

MassHire Branding Transition Funds Statement of Work

Overview and Allowable Use of Funds

Each **Workforce Area** will have access to funds to support transition to the new, statewide MassHire brand.

All purchases made to comply with brand transition requirements must adhere to the Brand Standards Manual and the Implementation Plan. Allowable use of transition funds include:

1. **Customization of local outreach and informational materials**, including jobseeker and employer brochures, event announcements, workshop announcements, etc.
2. **Exterior and interior signage replacement**, including removal of old signage and any required restoration/painting of subsurface materials due to holes, discoloration, etc. Local areas are not required to replace signage with the exact same type of signage used previously. For example, if it is within the scope of a local area's budget, a local area can purchase a 3-D sign instead of an existing vinyl sign.
3. **Development of websites** within the design template and URL guidelines in Implementation Plan.
4. **Other costs related to branding implementation** in adherence with federal and state guidelines. Other costs must be outlined in budget and approved by EOLWD/DCS prior to procurement.

Expenses will be paid for on a reimbursement basis.

Funding Allocation

Funds are allocated based on the number of full-service Career Centers and affiliated limited service sites in each local area.

Small Areas have access of up to **\$26,000** to support their transition; Medium Areas up to **\$36,000**; Large Areas up to **\$46,000**.

Small (up to \$26,000)	Medium (up to \$36,000)	Large (up to \$46,000)
Berkshire	South Shore	Bristol
North Central	Brockton Area	Boston
Cape & Islands	Lower Merrimack Valley	Metro North
Greater Lowell	Central Mass	Metro South West
Greater New Bedford	North Shore	Hampden
	Franklin-Hampshire	

EOLWD/DCS recognizes that extenuating circumstances or unanticipated local implementation costs may arise, and is setting aside limited contingency funds for this purpose. Approving additional expenditures is solely within EOLWD/DCS discretion and will only be done in limited circumstances.

Please note that local areas will also have access to Implementation Incentive Funding, which will be allocated to a local area after it has met guidelines and deadlines as articulated in the Brand Policy and Implementation Plan. Transition Funds and Implementation Incentive Funds are administered separately. Every local area has access to transition funds; only local areas that meet criteria have access to Incentive funds.

Approval of External/Internal Signage and Local Web Templates

Local areas will have the option to purchase external and internal signage and web development services locally or through a centralized vendor. If services/signage are purchased locally (not through a centralized vendor), the local area's Brand Ambassador must submit photo of proof of signage and home page web mock-up to EOLWD/DCS for approval in order to be reimbursed for expenses. Photos or web mock-ups should be emailed to PolicyQA@mass.gov with headline "MassHire Rebranding Reimbursement Approval". All requests will be responded to within 5 business days.

Use of Centralized Vendors

EOLWD offers local areas the option of using a centralized vendor for signage and web development services. If a local area uses the centralized vendor, they do not need to submit proofs or mock-ups for approval.

Costs associated with use of centralized vendor should be included in the proposed budget. Once the budget is approved, these costs will be invoiced directly to and paid by EOLWD.

Budget

The local area must submit its **Budget** to EOLWD/DCS for authorization to proceed. The budget must be submitted by **June 1, 2018** at the latest. The **Budget** will include:

1. Proposed expenditures
 - a. Budget may include up to a maximum of 5% Administrative Expenses
2. Budget Narrative

Please email the Local Work Plan Budget to: Lisa.J.Caissie@mass.gov

Contracting:

- This contract represents the Scope of Work for discretionary support resources.
- Each local area's fiscal agent will receive funds to support this transition.
- All funds must be fully expended by June 30, 2019.

Reporting:

- Each local area must submit a narrative report delineating progress made toward SOW deliverables as follows:
 - Branding Mid-Point Report, due September 1, 2018

- Branding Final Report, due by July 30, 2019

Please email Reports to: Lisa.J.Caissie@mass.gov