

**TO: Program Planning and Policy  
Development Committee**

**DATE: 1/29/03**

**FROM: WIB Staff**

- For Action**
- For Information**
- Meeting Notes**

**SUBJECT: WIB Marketing Plan**

**PROPOSED MOTION(S): To decide what language should be included in the WIB Marketing Plan for Workforce Investment Board logo and name credit.**

**DISCUSSION: The WIB Chair, Rick Osorio, suggested that the WIB logo be used in all marketing efforts and wanted language to that effect in the Marketing plan. Suggested language to include in the "Marketing plan is, "As appropriate, all marketing and advertising on behalf of the Workforce Investment Act and Worknet will include the Workforce Investment Board name and logo".**

**ATTACHMENT(S): None.**

