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## Consortium Memorandum

RE: IHUM Marketing Pre-Approval  
Date: Aug 26, 2016  
From: Todd Oesterle, IHUM Statewide Marketing



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## Marketing Pre-Approval Process

To better assist IHUM project leads stay in compliance with DOL's marketing guidelines, we're establishing a pre-review process for all marketing materials created with IHUM marketing funds.

Before you're done editing marketing materials created with IHUM funds, it is recommended you email them to me for review. I will respond with either an "approval" or "corrections needed." When you receive an approval, you're ok to distribute the advertisement. If corrections are needed, please make the requested corrections, then re-submit the marketing piece to me for approval. We recommend you receive pre-approval before distributing the marketing piece.

Send all marketing materials for pre-review to: [todd.oesterle@hawkeyecollege.edu](mailto:todd.oesterle@hawkeyecollege.edu). My goal is to respond back with approval or corrections within one business day.

Please include the following in each email submission for IHUM marketing pre-review:

- Marketing piece.
- Include copies of the 3 bids for the marketing piece.
- Let me know if the marketing piece was funded 100% with IHUM marketing funds or if it was only partially funded with IHUM marketing funds.

An updated IHUM Marketing Checklist including the pre-review step is now available on SharePoint at: Marketing Documents -> Consortium -> IHUM Marketing Guidelines Checklist

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

*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. 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. 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/>.* 