



Workforce Issuance

100 DCS 08.134

Policy Information

To: MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MassHire DCS Operations Managers

cc: WIOA State Partners

From: Beth Goguen, Director
MassHire Department of Career Services

Date: June 18, 2026

Subject: **Clarifying Allowable Outreach Activities for Federal Formula and Competitive Grants Notification - TEGL 11-25**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators and other local workforce partners of the availability of guidance released May 19th, 2026, through the Department of Labor (DOL) Employment and Training Administration (ETA) Training and Employment Guidance Letter [\(TEGL\) No. 11-25](#).

This TEGL rescinds TEGL 03-23 and replaces it to:

- 1) clarify the allowable uses of formula and competitive grant funds authorized by the Workforce Innovation and Opportunity Act (WIOA), including the Adult Education and Family Literacy Act (AEFLA), and the Strengthening Career and Technical Education for the 21st Century Act (Perkins V) for outreach activities;
- 2) provide examples of how grantees can use grant funds to effectively conduct outreach; and

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

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3) direct the workforce system to expand its reach to more workers who can benefit from employment and training services and to better meet the needs of businesses.

TEGL 11-25 provides guidance to support effective outreach and marketing activities under WIOA and highlights the following:

- **Allowable Use of Federal Workforce Funds:** Clarifies that federal workforce funds may be used for reasonable outreach and marketing activities that support WIOA programs.
- **Focus on Underserved Populations:** Emphasizes the importance of conducting outreach to underserved and underrepresented populations to improve awareness of and access to workforce services.
- **Flexible Outreach Strategies:** Provides examples of outreach methods that states and local workforce areas may use to effectively engage job seekers, workers, employers, and partner organizations.
- **Alignment with Program Goals:** Reinforces that outreach expenditures should be directly tied to WIOA program objectives and intended outcomes.
- **Allowable and Unallowable Activities:** Clarifies the distinction between allowable outreach and advertising activities and unallowable promotional or public relations activities.
- **Accessibility and Inclusion:** Reiterates that outreach materials and communications must comply with applicable accessibility requirements and be designed to reach diverse audiences.
- **Coordination with WIOA Partner Programs:** Encourages coordination of outreach efforts with WIOA core and required partner programs, including Temporary Assistance for Needy Families (TANF), the Supplemental Nutrition Assistance Program (SNAP), the Carl D. Perkins Career and Technical Education Act (Perkins V), and the Adult Education and Family Literacy Act (AEFLA), to maximize awareness and access to workforce services.

Background: WIOA requires grantees to inform the public about services, conduct proactive outreach, and make individuals aware of services that can support their employment needs. Similarly, Perkins V requires eligible recipients to describe how they will recruit and serve students, including special populations, and to ensure that learners and families have access to information about available CTE programs and their outcomes. The Uniform Guidance regulates the administrative and financial requirements of federal grant funds, including WIOA and Perkins V formula grants and the Department of Labor's (DOL) competitive grants; see 2 CFR part 200 and DOL's exceptions at 2 CFR part 2900. Specifically, 2 CFR 200.421 allows for grantees to recruit program participants and to engage businesses by communicating with them. The American Job Center (AJC) brand

was created to increase awareness of the services of the public workforce system and to facilitate outreach.

This TEGL seeks to demonstrate the flexible uses of both formula and competitive grant funds, including both WIOA and Perkins V, to conduct outreach activities and directs workforce and education systems to expand their reach to more individuals who can benefit from education and employment and training services.

Action

Required: ETA directs that state workforce and education agencies, state and local workforce development boards, and competitive grantees review and assess all existing outreach efforts and revise, or develop and implement, the appropriate policies, procedures, and strategies to guide the allowable use of funds to conduct outreach activities and better meet program goals. It is imperative that all individuals who could benefit from workforce services and career and technical education (CTE) become aware of and know how to access these critical services through the public workforce and education systems funded through WIOA and Perkins V. The goal of strong program outreach is for more Americans to find themselves on a pathway to meaningful work and self-sufficiency.

Formal policy guidance to follow.

Effective: Immediately