

GCWDB Policy on Public Relations and Communication
Approved: [Signature] Effective Date: 8/14/25
Chair, Green Country Workforce Development Board



Green Country Workforce Development Board

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Public Relations and Communications Policy

IMPORTANT! This document contains important information about your rights, responsibilities and/or benefits. It is critical that you understand the information in this document, and we will provide the information in your preferred language at no cost to you. Call Jeremy Frutche (405) 269-2821 for assistance in the translation and understanding of the information in this document.

Telephone Relay Service is available by dialing 711 or (800) 722-0353

PURPOSE: This guidance establishes a local policy on the coordination and delivery of supportive services, subject to WIOA's limitations.

The Green Country Workforce Development Board (GCWDB) is the policy and guidance board for the Workforce Oklahoma system in Oklahoma. We are business leaders with a commitment to lead a highly skilled, productive workforce in our 18-county area.

The Green Country Workforce Development Board (GCWDB) complies with WIOA's Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, political affiliation or belief, or, the basis of citizenship status or participation in a WIOA Title-1 financially assisted program or activity.

GCWDB is an Equal Opportunity Employer/ Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Green County Workforce Development Boards Innovation and Opportunity Act Title I program funding statement can be found at

EO & FUNDING PAGE – Green Country Workforce Development Board

<https://www.greencountryworks.org/>

PUBLIC RELATIONS AND COMMUNICATION POLICY

PURPOSE

The purpose of the Public Relations and Communications policy is to provide guidance to the Green Country Workforce Development Area (GCWDA) system to ensure effective and appropriate communication of the Green Country Workforce Development Board (GCWDB) local operations, activities, events, and notices regarding Workforce Innovation and Opportunities Act (WIOA) Title I programs. This policy establishes the Green Country Workforce Development Board (GCWDB) standards for communications. This policy is established in accordance with applicable State and Federal laws and regulations.

Effective Date

Approved by GCWDB – 08/14/2025

NOTE: All GCWDB Policies and attachments are available for download at:
<https://www.greencountryworks.org/resources/policy-research-best-practices/>

BACKGROUND

The GCWDB is expected to be the community's local expert in workforce development issues. To effectively communicate the vision of the workforce development system as promulgated by WIOA and its associated regulations the GCWDB must implement an effective public relations and communication plan of action. Workforce development services and activities are only valuable to the degree or extent that they are properly understood and trusted by those accessing the workforce development system.

Reputation and image are essential for the GCWDB. The development and implementation of an effective public relations and communication plan of action to strategic constituencies, including education and training stakeholders, system partners, employers, participants, and contracted service providers is key to the quality of the work force development system.

All communication by GCWDB must abide by federal and state requirements, including IRS regulations prohibiting GCWDB from endorsing any political candidate. All parties must also abide by other applicable law, such as copyright and defamation laws, as well as the terms of service, terms of use, privacy policies, and other requirements of any communications platforms.

BABEL NOTICE: (29CFR 38.9(g)(3)): This document contains vital service information. If English is not your preferred language, please contact:

Local EO Officer
Tamara Peachey | EO Officer
Green Country Workforce Development Board, 822 S. Muskogee Ave. Tahlequah,
OK 74464
(918) 316-6519
eo@greencountryworks.org

To enable telephone conversation between people with speech or hearing loss and people without speech or hearing loss please call Oklahoma Relay at 711(<http://www.oklahomarelay.com/711.html>) or TDD/TTY: 800-722- 0353.

State Equal Opportunity Officer
Or Kacey Luster | Oklahoma Employment Security Commission, 900 N. Stiles Ave.
Oklahoma City, OK 73104
(405) 557-5496
EOOfficer@oesc.ok.gov0353

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<https://www.greencountryworks.org/resources/policy-research-best-practices/>

POLICY ON GCWDB MEETINGS

The purpose of the GCWDB meetings is to continue and conduct the business of the Green Country Workforce Development Board in an orderly and businesslike manner. Therefore, the GCWDB sets the following rules for public participation at GCWDB meetings:

- A. All meetings of the Board will be open to the public.
- B. The Board shall conduct its business pursuant to the Oklahoma Open Meeting Act. The meetings are not public hearings, but are meetings held in public. Spontaneous discussion from the audience will not be permitted.
- C. Information about items on the agenda should be obtained from the Workforce Board CEO/Executive Director. All visitors shall be asked to list their names on the meeting's sign-in sheet.
- D. Pursuant to the Oklahoma Open Meeting Act, an item must appear on the posted agenda if discussion and action are to occur.
- E. Advance requests for permission to address the GCWDB must be submitted to the GCWDB CEO/Executive Director in writing no later than five days (not including weekends or holidays) preceding a meeting of the GCWDB. The request shall state the name of the individual or group submitting the request, a telephone number and mailing address, the purpose of the request and topic to be presented.
- F. The GCWDB CEO/Executive Director shall confer with the GCWDB Chair concerning whether the requested item should be placed on an agenda and, if so, the appropriate meeting for such a discussion. The GCWDB CEO/Executive Director will respond to all written requests that an item be placed on an agenda.
- G. This policy does not create a right to address the GCWDB. The GCWDB reserves complete control over its agenda and the conduct of its meetings.

FIRST AMMENDMENT AUDIT GUIDELINES

Certain citizen groups have begun conducting "First Amendment Audits" in public buildings. There has recently been video of such an "audit" at the offices of an Oklahoma state agency or public buildings that was posted on the Internet. The audit consists of a member of the citizens group walking into the public building and taking video with his or her cell phone or small camera. If an employee engages with the auditor to ask who the person is and what he or she is doing, or if the employee responds to questions of the auditor, the exchange is recorded and posted on the Internet. This guideline document is to inform employees of the rights members of the public have in public office buildings, how the GCWDB would like employees to respond when confronted by a "First Amendment Audit" and the duty of employees to enforce rules in areas of restricted access.

Interviewing and Recording in American Job Centers or other related public office Buildings:

- A. Individuals conducting First Amendment audits have the right to be present and record activity in areas of buildings occupied by employees that are traditionally open to the public during normal business hours.
- B. Examples of areas traditionally open to the public are:
 - a. All areas that are not access-controlled areas
 - b. Reception areas
 - c. Hallways and lobbies open to public access
 - d. Public meeting rooms except when used for private, confidential interviews, staff meetings or for Executive Sessions of a public body.
- C. Individuals conducting First Amendment audits have the right to ask questions. The right to ask questions does not impose a duty on employees to respond to the questions asked. Employees should not feel pressured to answer any question.
 1. If an employee does respond to the questions or decides to participate in the interview, such employee remains bound by confidentiality and the Oklahoma Ethics Rules.
 2. Ethics Rule 2.9 requires state officers or employees who engage in political activities to do so on their own time. Employees should be cautioned to avoid using the First Amendment audit as a forum to express personal political opinions or agendas.
 3. If an employee whose duty station is within an area open to the general public and does not feel comfortable being present during a First Amendment audit, the employee's supervisor may temporarily reassign the employee to another location during the audit.
 4. Employees should always be kind and courteous to members of the public entering the offices. Employees should conduct themselves in a manner that will reflect positively on their agency and the Green Country Workforce Development Area.
 5. If a person conducting a First Amendment Audit attempts to disrupt the business of the agency/office or attempts to disturb other members of the public in the office, the person conducting the audit can be asked to leave. If anyone threatens

violence or commits a violent act, the police should be called.

First Amendment Audits in Public Meetings:

- D. Individuals conducting First Amendment audits have the right to be present at all public meetings held in accordance with the Oklahoma Open Meetings Act.
- E. Individuals may record public meetings with audio and visual equipment.
- F. A public body is not required under the Oklahoma Open Meeting Act or the First Amendment of the U.S. Constitution to provide individuals an opportunity to express views or interview members of the public body. Oklahoma Attorney General Opinion 02-26.

Encountering or becoming aware of a First Amendment audit at an American Job Center or other public office buildings:

- G. Notify your Division Director/Supervisor immediately
- H. Remain calm and composed
- I. Be kind and courteous
- J. Do not engage in arguments or attempt to challenge the person conducting the audit.
- K. Do not allow the person conducting the audit to venture into a restricted access area. Be firm, but not combative. If instructions regarding restricted access areas are not followed, call the police.
- L. If anyone threatens violence or commits a violent act, the police should be called.

After the "First Amendment audit" is over and the person has left the building, report this activity in a detailed email to the GCWDA One-Stop Operator, GCWDB EO Officer and GCWDB CEO/Executive Director.

AFTER BUSINESS HOURS ACCOMMODATION FOR ONE-STOP CENTERS

Generally speaking, most services to clients/customers are provided during normal working business hours: Monday – Friday, 8am-5pm. In order to provide maximum access to partner program services at times that meet participant needs, some services may be offered at other times to accommodate the schedules of working individuals. If these services cannot be administered utilizing other means, such as technology, and require staff to work after business hours, that staff is to contact their supervisor and follow their agency's procedures for working after hours. The goal is to offer access to services by a staff member or an appropriate direct linkage while ensuring the safety and welfare of workers and without creating an undue hardship on the operation of the center. In the event an accommodation of hours cannot be made for the customer/client, the center manager/lead can notify the one-stopoperator.

EQUAL OPPORTUNITY AND NONDISCRIMINATION STATEMENT:

All Recipients, and Sub recipients/Sub grantees must comply with WIOA's Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, political affiliation or belief, or, for beneficiaries, applicants, and participants only, on the basis of citizenship status or participation in a WIOA Title-I financially assisted program or activity.

HISTORY

- GCWDB approved and effective: 12.08.2022
- Replaces GCWDB Public Relations Policy previously approved on 12.08.2022
- Replaces GCWDB Public Relations Policy previously approved on 05.27.2025

POLICY ADDITIONS AND CLARIFICATIONS:

The GCWDB Executive Director is authorized to issue additional instructions, guidance, approvals, and/or forms to further implement the requirements of this policy, without making substantive changes to the policy, except in situations where new or updated state and federal guidance is issued.