Advance Wisconsin:

Advance Wisconsin unites Wisconsin technical colleges who received awards under the Trade Adjustment Assistance for Community College and Career Training (TAACCCT) Grants. The U.S. Department of Labor funds help colleges transform their training.

Manufacturing: *Making the Future* - 2012 Award for state consortium
Fox Valley Manufacturing: AMP + - 2012 Award for Fox Valley Technical College
Information Technology: Interface - 2013 Award for state consortium
Bridges 2 Healthcare: 2011 Award (Chippewa, Southwest, Western + other states)
C3BC: 2012 Award (Bioscience - Madison College + other states)

Technical Requirements:

Public Announcements *(#9 in Special Clauses/Conditions portion of the grant)*

When issuing statements, press releases, requests for proposals, bid solicitation, highlighting the program on your college website and other documents describing project or programs funded in whole or in part with Federal money, all awardees receiving Federal funds, shall clearly state (1) the percentage of the total cost of the program or project which will be financed with Federal money, and (2) the dollar amount of Federal funds for the project or program. The Workforce Investment Act of 1998 helps to govern this grant and therefore an equal opportunity/non-discrimination statement must be included.

> *Statement Framework:*
> The U.S. Department of Labor's Employment and Training Administration has funded X% of this project equaling X$. This is an equal opportunity program. Assistive technologies are available upon request and include Voice/TTY (711 or 800-947-6644).

You can replace 800-947-6644 (state TTY #) with your local number if you have one.

X% = the percentage of federal grant dollars used in funding the entire program/initiative.
X$ = the federal grant dollar amount in the project.

> *Example: You are creating a flyer promoting a new grant-funded class. The total cost of the class is $40,000 and you are putting $24,000 of grant money towards the class. Your flyer should state:*
>
> *"The U.S. Department of Labor's Employment and Training Administration has funded 60% of this project equaling $24,000. This is an equal opportunity program. Assistive technologies are available upon request and include Voice/TTY (711 or 800-947-6644)."*

Products or anything tangible *(page 9 of SGA)*
Examples: flashcards, curriculum, equipment, websites if it is more than PR for your program, etc.

> This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution 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 including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This is an equal opportunity program. Assistive technologies are available upon request and include Voice/TTY (711 or 800-947-6644).

Branding

Wisconsin technical colleges are proud of our partnership and the opportunities provided through TAACCCT grant funding. We will promote consortium-wide TAACCCT initiatives under the umbrella of **ADVANCE WISCONSIN**. This shared identity will include:

- A website landing page with information applicable to all awarded grants (e.g., what is TAACCCT). There will be separate pages/links to websites for each grant award highlighting grant specific initiatives. www.advancewisconsin.org
- Refer to any program touched by grant funds as an *Advance Wisconsin Program* for the duration of the grant – the intent to showcase the programs that are affected by grant funding.
- **Use an Advance Wisconsin logo on materials, websites, videos, etc. It builds the overall brand and strength of the programs.**
- Logos may be obtained on the Google drive for Advance Wisconsin –

PANTONE® 110
CMYK 7.28-100-100-1.42
RGB 220-0-0
Hex DC0000

PANTONE® 286
CMYK 100-84.09-11.04-3.08
RGB = 0-51-160
HEX 005DAA

General logo that can be used when promoting multiple programs regardless of grant round or when part of a multi-p

Examples: website homepage, information that is applicable to all grants, outreach to TAA reps. etc.

AW-M logo specific to the TAACCCT Round 2 grant, for use on programs related to Advanced Manufacturing only.

Tagline: Making the Future (also the project name)

Documentation of Outreach Activities and Events, Materials

Each college needs to document outreach efforts. **Keep a record** of all completed activities using grant funds and printed/electronic samples supporting these activities.

These materials need to be shared with the marketing coordinator or project lead. Samples will be shared with DOL as part of the grant requirements.

Creative Commons

Materials that are **created** with grant funds (curriculum, marketing materials, etc.) are required to be licensed to the public under a **Creative Commons Attribution 3.0 (CCBY) license**.

> *"This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered".*

<div align="right">

http://creativecommons.org/licenses/

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CCBY web licenses and logos can be obtained at http://creativecommons.org/choose/results-one?license_code=by&jurisdiction=&version=3.0&lang=en_US.

For offline works, use the logo below along with the statement:
"This work is licensed under the Creative Commons Attribution 3.0 Unported License. To view a copy of this license, visit http://creativecommons.org/licenses/by/3.0/deed.en_US."

Photos

Photos taken by colleges are property/copyright of the college and are not part of creative commons. Photos taken with grant funds/resources are part of creative commons and anyone is able to use or alter them. Captions will note which category they fall under.

Promotional Opportunities

Showcase your efforts and the state consortium's efforts with the public.
- Increases awareness of your college's programs
- Demonstrates positive impact of grant funds
- Helps promote key industries in your district
- Reaches individuals who might benefit from training offered
- Heightens awareness with key partners such as employers, industry alliances and workforce development boards

Suggestions
1) **Look for ways to tell your story. Create a press release or special event when significant grant activities take place. It reinforces the vibrancy of your programs.**
    - Major program changes – what have you done that improves your program that the public might find interesting?
    - Start of new program or enrollment changes/students served
    - Structural changes to building or new equipment
    - New hires
    - Participant testimonials
    - Look for natural ties to local, statewide and national stories that reinforce your work
    - Take advantage of special holidays or events such as Veterans Day, Labor Day, Manufacturing Month, etc.
2) **Utilize multiple communication tools:**

Presentations/Power Points	Flyers specific to programming
Press Releases	Photos/Videos
Documents of strategy for outreach	Event Invitations
Website pages	College Social Media
Testimonials	Newsletters
Tours or other special events	General Meetings (very brief documentation)
	Employer, WDB, 1:1

Questions Contact your grant project lead or Nicole Selner (AW- Manufacturing) is also a resource:
nicole.selner@nwtc.edu or 920-498-5556