE DEVELOPMENT COUNCIL

Allowable Uses of Grant Funds for Outreach Activities

POLICY 2-17-01 (0)

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) 3-23.

POLICY:

ETA encourages grantees to conduct outreach activities to meet the needs of its customers and fulfill grant objectives. Grantees may consider creating an outreach plan that details how the purpose of each outreach activity is linked to the program's objectives and indicators and how they would help meet performance outcomes or program objectives. Grantees should make meaningful efforts to ensure outreach activities and/or materials are inclusive of the community it is trying to recruit and serve.

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

REVIEW: November 16, 2026