



## Ohio Administrative Code

### Rule 4701-17-04 Education assistance fund outreach and promotion.

Effective: December 31, 2025

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(A) The board's contractor shall develop and implement a comprehensive outreach plan to promote the education assistance fund and its programming. This plan may include, but is not limited to:

(1) Disseminating information through the board's or contractor's social media, websites and newsletters, paid advertisements, and press releases;

(2) Hosting informational webinars and participating in career development programming at Ohio high schools, colleges, and universities;

(3) Collaborating with community organizations, especially those serving non-traditional students to raise awareness of scholarship, workforce attraction, and workforce development program opportunities;

(4) Collaborating with college and university accountancy department chairs, or accounting department faculty members to raise awareness of scholarships, workforce attraction, and workforce development program opportunities.

(B) Board members, the executive director of the board, and board staff may create and participate in education assistance fund outreach and promotion activities, and the board may create its own outreach and promotional programming and communications, including activities outlined in paragraph (A) of this rule.

(C) The board shall evaluate annually the effectiveness of outreach and promotion efforts related to the education assistance fund. This evaluation, provided by the contractor, should include metrics such as the number of individuals reached, online engagement metrics, demographic information captured, and feedback from participants. Reporting of metrics and outcomes shall be provided upon request of the board's education assistance committee, and at least 30 days prior to the end of the state fiscal year.



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