

**GOVERNOR'S WORKFORCE POLICY ADVISORY BOARD
RESOLUTION NO: 05-27-2009-02**

Statewide Workforce Development Public Awareness Campaign

Recitals

- A. Governor Ted Strickland established the Governor's Workforce Policy Advisory Board (the "Board") by Executive Order 2007-14S dated June 27, 2007, and directed the Board to serve the role defined for state boards in the Workforce Investment Act of 1998 ("WIA").
- B. Consistent with the functions of State boards under Section 111 of WIA, 29 USC § 2821, the Board assists the Governor in the development and continuous improvement of a statewide system of activities that are funded under WIA for the statewide workforce investment system.
- C. The Board's Marketing Committee has considered a multi-agency outreach and public awareness campaign regarding state services offered for dislocated workers, students, employers, and other individuals seeking training and resources to assist with employment. Marketing Committee Chair, Deborah Norris, led a discussion of outreach and public education initiatives at the Board's meeting on February 18, 2009.

Motion

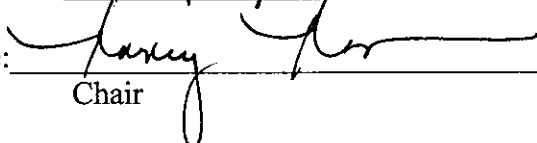
Upon consideration by the Board of the American Recovery and Reinvestment Act of 2009 (ARRA) presentation and discussion of marketing initiatives, the Board recommends to the Governor that the Governor direct the Ohio Department of Job and Family Services, the Ohio Department of Development and the Ohio Board of Regents to work in collaboration to develop a cost-effective outreach and public awareness campaign for Ohio's workforce development system, including the four new initiatives funded by ARRA. In developing this campaign, the Board recommends that a marketing needs assessment be conducted to identify appropriate strategies for promoting the ARRA initiatives to the intended participants. The Board further recommends that this public awareness campaign be implemented this year in conjunction with the deployment of federal workforce funds to be provided to Ohio under ARRA.

Motion: Darcy Pajak

Second: Bobbi Montgomery

Vote: Yes: All No: None

Meeting Date: 5/27/09

Signature: 
Chair