

# WELCOME TO *Job Corps*

YOUR ROLE IN THE  
OUTREACH AND ADMISSIONS  
PROCESS



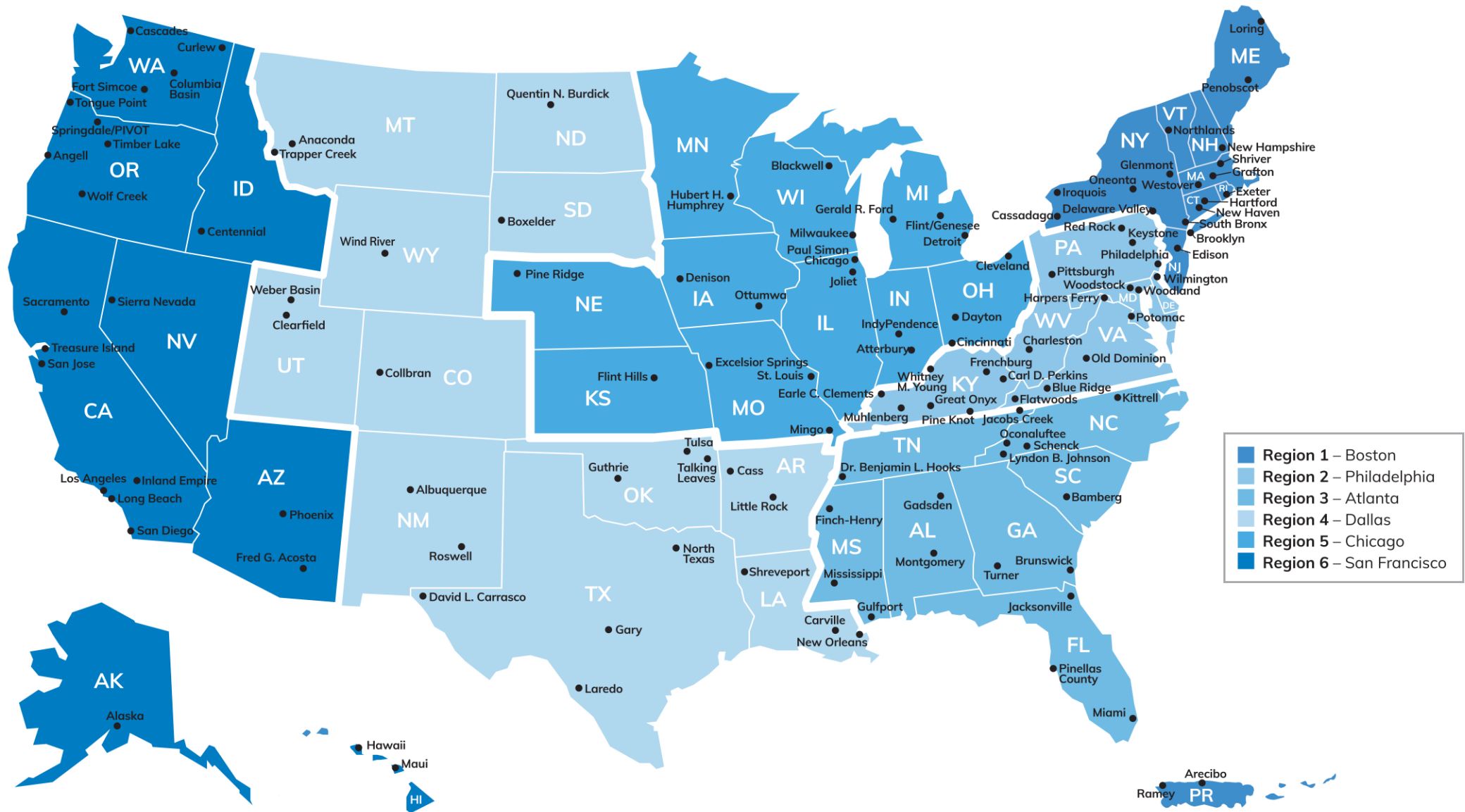
# JOB CORPS' BRAND & MARKETING EFFORTS

- ▶ National Advertising
- ▶ Creative and Brand Strategy
- ▶ Lead Nurture E-Mail and Text Campaigns
- ▶ Media Relations
- ▶ Research and Data Analytics
- ▶ Social Media Management and Monitoring
- ▶ Website Development

# WHAT THAT MEANS FOR YOU?

- ▶ How To Talk About Job Corps
- ▶ The Job Corps Journey
- ▶ Job Corps Marketing and Advertising
- ▶ Materials Marketplace and Additional Resources





- Region 1 – Boston
- Region 2 – Philadelphia
- Region 3 – Atlanta
- Region 4 – Dallas
- Region 5 – Chicago
- Region 6 – San Francisco



# JOB CORPS 101

- ▶ Career training and education
- ▶ Ages 16–24
- ▶ 120+ campuses
- ▶ 10 industries
- ▶ 100+ training areas
- ▶ Housing, health care, meals and support
- ▶ All for FREE



# HOW TO TALK ABOUT JOB CORPS

- ▶ Talk to students on their own terms.
- ▶ Emphasize the opportunities and benefits.
- ▶ Job Corps is an alternative to college or trade school—a program of first choice, NOT a last resort.
- ▶ Avoid government jargon.
- ▶ Focus on a student's future, not their past.



# TOP 5 MESSAGES FOR POTENTIAL STUDENTS

1

## What is Job Corps?

- ▶ A free career training and education program
- ▶ Learn the skills to launch a career and create a brighter future

2

## Who is Job Corps for?

- ▶ Low-income 16- through 24-year-olds who meet certain eligibility and background requirements
- ▶ Motivated young people looking for a fresh start

3

## What does it offer?

- ▶ Free, hands-on career training taught by industry professionals
- ▶ Housing, meals, training gear and support

4

## What can students train in?

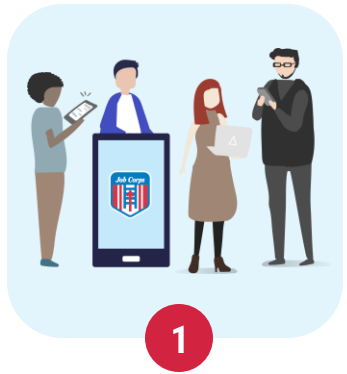
- ▶ 10 industries
- ▶ 100+ training areas

**5** Job Corps is FREE. That means no student debt.

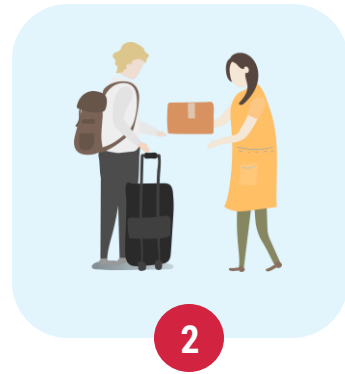




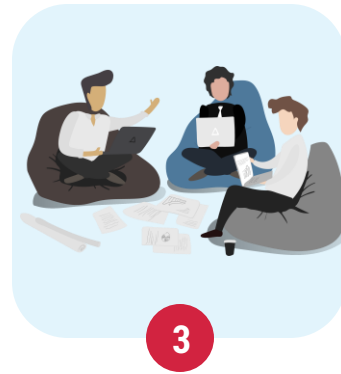
# JOB CORPS JOURNEY



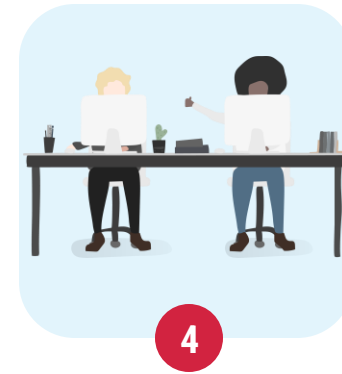
APPLICATION  
PROCESS



PREPARING TO  
ARRIVE



GETTING  
SETTLED IN



LEARNING AND  
TRAINING



BEGINNING YOUR  
NEW PATH



# YOUR ROLE IN THE JOURNEY

- ▶ Remember the students' perspectives.
- ▶ Be empathetic and enthusiastic.
- ▶ Guide students through the enrollment process.
- ▶ Be responsive.





# NATIONAL MARKETING EFFORTS

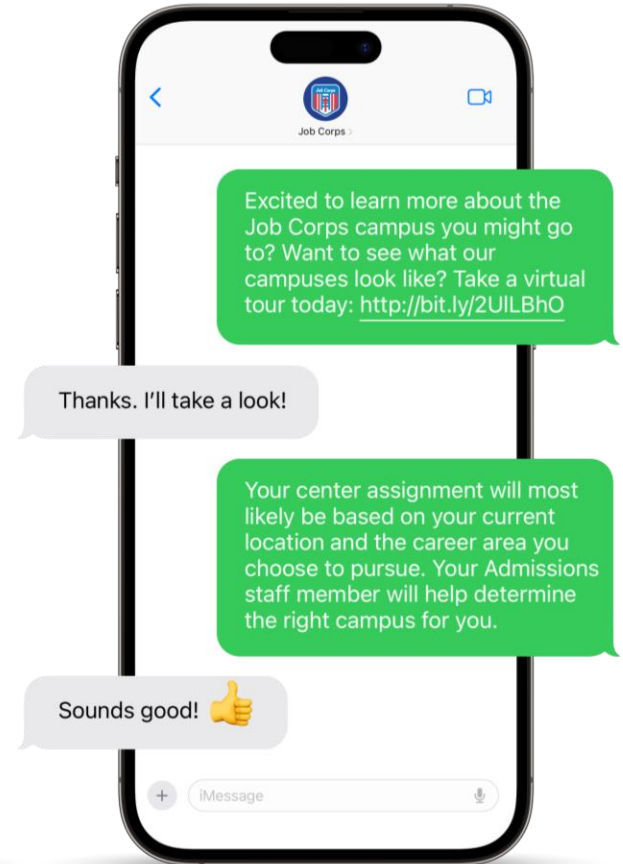
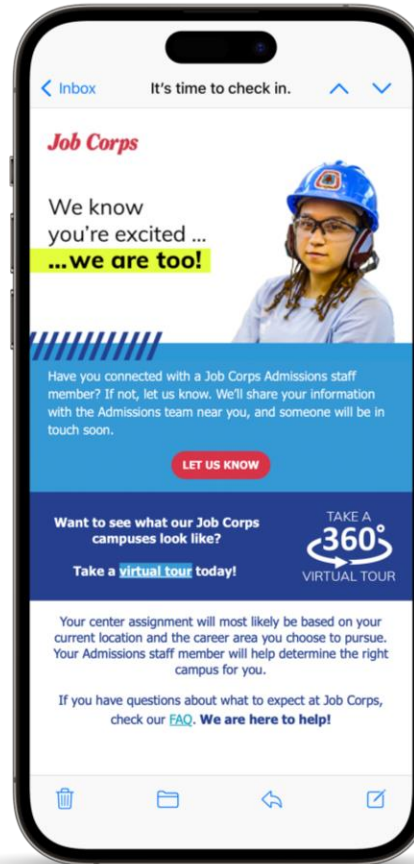
- ▶ Advertising
- ▶ E-Mail and Text Campaigns
- ▶ Social Media
- ▶ JobCorps.gov
- ▶ Recruitment Materials
- ▶ And more!



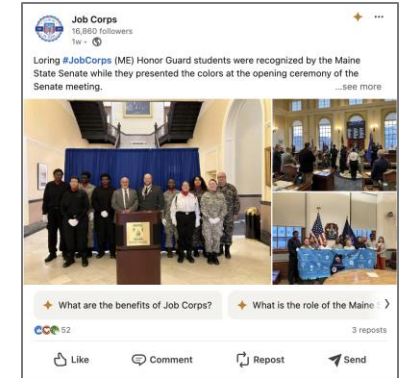
# ADVERTISING



# E-MAIL + TEXT CAMPAIGNS



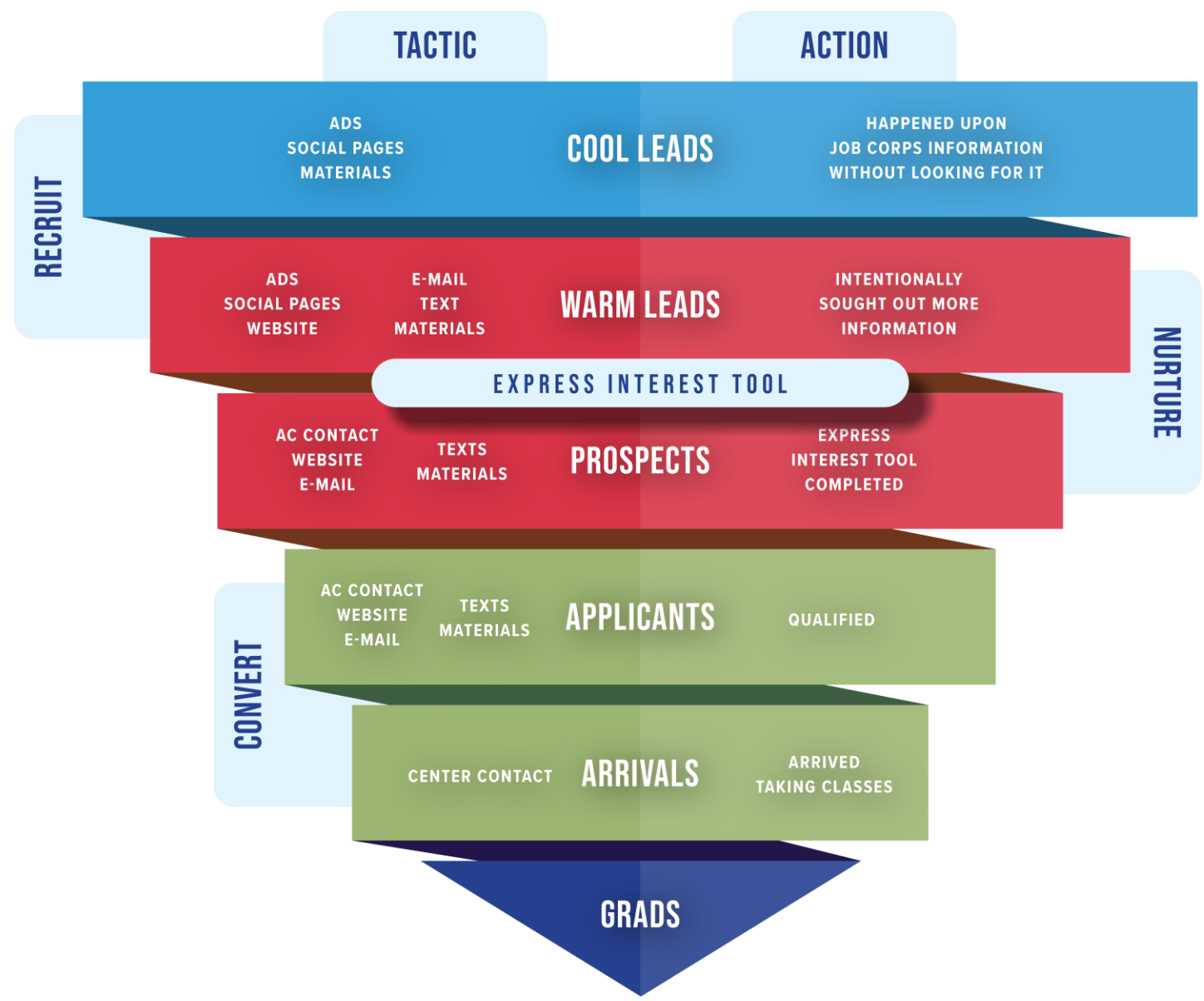
# SOCIAL MEDIA



# NATIONAL + CENTER WEBSITES







# MATERIALS MARKETPLACE



# PRE-ARRIVAL RESOURCES FOR STUDENTS

## STUDENT WELCOME GUIDE

Pick Your Path

Discover Your Purpose

Connect to Your Future

## THE FIRST 60 DAYS

Your first 60 days on campus will be busy as you get accustomed to life on campus, meet new people, and begin your career training and education classes. This is called the **Career Preparative Period**, and it is broken down into the following weekly sections:

Remember that Job Corps is a self-paced program, so you can work at your own speed. It's up to you to stay focused on your goals.

If you find yourself having trouble staying motivated, reach out to your peers or counselors for support. Your community is here to help you.

### PHASE 1 WELCOME TO JOB CORPS

- Learn about Job Corps and life on campus, and meet your teachers
- Access Job Corps' career assessment and progress tool (MyPACE)
- Research your career training options and take assessment tests. Remember, these tests help identify your strengths, interests and help you meet eligibility requirements for certain career training programs, so take them seriously!

### PHASE 2 BUILD YOUR SUPPORT TEAM

- Discuss goal setting and how it will help you stay on track
- Meet student mentors and learn about conflict resolution
- Learn about workplace and campus safety
- Learn how to set yourself up for financial success

### PHASE 3 SET YOUR GOALS

- Establish your short- and long-term goals, and create your vision board
- Learn about career search tips and best practices
- Focus on resume writing, discuss interview skills and build a professional portfolio
- Research college partnership opportunities and Advanced Training programs

### PHASE 4 DISCOVER YOUR PASSION

- Explore career training areas of interest
- Learn about career training certifications and why they matter
- Complete your exit presentation

JOIN THE JOB CORPS STUDENTS FACEBOOK GROUP TO ASK QUESTIONS, MAKE FRIENDS AND SHARE YOUR JOURNEY. SCAN TO CONNECT WITH JOB CORPS STUDENTS FROM AROUND THE COUNTRY.

THE FIRST 60 DAYS ARE JUST THE BEGINNING OF YOUR JOB CORPS JOURNEY. SCAN TO LEARN ABOUT THE ROAD AHEAD.

## YOUTH 2 YOUTH

Get Involved, Join the Youth 2 Youth Program!  
It's Time To Be Aware, Take Action and Hold Each Other Accountable.

Attend the next Y2Y Meeting

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Location: \_\_\_\_\_

Contact: \_\_\_\_\_

It's time to make a change.  
We're going to make that happen.

Y2Y is a student-led campaign to raise awareness for mental health and prevent violence and drug use in our community. We need your help to raise awareness, take action and hold each other accountable.

## Job Corps MY COMMITMENT

By enrolling in Job Corps, I'm pledging my commitment to my **FUTURE**, my **CAREER** and my **INDEPENDENCE**.

Job Corps Staff Member \_\_\_\_\_

Date of Commitment \_\_\_\_\_

## GLENMONT JOB CORPS CENTER

422 South Road  
Glenmont, NY 12077-0882  
914-781-8171

TRAIN for a career you're passionate about:

- Automotive and Machine Repair
- Construction
- Health Care
- Hotel and Food Services
- Information and Technology
- Manufacturing
- Security and Protection Services
- Hospitality

LEARN new skills that benefit your future:

- Get your high school diploma or GED
- Meet with career counselors
- Take necessary classes while living on center
- Participate in work-based learning experiences





# RECAP: *HOW JOB CORPS SUPPORTS YOU*

- ▶ Digital Advertising
- ▶ Social Media
- ▶ E-Mail and Text Campaigns
- ▶ Marketing Funnel
- ▶ JobCorps.gov
- ▶ Recruitment and Support Materials
- ▶ Staff Training Webinars Roadmap



# RECAP:

## *HOW YOU SUPPORT JOB CORPS*

- ▶ Familiarize yourself with Job Corps' key recruitment messages.
- ▶ Understand your role in the Job Corps Journey.
- ▶ Utilize available resources to effectively communicate with students about Job Corps' benefits.





# RESOURCES AVAILABLE TO YOU

