



MASSACHUSETTS

Workforce Investment Act

WIA Communication No. 04-64

☒ **Policy**

☐ **Information**

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Regional Directors
DCS Area Directors

cc: WIA State Partners

From: Susan V. Lawler, Commissioner
Division of Career Services

Date: August 11, 2004

Subject: Advertising on One Stop Career Center Websites

Background: It has come to the attention of Department of Workforce Development (DWD) and Division of Career Services (DCS) that a number of local One Stop Career Center operators are soliciting, or in fact, accepting advertising for display on their Career Center web sites. Some of the ads are solicitations from training vendors and program operators who provide services with public funds that are accessed by customers through the One Stop Career Centers.

Policy: Services provided through the One Stops are primarily funded with public funds available through the State and Federal government. While the Commonwealth supports the entrepreneurial spirit of the Career Centers in developing such advertising there are numerous questions raised by this practice including potential conflicts of interest where parties have received funds or services through the One Stop, how advertisers are selected and the content of the advertisements themselves, as well as audit questions related to program income.

I've asked DWD Chief Legal Counsel to further research this issue with other states to determine if any other states are engaging in this practice and the policies that have been developed in relation to this type of advertising. DWD and DCS

will also be checking within the Commonwealth on any progress toward promulgating regulations allowing agencies to allow advertising to offset costs of publications mentioned in the FY'05 Senate Ways and Means budget.

Until such time as this research is completed and a definitive policy can be released related to selling of advertising on One Stop Web pages please refrain from the solicitation and/or posting of such advertisements.

Action Required: Please disseminate to appropriate staff.

Effective: Immediately

Inquiries: Email all questions to PolicyQA@detma.org. Please indicate Issuance number and description.

Filing: Please file this in your notebook of previously issued WIA Communication Series Issuances as #04-64.