
Consortium Memorandum

RE: Guidelines for Enhance Iowa Marketing
Date: Jan 5, 2016
From: Todd Oesterle, IHUM Statewide Marketing



ENHANCE IOWA

The statewide “Enhance Iowa” campaign has officially launched!

Each college has allocated funds to be used for regional marketing purposes in the original grant request. Marketing should be coordinated with the IHUM Grant Lead, and can include the “Enhance Iowa” logo/messaging. The main purpose of the marketing funds are to increase enrollment in IHUM signature programs through promoting education and training opportunities available in your college’s IHUM signature programs.

Marketing for this grant should be used to attract TAA-eligible workers, veterans, unemployed and underemployed workers to your school’s signature IHUM programs. To view the programs specific to your school, please refer to the **“IHUM Grant Overview”** located on the share point site:

Creative Commons -> Marketing Documents -> Consortium-> IHUM Grant Overview

Marketing should *not* seek to target high school students as that is not the intent of the TAACCCT grants. *Please contact your IHUM Grant Team Lead about specific questions for your school.*

SOCIAL MEDIA

The Enhance Iowa Campaign’s Social Media presence includes a Facebook page & Twitter account. Please consider linking to these pages as you promote your college activities, programs and events.

Facebook Page: Enhance Iowa

Twitter Handle: @Enhancelowa

EMAIL SIGNATURE

As a member of the IHUM consortium, please include the following info in your email signature. It will help generate interest in our Enhance Iowa initiative and help promote our website and social media pages. For help linking the Facebook and Twitter logos to our actual social media pages you can see a step by step guide here: <https://www.youtube.com/watch?v=EMSNICliho>



www.Enhancelowa.com



MARKETING REQUIREMENTS

When using grant funds to procure marketing collateral the following statements must be clearly printed on the item:

Option 1: Use if marketing piece is being funded by both the IHUM grant and some other funding.

This workforce solution is funded in part by the IHUM Consortium which is 100% financed through a \$15,000,000 grant from the U.S. Department of Labor's Employment & Training Administration.

OR

Option 2: Use if the marketing piece is paid completely from the IHUM grant.

This workforce solution is funded by the IHUM Consortium which is 100% financed through a \$15,000,000 grant from the U.S. Department of Labor's Employment & Training Administration.

Also Include DOL Statement of Position:

The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

CREATIVE COMMONS

All materials produced with grant funds, including marketing materials are required to be licensed to the public under a **Creative Commons Attribution 4.0 (CCBY) license**. Get more information on how to use with specific mediums at:

https://wiki.creativecommons.org/wiki/Marking_your_work_with_a_CC_license#Marking_Specific_Media

Note: Logos are on SharePoint:

Creative Commons -> Marketing -> Consortium -> Logos -> Creative Commons Logos

For offline works, please use the below logos and the statement:



This work is licensed under the Creative Commons Attribution 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

If you are using copyrighted materials (such as stock photos, videos, music, etc.) in your work, you must note each copyrighted item and give credit for each. Also, where the CC BY information is, you will need to add the language “except where otherwise noted.”

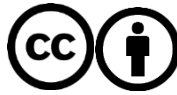
You can do this in several ways:

- Give credit underneath or beside the photo or video in a document or on a web page.
- Footnote the attribution, on the actual document within or next to the photo or video, you will need to add a small footnote.

Sample Photo Below:



Sample Language Below:



This work is licensed under the Creative Commons Attribution 4.0 Unported License except where otherwise noted. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

^[1] © 2008 Joe Smith www.joesmith.com

There are many CC BY resources that are licensed this way and they are open to the public for use. Feel free to search for these items (photos, video, music, etc.) for any project that your college is working on at <http://search.creativecommons.org/>. If you plan to use items in any of your work, just make sure to acknowledge. You may find out how to do this at: <http://copyrightandcopyleft.wikispaces.com/file/view/How%20to%20Attribute%20a%20Creative%20Commons%20Licensed%20Work%206%20steps.pdf>

(See “Warnings” section about other types of Creative Commons licenses and their uses.)

PROCUREMENT

Colleges should follow their internal procurement procedures so long as they meet or exceed the minimum federal requirements. Marketing staff should work with their IHUM grant leads and financial staff at their schools to ensure compliance with these requirements. In general:

- Save all communication/documentation with potential vendors to a digital or printed file.
- Once a selection has been made, please fill out the “**Quotes for Purchases Form**” available in the share point: **Procurement -> Quotes for Purchases Form**
- Provide a short written statement on the project scope, the selected vendor and the reason why they have been selected and save to your procurement files. Note: “Relationship” is not a valid explanation. Valid explanations include: price, quality, can meet timeframe, etc.

DOCUMENTATION OF MARKETING ACTIVITIES & EVENTS:

As part of our deliverables to DOL we will need to provide documentation of campaigns, materials or events. Please make sure that you continue to keep a record of all completed activities using grant funds.

This might be as simple as creating a Word document that includes a narrative of the campaign, how you sought to reach our target audience, photos (if possible), highlights, etc. This may be combined with the procurement narrative. It should also be reported to your IHUM Team Lead so they may submit as part of the quarterly report to DOL.

MATERIALS CREATED – DELIVERABLES FOR DOL:

As part of our deliverables to DOL we will need to provide them with our marketing campaign materials. In order to create a repository of all collateral produced with grant funds, each college

must upload original art files to the IHUM SharePoint site: **Creative Commons -> Marketing Documents -> (Your College's Folder)**

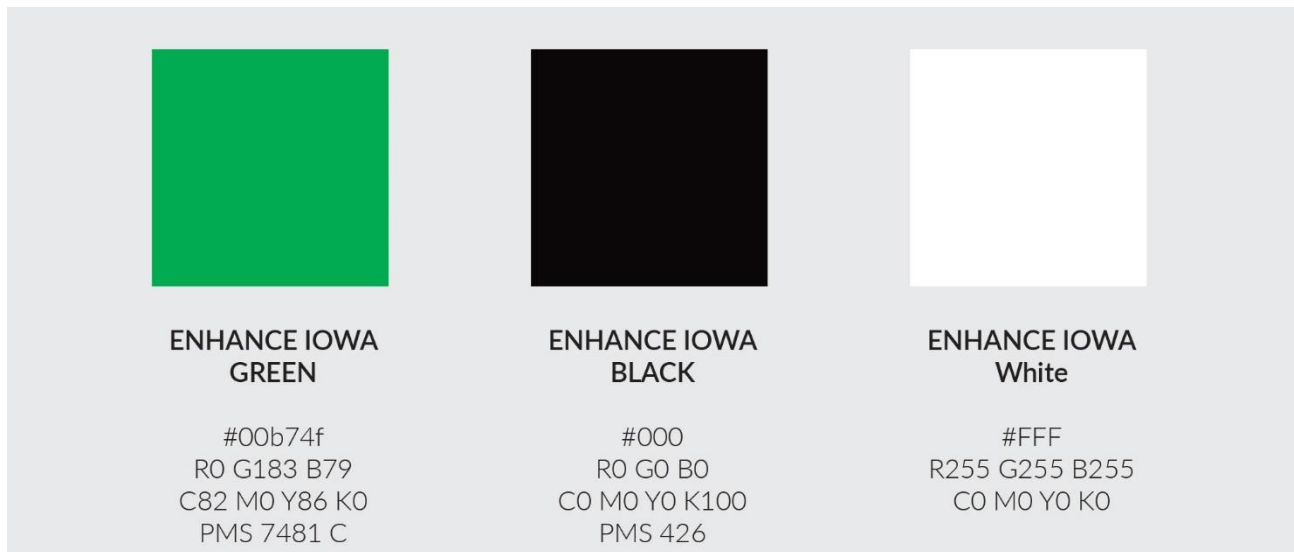
Media Release Form: Anyone in a photograph or video that will be used to promote your college or Enhance Iowa needs to sign your college's media release form. Granting permission to use their image and likeness in marketing efforts for your college and Enhance Iowa. Upload signed release forms to the share point along with the specific promotional material produced.

ENHANCE IOWA BRAND STANDARDS



Primary Brand Colors

These three colors should be the foundation of any branded designs.



Secondary Brand Colors

The secondary broaden the palette of approved green, black and white. These colors may be used to provide variety without leaving the recognized palette. Secondary colors should be used in less than 50 percent of the whole palette for one piece.



Font

The exact font used in our tagline is: Aktiv Grotesk, available through the Adobe Typekit.

If you do not have access to Aktiv Grotesk, a free alternative is the “Lato” font family available at:

<https://www.google.com/fonts>

Please use these fonts in Enhance Iowa printed materials.



This is the marketing campaign logo and will be used to promote IHUM signature programs throughout the state and can be used by individual schools to reach out to our target audience.

Anything your college mentions about IHUM to the general public should be referred to as Enhance Iowa.

All variations of the Enhance Iowa logo are on the share point site under:

Creative Commons -> Marketing Documents -> Consortium -> Logos -> Enhance-Iowa-Logo-Final



This logo and message can be used when discussing the Consortium, by the staff or committee members, or when discussing the grant or campaigns performed by the grant.

All variations of the IHUM logo are on the share point site under:

Creative Commons -> Marketing Documents -> Consortium -> Logos -> IHUM Logos

ADVERTISING / PR RULES UNDER UNIVERSAL GRANT GUIDANCE:

§ 200.421 Advertising and public relations.

(a) The term advertising costs means the costs of advertising media and corollary administrative costs. Advertising media include magazines, newspapers, radio and television, direct mail, exhibits, electronic or computer transmittals, and the like.

(b) The only allowable advertising costs are those which are solely for:

(1) The recruitment of personnel required by the non-Federal entity for performance of a Federal award (See also §200.463 Recruiting costs);

(2) The procurement of goods and services for the performance of a Federal award;

(3) The disposal of scrap or surplus materials acquired in the performance of a Federal award except when nonfederal entities are reimbursed for disposal costs at a predetermined amount; or

(4) Program outreach and other specific purposes necessary to meet the requirements of the Federal award.

(c) The term “public relations” includes community relations and means those activities dedicated to maintaining the image of the non-Federal entity or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.

(d) The only allowable public relations costs are:

(1) Costs specifically required by the Federal award;

(2) Costs of communicating with the public and press pertaining to specific activities or accomplishments which result from performance of the Federal award (these costs are considered necessary as part of the outreach effort for the Federal award); or

(3) Costs of conducting general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary to keep the public informed on matters of public concern, such as notices of funding opportunities, financial matters, etc.

(e) Unallowable advertising and public relations costs include the following:

(1) All advertising and public relations costs other than as specified in paragraphs (b) and (d) of this section;

(2) Costs of meetings, conventions, convocations, or other events related to other activities of the entity (see also §200.432 Conferences), including:

(i) Costs of displays, demonstrations, and exhibits;

(ii) Costs of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events; and

(iii) Salaries and wages of employees engaged in setting up and displaying exhibits, making demonstrations, and providing briefings;

(3) Costs of promotional items and memorabilia, including models, gifts, and souvenirs;

(4) Costs of advertising and public relations designed solely to promote the non-Federal entity.

If there is any question about any of the information presented above, please contact Todd Oesterle by email at todd.oesterle@hawkeyecollege.edu or call at (319)-296-4416