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Henry McMaster
Governor

William H. Floyd, III
Executive Director

STATE INSTRUCTION LETTER 26-03

To: Local Workforce Area Signatory Officials
Local Workforce Area Board Chairs
Local Workforce Area Administrators
DEW Area Directors
DEW Regional Managers

Subject: **WIOA Outreach Activities**

Issuance Date: November 18, 2026

Effective Date: February 1, 2027

Purpose: To ensure outreach activities in the local workforce development areas (LWDAs) align with the expectations of the Workforce Innovation and Opportunity Act (WIOA).

References:

- Workforce Innovation and Opportunity Act, Public Law 113-128, § 121(h)(4); 188
- Rehabilitation Act of 1973, Public Law 93-112, § 508
- 2 CFR Part 200 Subpart E; 20 CFR 678.900; 28 CFR Part 35, Subpart H; 29 CFR 38.38
- Training and Employment Guidance Letters (TEGLs) 16-16; 36-11
- State Instruction Letters (SILs) 16-13, Change 1; 19-03, Change 1; 24-03; 22-01; 25-05; 25-12; 26-02
- South Carolina Nondiscrimination Plan

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.

The one-stop delivery system brings together workforce development, education, and other human resource services in a seamless customer-focused service delivery network that enhances access to services and improves long-term employment outcomes for individuals receiving assistance. One-stop partners administer separately funded programs as a set of integrated streamlined services to customers.

The American Job Center (AJC) brand was created to increase awareness of the services of the public workforce system and to facilitate outreach. The integrated nature of the AJC network extends the one-stop reach to increase customer participation and enrollments, to engage and support businesses, and to provide seamless workforce services.

SC Works is the brand name of the AJCs statewide and for South Carolina's public workforce system, which includes the collective workforce partners. South Carolina's workforce system includes SC Works Online Services (SCWOS) and physical access points through Comprehensive, Affiliate, and Specialized centers, as well as through Outreach Locations and Connection Points.

Policy: Outreach activities in the SC Works system must align with and adhere to the guidance set forth in this policy.

Allowable Outreach Activities

WIOA is intended to increase access to and opportunities for the employment, education, training, and support services necessary to succeed in the labor market, particularly for individuals with barriers to employment.

Individuals with Barriers to Employment. A member of one or more of the following populations:

- Displaced homemakers
- Low-income individuals
- Indian, Alaska Natives, and Native Hawaiians, as such terms are defined in WIOA § 166
- Older individuals
- Ex-offenders
- Homeless individuals (as defined in § 41403(6) of the Violence Against Women Act of 1994 (42 U.S.C. 14043e-2(6))), or homeless children and youths (as defined in § 725(2) of the McKinney-Vento Homeless Act (42 U.S.C. 11434a(2)))
- Youth who are in or have aged out of the foster care system
- Individuals who are English language learners, individuals who have low levels of literacy, and individuals facing substantial cultural barriers
- Eligible migrant and seasonal farmworkers, as defined in WIOA § 167(i)
- Individuals within two years of exhausting lifetime eligibility under Part A of Title IV of the Social Security Act (42 U.S.C. 601 et seq.)
- Single parents (including single pregnant women)
- Long-term unemployed individuals

Outreach activities must align with the community in each LWDA and meet the needs of the customers in the SC Works centers. In addition to communicating with jobseekers, outreach activities can include efforts to engage businesses.

LWDAs must describe their strategies for outreach in their Local Plan. The relevant strategies, and the item within *Attachment B: Local Plan Requirements* of the most updated state instruction letter on *Regional and Local Planning Guidance* that may address it include but are not limited to:

1. Connection to LWDA strategic priorities, addressed in number four of Section III: LWDA Partnerships and Investment Strategies
2. Prioritization of outreach to individuals with barriers to employment, addressed in number 11 of Section IV: Program Design and Evaluation
3. Indication of how outreach assists in reaching performance outcomes, addressed in number four of Section V: Operations and Compliance

Funding Usage for Outreach

Outreach activities in the SC Works system must adhere to the Cost Principles of the Uniform Guidance, found at 2 CFR Part 200 Subpart E. LWDAs must maintain adequate documentation to support that outreach costs are consistent with the costs principles, including that they are allowable, reasonable, and allocable.

Allowable Costs. Except when otherwise authorized, the following criteria must be met:

- Necessary and reasonable for the performance of and allocable to the program
- Conform with Federal law, guidelines, and terms
- Consistent with policies and procedures that apply to both federally financed and other activities of the program
- Treatment consistent with other incurred costs
- In accordance with generally accepted accounting principles (GAAP)
- Not included as a cost or used to meet cost sharing requirements of any other federally financed program in either the current or a prior period
- Adequately documented
- Incurred during the approved budget period

NOTE: Outreach activities are an allowable partner cost-sharing expense. Infrastructure costs of the SC Works centers are the non-personnel costs necessary for the general operation of the center, including rental of the facilities, utilities and maintenance, equipment, and technology to facilitate access to the center, including planning and outreach activities. Please see the most updated state instruction letter (SIL) on *Local Memorandum of Understanding Guidelines* for more information on infrastructure costs.

Reasonable Costs. If the cost does not exceed what a prudent person would incur under the circumstances prevailing when the decision was made to incur the cost.

Allocable Costs. If the cost is assignable to a particular program in accordance with the relative benefits received.

Advertising and Public Relations Costs Requirements

LWDAs must ensure that marketing of the SC Works centers and the workforce system adhere to Federal and state requirements. This form of outreach must promote the workforce system activities, services, and programs and must not solely promote the LWDA. The costs are broken down between advertising and public relations.

Advertising. The costs of advertising media and corollary administrative costs. Advertising media includes but is not limited to print, electronic, digital, radio, social media, billboards/signage, text apps, and quick response (QR) codes. The only allowable advertising costs are those which are solely for the following:

- The recruitment of personnel required for the performance of a Federal award
- The procurement of goods and services for the performance of a Federal award
- The disposal of scrap or surplus materials acquired in the performance of a Federal award except when reimbursed for disposal costs at a predetermined amount
- Program outreach (e.g., recruiting participants) and other specific purposes necessary to meet the Federal award requirements

Public Relations. Activities dedicated to maintaining image or maintaining and promoting understanding and favorable relations with the community or public. These activities include but are not limited to attendance at, facilitation of, collaboration with, or participation in job fairs, rapid response events, and community engagement events. The only allowable public relations costs are the following:

- Those specifically required by the Federal award
- Costs of communicating with the public and press about specific activities or accomplishments which result from performance, as considered a necessary part of the outreach efforts
- 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

NOTE: Examples of allowable outreach materials include, but are not limited to: job flyers, folders, or pens and pencils purchased for distribution to jobseekers. These items assist jobseekers in their job search and/or provide information that ties the jobseeker back to the SC Works centers and program services.

Costs that are unallowable as advertising and public relations costs, include the following:

- All advertising and public relations costs other than as specified in this policy
- Costs of meetings, conventions, conferences, or other events related to other activities of the LWDA
- Costs of promotional items and memorabilia
- Costs of advertising and public relations designed solely to promote the LWDA

Common Identifiers

Each SC Works center must include the "SC Works center" identifier as well as the "American Job Center" identifier or "a proud partner of the American Job Center network" on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in one-stop delivery system.

In promoting the SC Works centers and workforce services, the SC Works Branding Guide must be adhered to for unified branding. A copy of the SC Works Branding Guide has been attached to this policy for ease of access.

Stevens Amendment

All SC Works system materials that communicate information regarding programs funded in whole or part with Federal funds including marketing materials and other outreach activities must include language in compliance with the Stevens Amendment. See the most updated state instruction letter on *Stevens Amendment Requirements for Federal Grant Fund Awardees* for more information.

Equal Opportunity (EO) Responsibilities

Publications, recruitment brochures, and other materials that are distributed or communicated in written and/or oral form, electronically and/or on paper to staff, clients, or the public must contain the required language "equal opportunity employer/program" and "auxiliary aids and services are available upon request to individuals with disabilities."

Program information that is published or broadcast in the news media must include a statement that the program or activity discussed is an "equal opportunity employer/program" and "auxiliary aids and services are available upon request to individuals with disabilities."

Where such materials indicate that the recipient may be reached by voice telephone, the materials must provide the telephone number of the text telephone (TTY) or equally effective telephone communication system, such as a relay service, videophone, or captioned telephone.

All web content and mobile applications provided or made available, directly or through contractual, licensing, or other arrangements, by or on behalf of the LWDAs must be readily accessible to and usable by individuals with disabilities. Beginning April 26, 2027, all digital content apps must comply with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA success criteria and conformance requirements. These guidelines can be found here: https://www.w3.org/TR/WCAG21/.

See the most updated SIL on *Implementation of Nondiscrimination and Equal Opportunity Requirements of WIOA* for more information.

Data Collection and Maintenance

Each LWDA Equal Opportunity (EO) Coordinator must generate ad hoc EO demographic reports and submit them to the State Office of Equal Opportunity on a quarterly basis. The State-level EO Officer receives EO demographic data reports for all LWDAs and counties, which include the race/ethnicity, sex, age, and where known, disability status, of every applicant, registrant, participant, participant in training, and terminee. The quarterly demographic report allows LWDA EO Coordinators to analyze the adverse impacts on any protected population. Robust summaries from each LWDA allow the State Equal Opportunity Officer the ability to analyze the overarching workforce system.

LWDAs are encouraged to leverage the data collected from the demographic reports to support outreach activities. The utilization of the quarterly demographic reports enables LWDAs to continuously enhance engagement with those who are underrepresented or those who have barriers to employment.

Action: Please ensure that all appropriate staff receive and understand this policy.

Inquiries: Questions regarding WIOA Title I programs may be directed to WorkforceSupport@dew.sc.gov. Questions regarding WIOA Title III programs may be directed to ES-Support@dew.sc.gov. The Policy Team may be reached at WorkforcePolicy@dew.sc.gov.

Nina Staggers

Nina Staggers, Assistant Executive Director
Workforce Development Division

ATTACHMENT

- SC Works Branding Guide

SC WORKS

BRANDING GUIDE

DOWNLOAD LOGOS BY VISITING OUR GENERAL ASSET LIBRARY ON SHAREPOINT: *TINYURL.COM/DSPGAL*

The Hybrid Logo (Preferred) — Full Color Variations

The hybrid SC Works and the American Job Center (AJC) Network logo is the preferred logo for all external material use.

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

Hybrid Stacked (Preferred)



Hybrid (Left Aligned)



Hybrid (Right Aligned)



Hybrid (Center Aligned)



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The Hybrid Logo (Preferred) — Color Variations

The hybrid SC Works and the AJC logo is the preferred logo for all external material use.

NOTE: *Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

NOTE: *All white logos are to only be **USED ON SOLID DARK BACKGROUNDS**. Otherwise, use the full color logo whenever possible.*

Hybrid Stacked (Preferred)



Hybrid (Left Aligned)



Hybrid (Right Aligned)



Hybrid (Center Aligned)



DOWNLOAD LOGOS BY VISITING OUR GENERAL ASSET LIBRARY ON SHAREPOINT: *TINYURL.COM/DSPGAL*

The Primary Logo — Full Color Variations

NOTE: *Remember that the SC Works logo* ***MUST*** *always appear with the AJC logo.*

Alternatively, both logos can be separated, but ***MUST*** *appear on the same side of the design and both must be clearly visible.*

DESCRIPTOR: *If space doesn't allow or if the descriptor isn't needed, the logo without the descriptor may be used.*

Stacked (with descriptor)



Horizontal (with descriptor)



(no descriptor)



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The Primary Logo — Color Variations

NOTE: *Remember that the SC Works logo* ***MUST*** *always appear with the AJC logo.*

Alternatively, both logos can be separated, but ***MUST*** *appear on the same side of the design and both must be clearly visible.*

NOTE: *All white logos are to only be* ***USED ON SOLID DARK BACKGROUNDS****. Otherwise, use the full color logo whenever possible.*

DESCRIPTOR: *If space doesn't allow or if the descriptor isn't needed, the logo without the descriptor may be used.*

Stacked (with descriptor)

SC WORKS

BRINGING EMPLOYERS AND JOB SEEKERS TOGETHER

Horizontal (with descriptor)

SC WORKS | BRINGING EMPLOYERS AND JOB SEEKERS TOGETHER

(no descriptor)

SC WORKS

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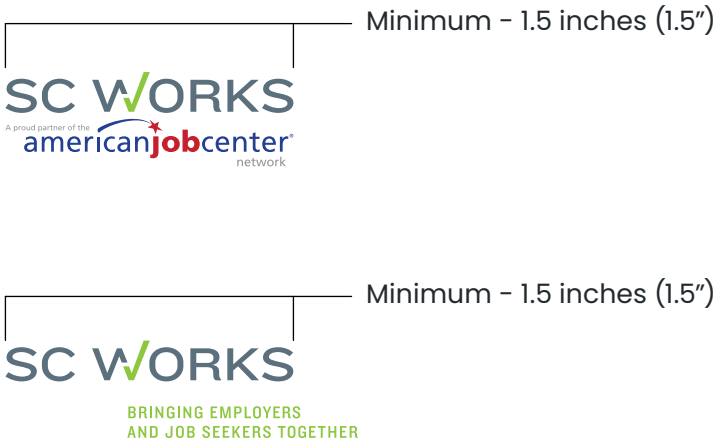
Logo Sizing and Clearance

SIZING: *To maintain legibility,* ***DO NOT USE*** *the SC Works logo at any size* ***SMALLER THAN 1.5 INCHES*** *wide.*

NOTE: *When the "SC Works" portion of the logo is resized proportionally, the descriptor line or location name may be smaller than 1.5 inches.*

This is acceptable.

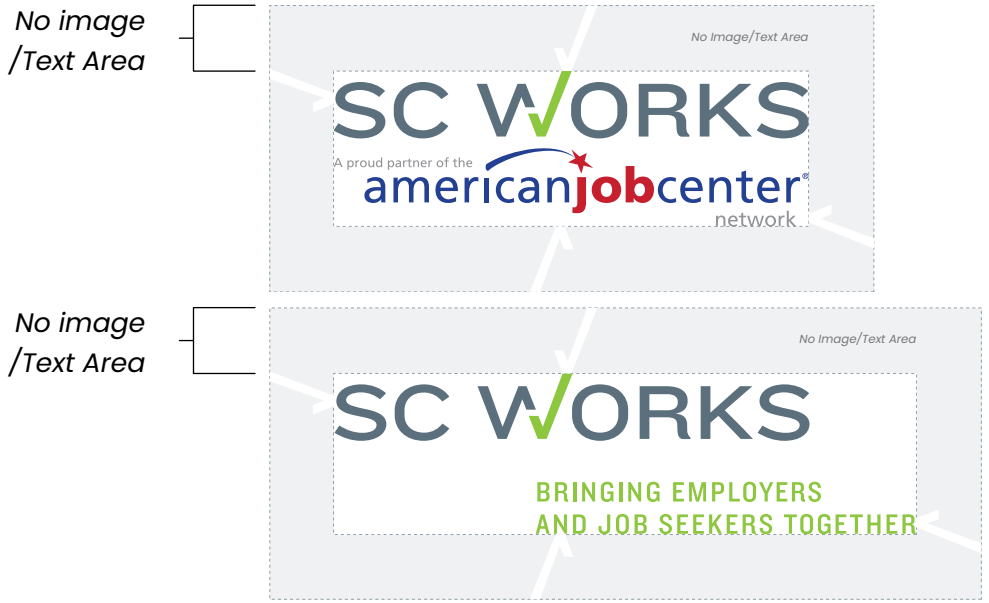
SIZING:



CLEARANCE: *Always include a buffer of white space around the logo.*

A good rule of thumb is a buffer equal to the height of the check mark.

CLEARANCE:



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Local Workforce Development Area Logos

Each local area has a unique logo with a secondary identifier that states the region.

The region name appears below SC Works and lines up with the check mark. Regional logos do not include the descriptor sentence.

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

Sample Logo



Sample Logo



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Center Logos

Each SC Works center has a unique logo with a secondary identifier that states the region.

The center name appears below SC Works and lines up with the check mark. Center logos do not include the descriptor sentence.

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

Sample Logo



Sample Logo



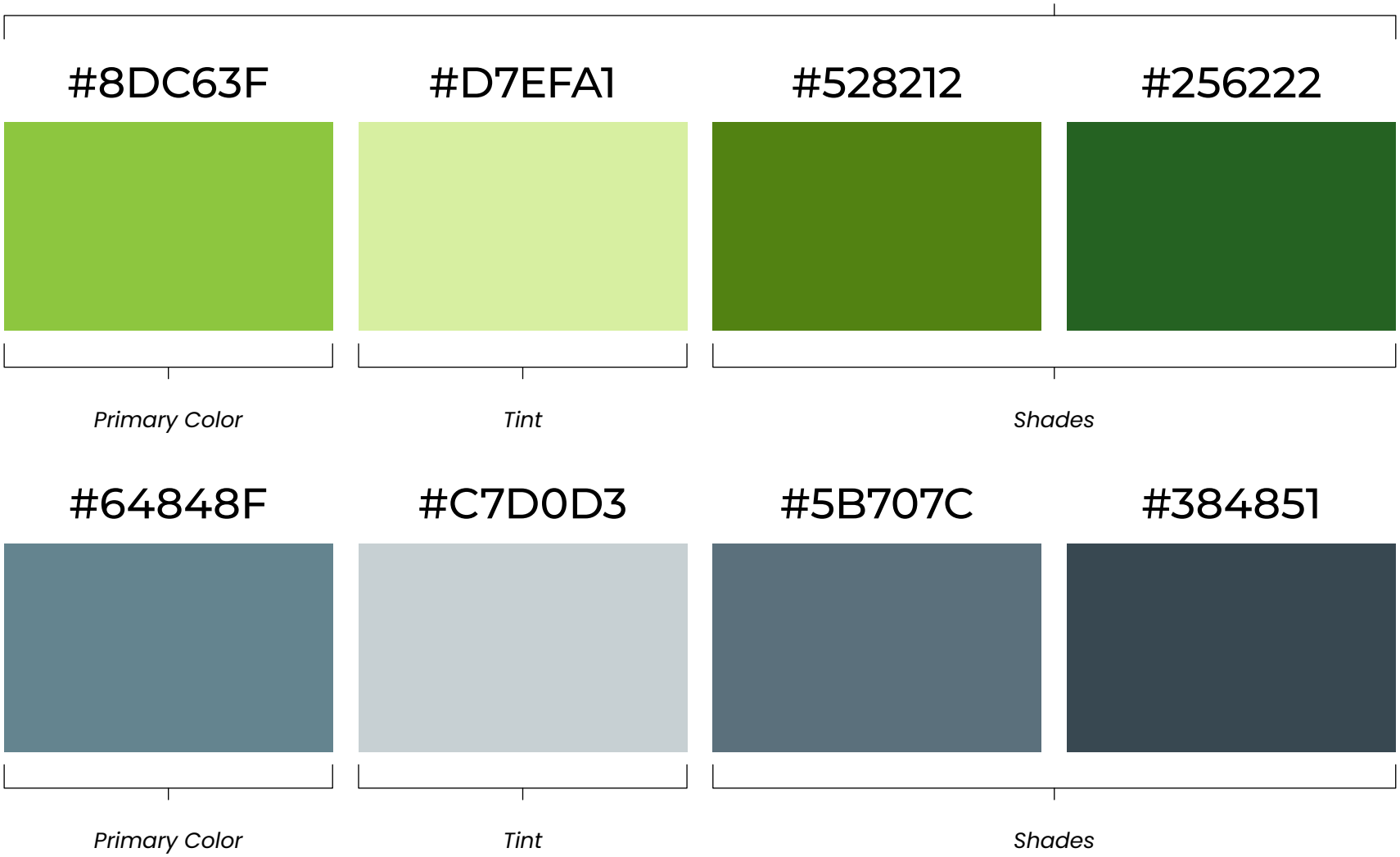
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Brand Colors — Main Color Palette

The primary colors of SC Works are green and gray and must be used in the majority of the design for easy brand recognition.

However, to add more color to your design, you may use a variety of secondary colors listed on ***PAGE 10****.*

CAUTION: MAKE SURE YOUR COLOR COMBINATIONS ARE ADA COMPLIANT AT *WEBAIM.ORG/RESOURCES/CONTRASTCHECKER*.



Brand Colors — Secondary Color Palette

Secondary colors of SC Works can be used to add more color to the overall design.

The use of these colors should not overshadow the primary green and gray of the SC Works color palette to maintain easy brand recognition.

CAUTION: MAKE SURE YOUR COLOR COMBINATIONS ARE ADA COMPLIANT AT *WEBAIM.ORG/RESOURCES/CONTRASTCHECKER*.

#3679AC

#5ABCB9

#FFCC00

#FFA600

#84325F

#024C59

#FFFFFF

Other — White

#232A2F

Other — Use primarily for text

QUESTIONS?

Please contact **Communications@dew.sc.gov** *for any questions regarding how to follow brand guidelines and/or to request branding materials, such as logos or templates.*

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