

MASSACHUSETTS

Workforce Investment Act

WIA Communication No. 04-69

☒ **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: September 13, 2004

Subject: One Stop Career Center Advertising Policy

Background: A number of local One Stop Career Center operators have solicited, or in fact, have accepted advertising for display on their Career Center web sites. A number of the ads have included solicitations from training vendors and program operators who provide services with public funds that are accessed by customers through the One Stop Career Centers. This WIA Communication is a follow up to WIA Communication 04-64 (issued 8/11/04) that imposed a moratorium on both the selling of advertising on One Stop Web pages, as well as the solicitation and/or posting of such advertisements by the Commonwealth's One Stop Career Centers.

While the Commonwealth supports the entrepreneurial spirit of the Career Centers in developing such advertising strategies, the practice raises numerous questions including possible liability issues, potential conflicts of interest where parties have received funds or services through a Career Center, how advertisers are selected and the content of the advertisements themselves, as well as audit questions related to use of public funds.

In response to the concerns raised by this issue DCS has conducted an extensive review of the matter that included consultation with the Department of Workforce Development, other New England state workforce development agencies and the National Association of Workforce Agencies (NASWA).

Policy: As services provided through the One Stop Career Centers are primarily operated with public funds available through the State and Federal government, the official policy of the Massachusetts One Stop Career Center System is to prohibit One Stop Career Centers from soliciting or accepting any advertisements of private training vendors, private program operators and other entities, regardless of advertising method, who have benefited in the past or who may potentially benefit in the future from public funding sources allocated to local workforce investment areas, unless the advertisement specifically relates to a service or activity conducted in partnership with the Career Center. For example, an advertisement from Home Depot promoting any aspect of its retail business would not be acceptable, where as an advertisement solely promoting local Home Depot employment opportunities in conjunction with a formal recruitment/referral agreement between Home Depot and the One Stop Career Center would be acceptable.

One Stop Career Centers may advertise the services or offerings of their statutorily designated local workforce development partner organizations or other local public agencies for services that they are providing to Career Center customers at no cost to the customer.

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 #04-69.