

# JUST IN!

JULY 2023



# BEGIN HERE



## IT ALL BEGINS HERE

The Job Corps experience has always been more than just training for a career. Every student who passes through our doors knows that careers, friendships, confidence, new beginnings and so much more can also **Begin Here** at Job Corps.

Job Corps' new **Begin Here** campaign is focused on sharing messages, materials and testimonies to let current and future Job Corps students know about all the possibilities that **Begin Here** at Job Corps.

And **EVERYONE** in the Job Corps community can be an active participant in this campaign. To help bring **Begin Here** excitement to campuses across the country, Job Corps has created a suite of event materials that are available for order and purchase.

### IN THIS SUITE OF MATERIALS, YOU'LL FIND:

- Promotional materials, like **pop-up and hanging banners**, **a series of posters**, and **yard signs** to display at events for potential students — think open house tours, recruitment fairs, orientation sessions, community events, etc. These materials can also be displayed around campus in dorms, recreation areas and the cafeteria.
- **“Begin Here”-branded apparel and swag** like a **T-shirt**, **hat**, **stickers** and **large signs** that can be great giveaway items at recruitment events or passed out on campus to students who are committed to their career and educational goals.



To see all available resources for the **Begin Here** campaign, visit the Materials Marketplace. All items can be found in the Recruitment Materials section.

**MATERIALS MARKETPLACE**

For so many young men and women, Job Corps is a blank slate. An open field. A welcome mat that can launch a lifetime. Help spread the word that opportunity **Begins Here** at Job Corps.