

JUST IN!

AUGUST 2023



JOB CORPS SIGNING DAY

It's back-to-school season, and now more than ever, it's time to celebrate students' commitment to joining Job Corps. Last year, the program saw great success in the Signing Day campaign. That's thanks in part to the efforts of Job Corps staff who held energizing on-campus events to celebrate all Job Corps students' commitment to their futures. Let's recap:

- During the campaign, **107,762 prospects were generated**. That was a gain of **4,113 prospects** as compared to the previous four-month period.
- Signing Day content performed well on social media, creating **over 156,000 impressions** and **over 6,500 engagements**.

If you hosted an event on campus, you don't need those stats to understand that Signing Day was a success. You saw it yourself in students' excited smiles as they chose a brighter future through Job Corps.



SIGNING DAY CAN BE ANY DAY

Job Corps Signing Day is an evergreen opportunity to celebrate Job Corps students, whether they're brand-new to campus or making a renewed commitment to their goals. Signing Day also ties in naturally with the new "Begin Here" campaign. What better way to commemorate new beginnings than with a Signing Day event?

While you're welcome to host Signing Day celebrations all year long (and many centers do), we are encouraging all centers to host a Signing Day event the week of Sept. 25.

We're counting on you to help make this a week to remember for every student, whether they're new, current or prospective. Together, let's show the whole country that enrolling in Job Corps is an exciting choice for any student's future.

As you focus on recruitment and retention, remember that the Signing Day toolkit is always available to you and that the Signing Day concept can be implemented at any time.

- **Get inspired** with ideas on what a Signing Day event can look like.
- **Keep it simple** with resources like the event checklist to support your center.
- **Make it visual** with event materials and Signing Day letters of commitment.
- **Capture the moment** with social media tips.

Check out the [Signing Day toolkit](#) to access these resources and more.

SHARE YOUR PHOTOS!

If you host a Signing Day event on your campus, be sure to document it with photos and videos. You can find some tips and tricks in the toolkit linked above. Then, send your photos or videos to JCDigital@mpf.com so we can share them on Job Corps' social media.