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Communication Protocol

NWPA JOB CONNECT, COMMUNICATIONS COMMITTEE
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NWPA Job Connect Communications Protocol

The Workforce Development Board is a **membership consortium** made up of business executives, community leaders and elected officials appointed by the Chief Local Elected Officials (CLEOs). ***This organization acts as both the planner for the region on areas of workforce development and the Board of Directors for the local workforce development area.***

Functions of the WDB Board under the Workforce Innovation and Opportunity Act:

1. Local Plan
2. Workforce Research and Regional Labor Market Analysis
3. Convening, Brokering, Leveraging
4. Employer Engagement
5. Career Pathways Development
6. Proven and Promising Practices
7. Technology
8. Program Oversight (those funded through the Workforce Development Board)
9. Negotiation of Local Performance Accountability Measures
10. Selection of Operators and Providers
11. Coordination with Education Providers
12. Budget and Administration
13. Accessibility for Individuals with Disabilities

VISION: Northwest Pennsylvania will have a skilled workforce that is responsive to the current and future needs of the region.

MISSION: To connect people with jobs through collaborative workforce development efforts and strong partnerships with the economic development, business, education and government sectors in the Northwest Pennsylvania region.

I. Purpose

This protocol establishes guidelines for all communications—both internal and external—associated with NWPA Job Connect. It ensures consistent messaging, professional tone, proper branding, and compliance with relevant regulations and funding requirements to focus on strategic planning, policy development, oversight of the workforce system, and establishment of the priorities for employers and job seekers.

II. Scope

This protocol applies to:

- NWPA Job Connect board members and staff
- WIOA Title I providers and contractors
- One-Stop system partners
- Communication with the public, media, elected officials, and other stakeholders

III. Communication Objectives

1. Promote awareness of workforce programs and services
2. Provide timely and accurate information to stakeholders
3. Maintain consistent branding and language across all platforms
4. Support transparency and accountability
5. Enhance community engagement and trust

IV. Communication Channels

Approved channels include:

- Website: nwpajobconnect.org
- Social Media: All platforms to exclude TikTok (managed by Information/Communications Specialist)
- Email Newsletters & Alerts
- Press Releases & Media Statements
- Printed Outreach Materials (e.g., flyers, brochures)
- Board and Committee Meetings
- Public Events, Job Fairs, and Presentations

V. Messaging & Branding Standards

- Use official NWPA Job Connect logo and branding in all outreach.
- Refer to the organization consistently as NWPA Job Connect or Northwest Pennsylvania Workforce Development Board in formal contexts.
- Messaging should reflect the mission, vision, and values of the Board and support its

strategic plan.

- All written materials must be professional, inclusive, and clear to a general audience.
- Acronyms (e.g., WIOA, TANF, OJT) should be spelled out on first use.
 - Please visit [Workforce-Acronyms](#) to see the most up-to-date list of Workforce Related Acronyms.

VI. Social Media Guidelines

- Only designated staff may post from official NWPA Job Connect accounts.
- Content must align with strategic goals and messaging.
- Comments and messages will be monitored regularly; inappropriate content will be hidden or removed.
- Events, program announcements, local success stories, employer spotlights, and industry insights are encouraged.

VII. Media Relations

- All media inquiries must be directed to the Information/Communications Specialist and or the Executive Director.
- Only the Executive Director or their designee may provide official statements.
- Press releases must be approved before distribution.

VIII. Crisis Communication

In the event of an emergency, controversy, or critical incident:

1. Notify in this order:

- a. NWPA Job Connect Director
- b. CLEO Board Chair
- c. NWPA Job Connect Board Chair
- d. Solicitor

2. Develop an internal response plan and draft statement.

3. Only designated spokespersons may speak on behalf of NWPA Job Connect.

4. Communications will prioritize accuracy, transparency, and reassurance.

5. Dispute procedures are outlined in the Mandated Partner MOU which has been signed by all partners and is posted under Local Documents: [Resources | NWPA JobConnect](#)

6. A log must be kept for these complaints. [Complaint Log](#)

The NWPA Job Connect Director is responsible for keeping the board members, stakeholders, CLEOs, and other affected local elected officials informed of

issues pertinent to their communities and/or operations. This determination is made at the NWP Job Connect Director's discretion.

Complaint Received By:	First Line Facilitator/Documenter	Responder	Informed
NWP JC Board Staff	Senior Administrative Assistant	Director	Operator Title I (if appropriate)
Title I Staff	Center Manager	Title I Project Director	NWP Job Connect Director, Operator
PA CL Partner Staff (regarding other partner staff)	Affected Partner Supervisor	Operator	Affected Partner Staff, NWP Job Connect Director
NWP JC Board Member**	NWP Job Connect Director	NWP Job Connect Director	Operator and/or Title I, informs affected Partner staff supervisor

**NWP Job Connect board members are strongly encouraged to work with the NWP Job Connect Director to address service-related complaints and issues. This ensures that a reasonable resolution may be offered.

IX. Internal Communication

- Important updates (e.g., changes in policy, new funding, meeting reminders) must be distributed via email and/or posted to the board portal on the website.
- Meeting minutes, protocols, and public-facing materials must be archived and accessible upon request.
- Staff and board members are encouraged to promote consistent messaging in their own communications.

X. Review & Approval

- All external communications (social media, public materials, press releases) must be reviewed and approved by the Information/Communications Specialist before release.
- Contractors and partners must submit any co-branded or publicly distributed materials to NWP Job Connect for review prior to publication.

XI. Roles & Responsibilities

Please visit [Who We Are | NWP JobConnect](#) for the most up-to-date information for Board Staff, Board Members, CLEOs, Contractors and Partners.

Role

Responsibility

Executive Director	Final spokesperson; oversees crisis communications
Information/Communications Specialist	Manages social media, messaging, and media inquiries
Board Members	Represent NWPA Job Connect professionally and follow protocol
Contractors/Partners	Ensure messaging aligns with NWPA Job Connect standards

NWPA Job Connect Standing Committees

- a. Executive Committee
 - a. Staff Contact: Lisa Stalnaker
- b. Business/Workforce Solutions
 - a. Staff Contact: Carrie Symes
- c. Communications Committee
 - a. Staff Contact: Emily Cozzens
- d. Fiscal/Monitoring Committee
 - a. Staff Contact: Susan Richmond & Diona Brick
- e. Governance Committee
 - a. Staff Contact: Susan Richmond
- f. Youth Committee
 - a. Staff Contact: Juanet Shefchunas

XII. Compliance

All communications must comply with:

- WIOA regulations
- TANF communications rules (as applicable)
- Federal and state grant guidelines
- EEO and ADA accessibility requirements

XIII. Stevens Amendment

What is the Stevens Amendment?

The Stevens Amendment is a federal requirement that ensures transparency in how federal funds are used. It mandates that any program or project funded in whole or in part with federal funds must include a public acknowledgment of that support.

Purpose of the Stevens Amendment:

The purpose of the Stevens Amendment is to inform the public that federal funding is being used to support specific activities, programs, or services. This helps promote accountability and transparency by clearly identifying the source of financial support.

For example, materials, communications, events, or services funded with federal dollars must include a statement that specifies the funding source, the percentage of total costs covered by federal funds, and the dollar amount of federal support.

Why It Matters:

By complying with the Stevens Amendment, organizations demonstrate responsible stewardship of public funds and help ensure continued trust and understanding among stakeholders, partners, and the community

For the most up-to-date Stevens Amendment and information please visit [Resources | NWPA JobConnect](#) under Stevens Amendment.

For questions regarding this protocol or to submit communications for approval, please contact:

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