

Targeted Paid Media Campaign Preparation

Campaign Planning Questionnaire

Center Recruitment Capacity

- What is your full available capacity? *Do you have any dorms closed or that will be closed, or any other factor that would prevent the center from reaching 100 percent OBS?*
- How many of your slots are reserved for cyclical programs? *(ex: Youth Challenge Academy)*
- Do you have any reason to anticipate a higher than normal separation rate in the coming weeks and months? *If yes, why?*

Center Recruitment Staffing

- Do you have enough staff to handle a 40-50% increase in prospects/applicants?
- Can you describe your process in regards to following up with online prospects? *(e.g., how quickly do you respond, how do you initially reach out to them, how often do you follow up, what communication methods do you use to follow up)*
- How might this plan change in order to handle the influx of prospects?
- Are you able to implement night and weekend shifts in order to respond to prospects as quickly as possible?
- What transportation support do you have to help admitted applicants ultimately arrive on center?
- Is your center or admissions contract up for procurement during the course of this campaign? *Please provide the details and timeline.*

Campaign Strategy and Planning

- Do you need help promoting specific types of openings? *Non-residential slots, certain trades, female-only dorm, etc.*
- Are there any training areas that are full or should not be promoted?
- What center-specific offerings or amenities seem to resonate most with prospects? *New dorm, child care, unique trades, local partnerships, etc.*
- Are there any local identifiers that could be used in advertising copy? *Common name of the area the center is located in, landmarks nearby, etc.*
- Does your center have a partnership with a community college? *Please provide details.*
- Does your center have a high school diploma program? *Please provide details.*
- Do you have open houses/information sessions being held during the campaign? *Please list details. This information can be included on your advertising landing page.*

Campaign Requirements

- Complete the questionnaire above and provide timely updates on any of the information throughout the campaign.
- Contact prospects within 24 hours of receiving their submitted initial enrollment interest form and report weekly on the average contact timeframe and contact rate.
- Provide regular feedback on the quality of prospects and any areas of concern or opportunity for recruitment during the campaign.
- Commit to improving the prospect to applicant and applicant to arrival conversion rates by implementing as many of the campaign best practices (outlined below) as resources allow.
- Centers must provide at least three leads and useable photos for social media content every week (e.g., center events, student stories, training activities).
- Point of contacts from the center operator, outreach and admissions contractors, and the regional office must be identified for the duration of the campaign and must attend weekly reporting calls.

Campaign Best Practices

- **Prioritize conversion of online and call prospects** over other outreach activities (e.g., events, booths)
- **Adjust your staffing model** to ensure that students receive timely contact all day every day, even later in the evening and on weekends. The culture around customer service and sales has changed. Consumers now expect timely, if not immediate, responses regardless of the hour. Contact prospects **within 24 hours**.
- **Employ a variety of outreach methods**. OA's are finding success when they contact prospective students through several different mediums. (Email, phone call, text, social media, direct mail, etc.)
- **Remove barriers to student success**. During the recruitment and admissions process, speak with students to identify the specific barriers they might encounter on their way to becoming a successful Job Corps student. Tailor their experience to help them overcome those obstacles. For example, students may need assistance thinking through transportation, child care, and more.
- **Diagnose why prospects fall off during the admission process**. The farther along they were, the more important this becomes, as these students are the most promising leads.
- **Strive to make meaningful personal contact** with each prospect, over more passive contact through methods like email and voicemail.
- **Convert online and call prospects into arrivals, over recruiting more prospects**. Prospect numbers are up across all 10 of the targeted centers. It is more important (the #1 priority) for OA's to focus on turning prospects into arrivals than it is to be generating more prospects through recruitment events and community outreach.
- **Adopt a sales mentality**. OA's who operate as salespeople say they are seeing higher conversion rates. Some contractors have even begun to offer sales and customer service courses to their staff.
- **Strike while the iron is hot**. Particularly in the summer months, students may ask to defer enrollment to the fall, for one reason or another. Do whatever you can to get students on center as soon as you can. The longer they wait, the less likely it is for a prospect to become an arrival.