

PERKINS GUIDANCE

TITLE: ADVERTISING/RECRUITMENT CAMPAIGNS
NUMBER: PG-005
DATE: July 1, 2020
PURPOSE: Perkins Guidance-To Define Limits on Use of Perkins Funds for Advertising and Recruitment Activities

Introduction: The purpose of Perkins is to develop more fully the academic knowledge and technical and employability skills of students who elect to enroll in CTE programs. By definition the recruitment of students is not included except for specific purposes.

Authority: *EDGAR*
200.421 Advertising and Public Relations
Describes allowable and unallowable activities.

Strengthening CTE for the 21st Century Act of 2018

Title I Part A Sec. 113 (b)(2)(B)(iii) Accountability

Charges recipients with the need to increase participation of gender nontraditional students in CTE programs.

Definitions: **Advertising:** Cost of advertising media and corollary administrative costs

Public Relations: Activities dedicated to maintaining the image of the recipient or maintaining or promoting understanding and favorable relations with the community or any segment of the public.

Allowability: Advertising
Allowable advertising includes:

- Recruitment of personnel required to perform the grant
- Procurement of goods and services necessary to performance of the grant
- Disposal of scrap or surplus materials acquired through the grant
- Program outreach and other specific purposes necessary to meet the grant requirements

Public Relations

Allowable public relations costs include:

- Costs specifically required by the grant
- Costs of promoting accomplishments of the grant
- General liaison with media and government to keep public informed on matters of public concern

Unallowable Advertising and Public Relations Costs

- All advertising and public relations other than those listed above
- Costs of meetings, conventions, convocations not related to the grant
- Costs of displays, demonstrations and exhibits, including any related employee salaries
- Costs of meeting rooms, hospitality suites and other facilities used in conjunction with shows and special events
- Costs of promotional items and memorabilia, including models, gifts and souvenirs
- Costs of advertising and public relations designed solely to promote the non-federal entity

Exception for Nontraditional Recruitment

Because a requirement of the grant includes increased participation of gender nontraditional students in CTE programs, an exception is made for supporting advertising. This does not include advertising for the general recruitment of students to increase enrollment. Expenses are limited to recruiting nontraditional students only and must be part of a comprehensive campaign accompanied by supporting activities. Approved campaigns must be comprehensive and include activities beyond billboards and brochures. For example, pictures of women in welding gear will not meet the test for eligibility. Supporting activities include statistical results, recruitment at secondary level, interaction with secondary counselors, enhancement of college websites to highlight nontraditional programs, and other activities such as career fairs targeting nontraditional students.