

WORKFORCE INVESTMENT ACT
Frequently Asked Questions
Volume XI: Reed Act Marketing Extension
March 25, 2005

Overview:

To assist local areas in implementing One-Stop marketing strategies using Reed Act funds, the deadline for implementing marketing strategies, with the exception of purchasing equipment, has been extended until September 30, 2005. Local areas may take advantage of this option utilizing the following guidelines.

1. *What are the new deadlines for Reed Act requests?*

May 2, 2005	Areas wishing to extend Reed Act for marketing activities must sign and submit the modified Reed Act subgrant agreement to the Office of Workforce Development (OWD).
June 3, 2005*	All Reed Act requests for hardware/software and/or electronic linkages must be signed and postmarked (or faxed) to the Office of Workforce Development (OWD).
June 17, 2005*	All Reed Act requests for the implementation of marketing strategies, excluding equipment purchases which are due by June 3, 2005, must be signed and postmarked (or faxed) to the Office of Workforce Development (OWD).
June 24, 2005 (3:00 P.M.)	All follow-up Reed Act questions posed by OWB must be satisfactorily answered by the local contact person to the One-Stop Coordinator.
June 30, 2005	All Reed Act Request Forms with sufficient supporting documentation will be approved. Reed Act Award Letters will be dated no later than June 30, 2005.
June 30, 2005	Reed Act Request Forms approved for hardware/software and/or electronic linkages must have all costs incurred and the activities completed.
September 30, 2005	Reed Act Request Forms approved for the implementation of marketing strategies (excluding equipment purchases) must have all costs incurred and the activities completed.
November 30, 2005	All Reed Act costs must be paid.
February 28, 2006	Reed Act Subgrant Agreements will be closed out.

* Disclaimer: To ensure proper procurement and timely purchases, each local area should determine a schedule to meet the above deadlines.

2. Will new subgrant agreements be issued addressing this extension in Reed Act funding for implementing marketing strategies?

No. However, current subgrant agreements will be modified to extend through September 30, 2005. By the middle of April, 2005, all areas will receive a modification to the subgrant agreement that must be signed and returned by May 2, 2005. The Reed Act funding is not extended until the signed modified grant agreement is returned to OWD. Expenditures for any marketing strategies occurring during July, August, and September 2005 are to be paid no later than November 30, 2005 and a closeout will be completed by February 28, 2006.

3. After extending the subgrant agreement, how do we request Reed Act approval for marketing activities beyond June 30, 2005?

Prior to June 17, 2005, areas wishing to take advantage of the extension must send new requests for marketing services that will occur beyond June 30, 2005. Also, if the total cost of an approved request is not changing, but the end-dates are being extended up to September 30, 2005, the original requestor may send an e-mail to their One-Stop coordinator identifying the original request approval date, the total approved amount, and the marketing activities on the original request that will occur between July 1 and September 30, 2005. This proposed amendment to the original request is approved once the One-Stop Coordinator responds to the requestor authorizing the proposed extension.

4. What specific activities are covered by the Reed Act extension and may be purchased after June 30, 2005?

This extension covers the implementation of marketing strategies that have been developed and approved by June 30, 2005 through a Reed Act Request Form. These activities may include:

- Advertising by newspaper, billboard, television, and radio
- Brochures and hand-outs explaining One-Stop services
- "Give-aways" such as pens, mouse-pads, and other items with the system-wide logo
- Costs related to One-Stop outreach events such as renting space for Job Fairs and Employer Summits, costs of keynote speakers, etc.
- Other marketing strategies as approved in the Reed Act Request Form

Equipment purchases and upgrades are not included in this extension and must be purchased by June 30, 2005.

5. If a local area submitted a Reed Act request which the state already approved showing that all marketing strategies would be completed by June 30, 2005, and now wishes to purchase some of these services after June 30, must this request be amended showing a September 30, 2005 end-date?

Yes. If the cost of each marketing activity is not being revised, then prior to the June 17, 2005 deadline, the area may notify their OWD One-Stop Coordinator of the services that will be purchased between July 1, 2005 and September 30, 2005. The One-Stop coordinator will reply to the local contact person for approval of this amendment of the end date for the specific marketing activities or to request more information.

6. If the cost of an approved request for one year of billboard advertising was pro-rated to pay for the months until June 30, 2005 only, can a new request be submitted to cover an additional three months (July through September) of the total cost using Reed Act funds?

Yes. Prior to the June 17, 2005 deadline, the area may submit a new request for up to three additional months of the pro-rated total. Also, per Frequently Asked Questions Volume X, if this difference for three additional months of marketing is less than 5% of the original total

request, the area may simply e-mail Mark Birnbrich at birnbm@odjfs.state.oh.us with the details described in FAQ X, question four.

7. If several marketing strategies were deleted from an approved Reed Act request because they were to occur after June 30, 2005, may the local area now re-submit these items for approval?

Yes. Marketing requests that were previously denied because they were to occur between July 1, 2005 and September 30, 2005 may be re-submitted as a new request prior to the June 17, 2005 deadline for possible funding through September 30, 2005.

8. If a local area prorated a warranty and service agreement on new computers through June 30, 2005, can the request be amended to pay for an additional three months of coverage using Reed Act funds?

No. The Reed Act extension only applies to marketing activities; it does not apply to prorated service agreements, software licenses, warranties, or subscriptions such as newspapers or magazines.

9. When may we begin expending the funds on an approved Reed Act request? Should we wait until our fiscal agent actually draws down the Reed Act funds?

Each fiscal agent is responsible for determining when program expenditures may occur relative to the approval and draw process. OWD considers the Reed Act request to be approved upon issuance of the Reed Act approval letter signed by the One-Stop Section Chief, Sue McKitrick. The date of the approval letter is the date that a local area may begin to purchase the items approved with that letter.

10. Can you recommend other uses of Reed Act expenses or good ideas that were approved in other areas?

Yes. Your One-Stop coordinator can provide further guidance on specific Reed Act purchases or creative ideas implemented in other areas.

The Governor intends to designate September 2005 as "Workforce Month." All areas are strongly encouraged to plan and promote September events such as business summits, job fairs, mass recruitments, etc. in conjunction with "Workforce Month." These events may be advertised using the extended Reed Act funds as long as the costs are approved and procured prior to the June 30, 2005 deadline.

ODJFS is considering making additional funding available to help approved areas pay for September events tied to "Workforce Month," such as further outreach, space rental, keynote speaker fees, etc. The application process for the funding of these events has not been finalized but areas will receive guidance in the near future.