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**DIVISION OF WORKFORCE SERVICES
ISSUANCE NUMBER PY 23-09**

March 15, 2024

FROM: Charisse Childers, Ph.D., Director

TO: Local Workforce Development Area Administrators/Service Providers

SUBJECT: Allowable Uses of Workforce Innovation and Opportunity Act (WIOA) Funds for Outreach Activities for Federal Formula and Competitive Grant Awards - ADWS Policy Number: WIOA 5.4.

- I. Purpose:** This issuance and policy will provide guidance for WIOA allowable outreach activities, in compliance with Training and Employment Guidance Letter (TEGL) 03-23; to be used by the local workforce development boards to draft an outreach policy, outreach plan, and outreach budget.
- II. Background:** The public workforce system plays a critical role in connecting talent with opportunity, connects diverse customers to employment and training opportunities, and helps employers recruit skilled employees that match their employment opportunities.

To fully communicate the workforce system's value and expand awareness of its services to job seekers and employers, the system must conduct effective and targeted outreach. WIOA requires grantees to inform the public about services, conduct proactive outreach to underserved populations, and make individuals aware of services that can support their employment needs.

This policy seeks to demonstrate the flexible uses of both formula and competitive grant funds to conduct outreach activities and to empower the workforce system to maximize its reach, specifically to those in underrepresented communities who are most in need of employment and training services.

- III. General Information/Funding Opportunity:** Outreach activities may include, but are not limited to, public awareness campaigns, community events, social media, and partnerships with local organizations. All outreach methods must be cost-effective and align with the objectives of WIOA. Reference TEGL 03-23 part 4. *Allowable Outreach Activities*.

Funding: ADWS will fund up to \$15,000 per local workforce development board with the goal of increased WIOA enrollments across the state. Funds awarded for WIOA allowable outreach activities must be utilized for additional outreach activities and not

to supplant WIOA formula funds awarded for youth, adult, and dislocated worker programs. Governor’s discretionary/statewide dollars will be used to fund this initiative.

Period of Performance: March 15, 2024, through February 28, 2025.

Subgrant agreements for these awards must include the outreach plan and outreach budget as attachments. Templates will be provided by ADWS.

Expected Outcomes: WIOA section 116 establishes performance accountability indicators and performance reporting requirements to assess the effectiveness of states and local areas in achieving positive outcomes for individuals served by the workforce development system’s six core programs.

- IV. Action Required:** ADWS requests that local workforce development boards and competitive grantees review, revise, or develop and implement policies and procedures that guide the allowable use of funds to conduct outreach activities to meet program goals. A policy regarding WIOA outreach activities must be developed by each local workforce development board in compliance with TEGL 03-23.

Local workforce development boards interested in applying for outreach funding awards, up to \$15,000, should submit a proposal, budget, and outreach plan to WIOA@arkansas.gov by close of business (COB) on April 19, 2024.

- V. Inquiries:** Eddie Thomas, ADWS Deputy Director, at eddie.thomas@arkansas.gov.

- VI. Attachments:**
[TEGL 03-23](#)
ADWS Outreach Plan Template
Outreach Proposal and Budget Template

- VII. Expiration Date:** Ongoing.