



Governor's Workforce Policy Advisory Board  
**Marketing Committee  
Committee Charter**

**I. Purpose**

The purpose of the Marketing Committee is to develop recommendations to brand Ohio's workforce development system working in collaboration with The Ohio Department of Development, The Ohio Board of Regents, and the Ohio Department of Job and Family Services (i.e., standardize the name and external image of one-stops in Ohio) and market workforce system resources and services to businesses and the general public for the purpose of increasing customer awareness and engagement.

**II. Leadership**

The Chairperson of the Governor's Workforce Policy Advisory Board shall appoint two Co-Chairpersons (Co-Chairs) to lead the Committee. The Co-Chairs of the Committee shall be members of the Board. At least one Co-Chair shall be a business member of the Board.

**III. Membership**

The Committee shall be composed of no fewer than three (3) Board members. The Committee's Co-Chairs shall have the authority to appoint ad-hoc committee members for the purpose of utilizing the knowledge of industry experts and increasing the quality of committee business. Each member of the Committee, regardless of whether or not such individual is also a member of the Board, shall be entitled to one vote when voting on committee business.

**IV. Responsibilities & Objectives**

The Committee has been assigned the responsibility of developing a single brand for Ohio's one-stops, vetting said brand with system stakeholders, and drafting recommendations to increase business customer awareness of Ohio's workforce system resources and services. The Committee shall draft recommendations related to marketing Ohio's one-stop employment and training centers and, if approved by a majority of the Committee and Board, deliver said recommendations to the Governor for consideration and possible action, i.e., Executive Directive.

The Committee will achieve the following objectives:

- Develop a brand (including both a name and symbol/logo representing the brand) for Ohio's one-stops.
- Build consensus and support for the brand among workforce system stakeholders, including Governor's Workforce Policy Advisory Board Members, local One-Stop Directors, local WIB Members, County Commissioners and not-for-profit organization and association leaders.
- Provide the Board and Governor with a marketing plan aimed at increasing business customers' awareness of One-Stops.

**V. Reporting Relationship**

The Co-Chairs of the Committee will serve on the Executive Committee of the Board and will report the Committee's progress on the objectives to the Executive Committee and full Board.