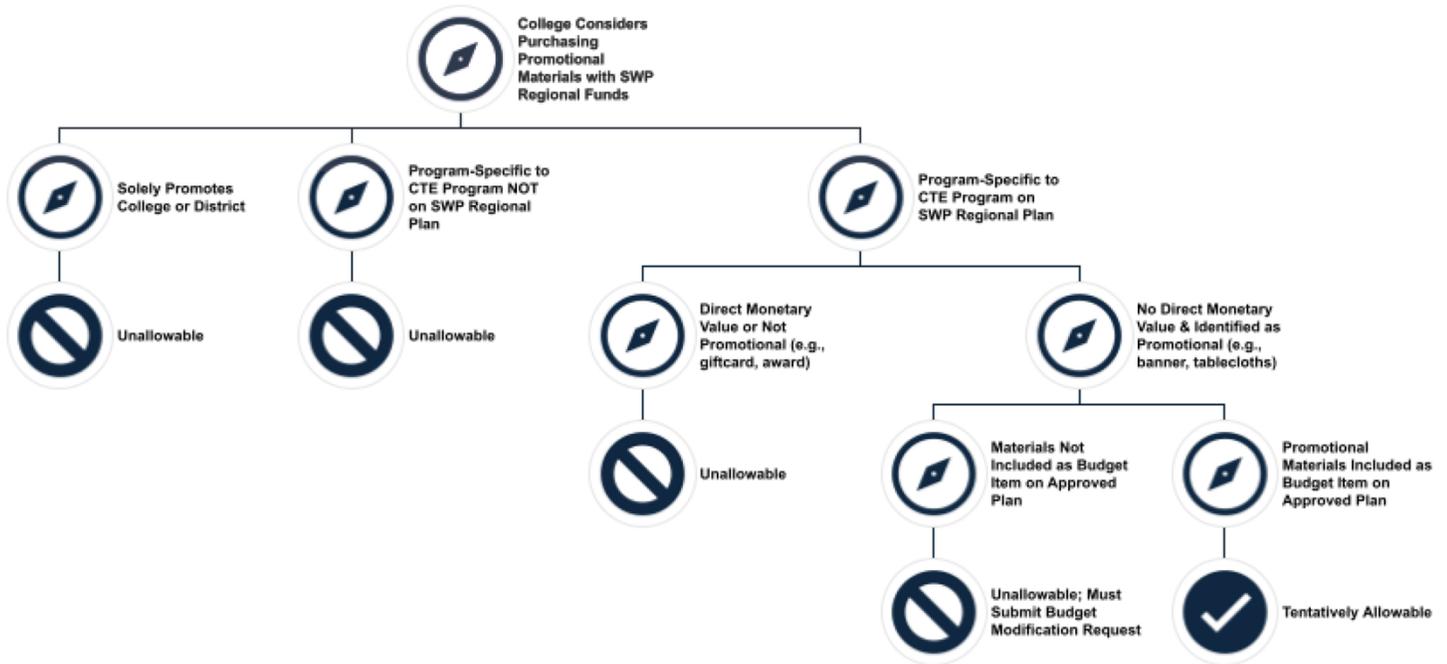


SWP REGIONAL FUNDS – LA REGION

LARC FISCAL AGENT UPDATES 05/08/2025

UPDATED GUIDANCE ON PROMOTIONAL MATERIAL PURCHASES



If your college or district plans to use SWP Regional Funds for promotional materials, please ensure the following:

- The expense must be included as a line item in the approved SWP Regional Plan.
- Materials must be program-specific and directly promote the CTE program(s) outlined in the plan. General college or district branding is not allowable.
- Items may not provide direct monetary value to students (e.g., gift cards), as this constitutes a gift of public funds.



Before making any purchases, please email the LARC Fiscal Agent Team with the following for review:

1. An image of the product(s) with planned design (e.g., logo, text)
2. The intended purpose (e.g., specific CTE event)
3. The approved project and associated work plan activity
4. Vendor quote with item details and estimated cost

All purchases are subject to review and approval by the LARC Fiscal Agent Team.

Colleges and districts must ensure that all planned promotional purchases meet the following allowability requirements as outlined by the Chancellor's Office:

- **Permissible** under District Board Policy and Administrative Procedures.
- **Allowable:** Costs must be necessary and reasonable for the effective administration of the allocation.
- **Reasonable:** Expenses must follow sound business practices, comply with state/local laws and grant terms, reflect fair market pricing, and demonstrate prudent decision-making.
- **Allocable:** Costs must directly support the objectives of the funded program and be proportionate to the benefit received.
- **No Supplanting:** SWP funds must supplement—not replace—existing funding for CTE programs. While program changes are allowed, the overall percentage of FTES enrolled in CTE should not decline.
- **Student Outcomes Focus:** All expenditures must align with the Strong Workforce Program's goal of improving student success and workforce outcomes across CTE programs.
- **Budget Alignment:** Expenditures must be included in the approved SWP Regional Funds budget and tied to specific plan activities.

Promotional Materials – Frequently Asked Questions (FAQs)

What qualifies as “promotional materials” under SWP Regional Funds?

Promotional materials are branded items used to promote a college's Career and Technical Education (CTE) programs. These may include printed materials, digital media, or giveaways designed to increase awareness and engagement with approved CTE programs. As with all SWP Regional Funds expenditures, final allowability is determined by the LARC Fiscal Agent.

What language must be included in the approved plan budget for promotional materials?

The budget must explicitly reference “marketing” or “promotional materials” and include examples, estimated costs, and intended distribution plans (e.g., specific events or campaigns).

What if promotional materials were not originally included in our approved plan?

If promotional materials were not listed in the approved SWP Regional Plan, your college/district must complete a **budget modification request** using the appropriate object code form. The request must include:

- Justification for the purchase
- A clear link to approved plan programs and activities

Submit the completed form to the LARC Fiscal Agent Team via email. If approved, and once the revised budget is certified in NOVA by all required parties (LARC FA, LARC RC, and the Chancellor's Office), you may proceed with reallocating funds for promotional use within your SWP Regional Funds project budget.

LARC Fiscal Agent Contacts:

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FISCAL DEADLINES & REMINDERS – FY 2024–25

- **Provisional Invoice Templates** for Rounds 7 (22/23), 8 (23/24), and 9 (24/25) will be uploaded to each college's MS Teams folder during the first week of June.
- **Quarter 4 Provisional Invoices** for all active rounds (covering estimated expenditures from April 1 – June 30, 2025) are due by **June 30, 2025**, in accordance with the year-end closeout requirements.
- **Project End Dates:** Rounds 7 and 8 will officially close on **June 30, 2025**. **No extensions will be granted.**

For additional fiscal guidance and resources, please visit the LARC SWP Fiscal webpage:
<https://losangelesrc.org/swp-cc/>