

WELCOME TO *Job Corps*

YOUR ROLE IN THE
OUTREACH AND ADMISSIONS
PROCESS

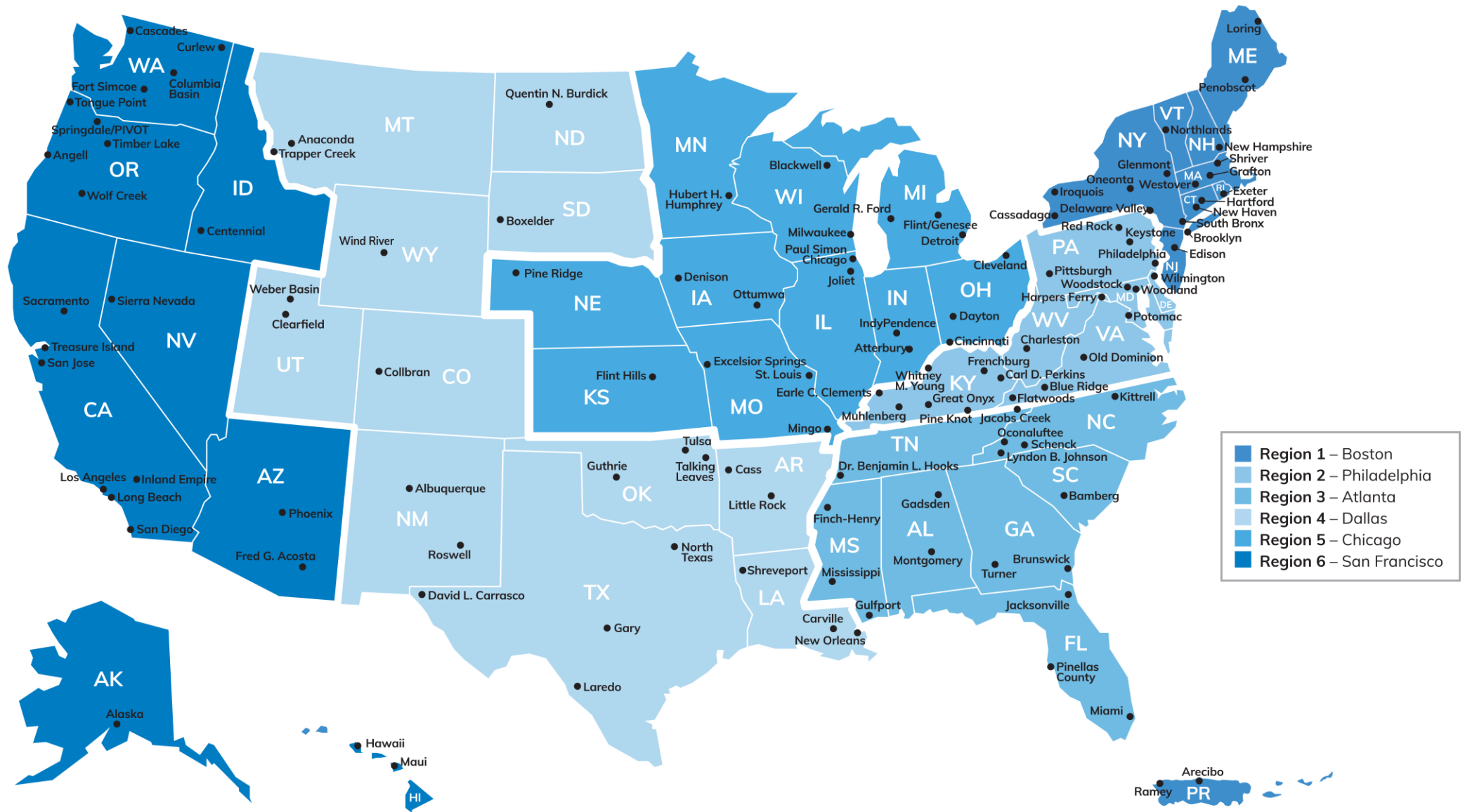


JOB CORPS' BRAND AND MARKETING EFFORTS

- ▶ 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 DOES THAT MEAN FOR YOU?

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



JOB CORPS 101

- ▶ Career training and education
- ▶ Ages 16–24
- ▶ 120+ campuses
- ▶ 10 industries
- ▶ 100+ training areas
- ▶ Housing, health care, meals and support
- ▶ All at NO COST to students



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?

- ▶ Hands-on, debt-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?

- ▶ Hands-on, debt-free career training taught by industry professionals
- ▶ Housing, meals, training gear and support

4

What can students train in?

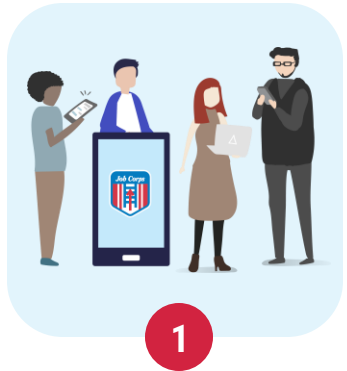
- ▶ 10 industries
- ▶ 100+ training areas

5

Job Corps is no cost to students. That means no student debt.



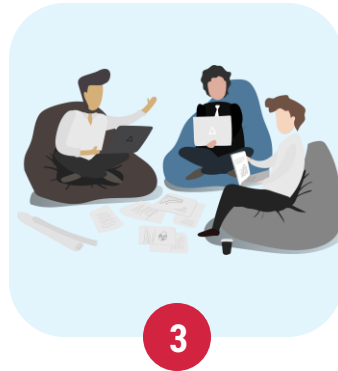
JOB CORPS JOURNEY



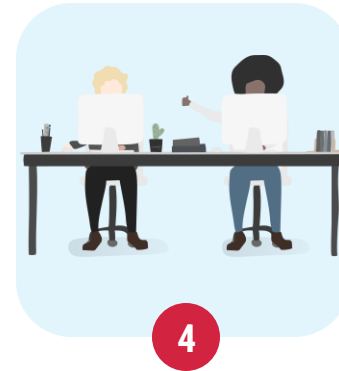
APPLICATION
PROCESS



PREPARING TO
ARRIVE



GETTING
SETTLED IN



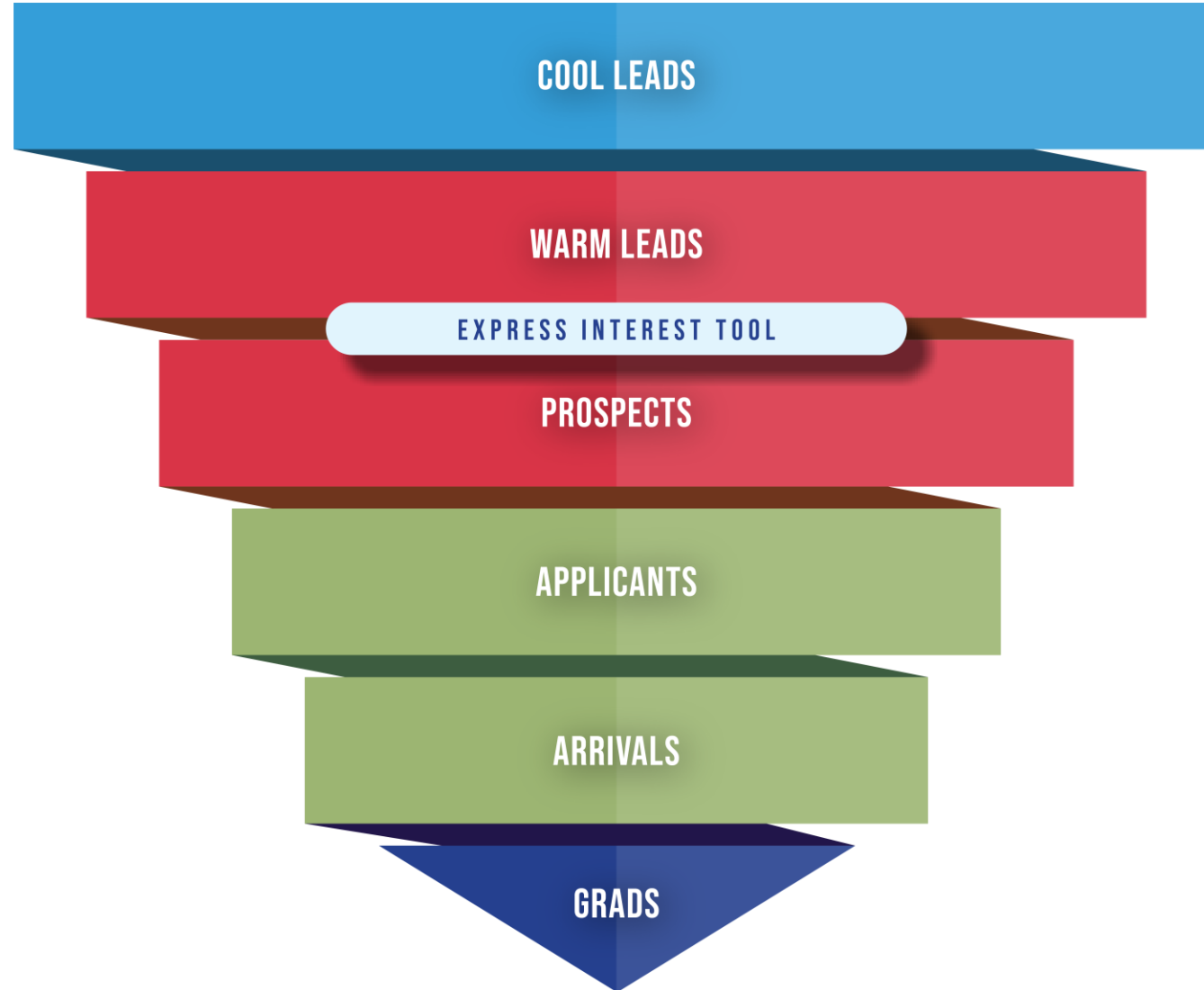
LEARNING AND
TRAINING



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

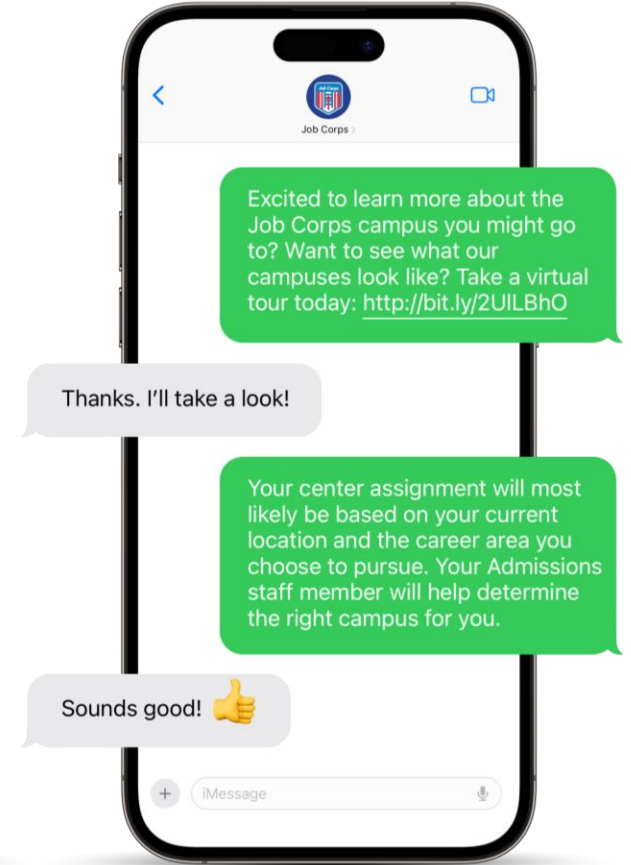
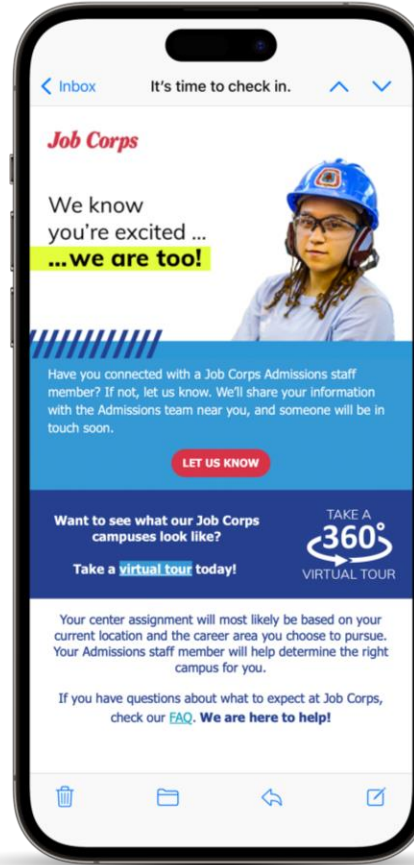
- ▶ Advertising
- ▶ E-Mail and Text Campaigns
- ▶ Social Media
- ▶ JobCorps.gov
- ▶ Recruitment Materials
- ▶ And more!



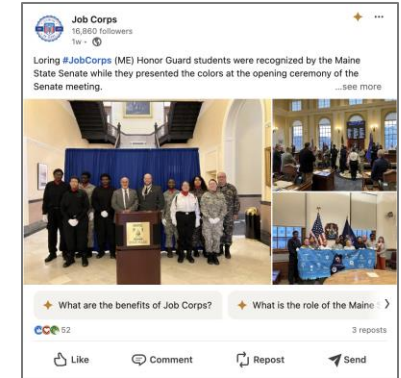
ADVERTISING



E-MAIL AND TEXT CAMPAIGNS

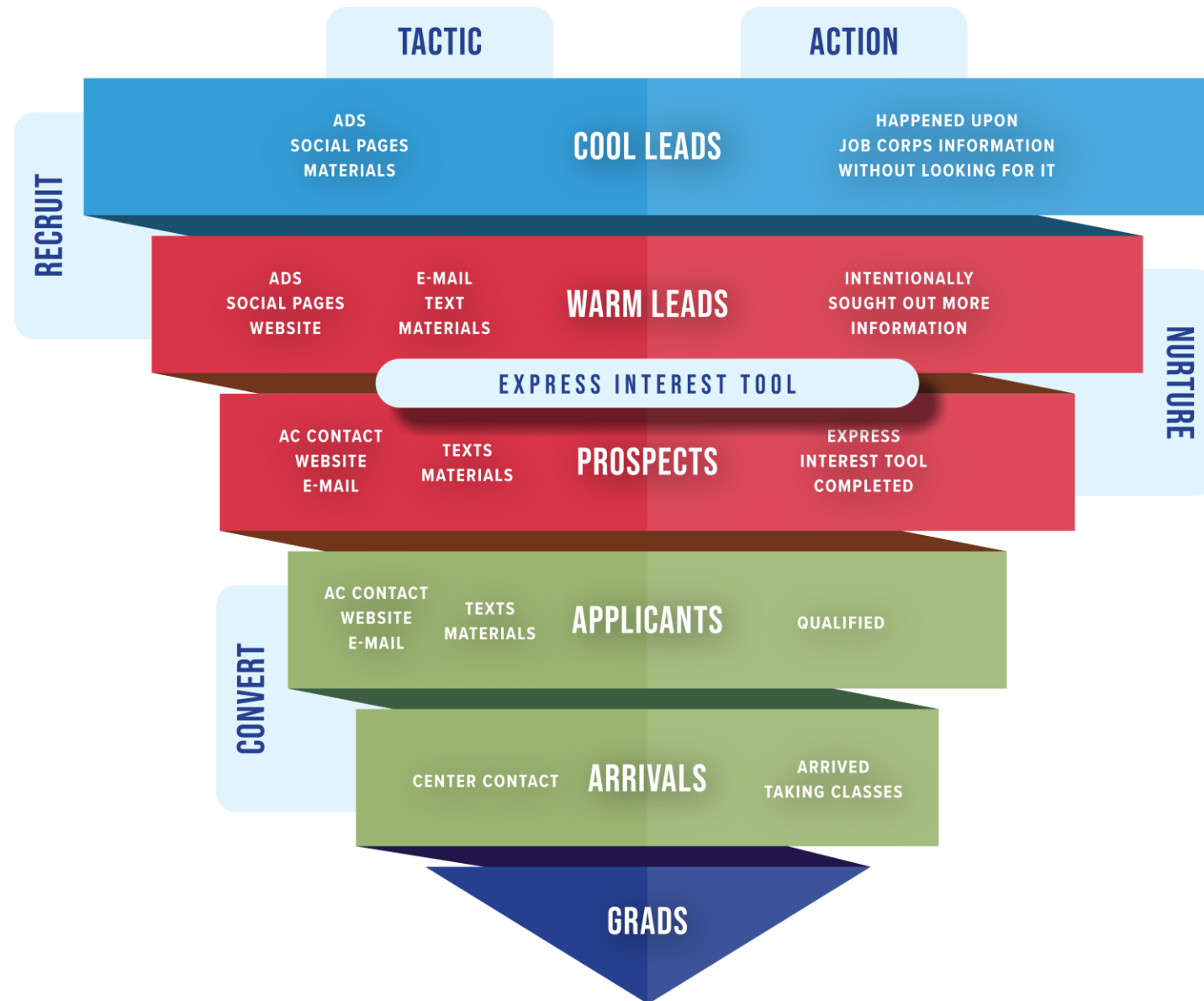


SOCIAL MEDIA

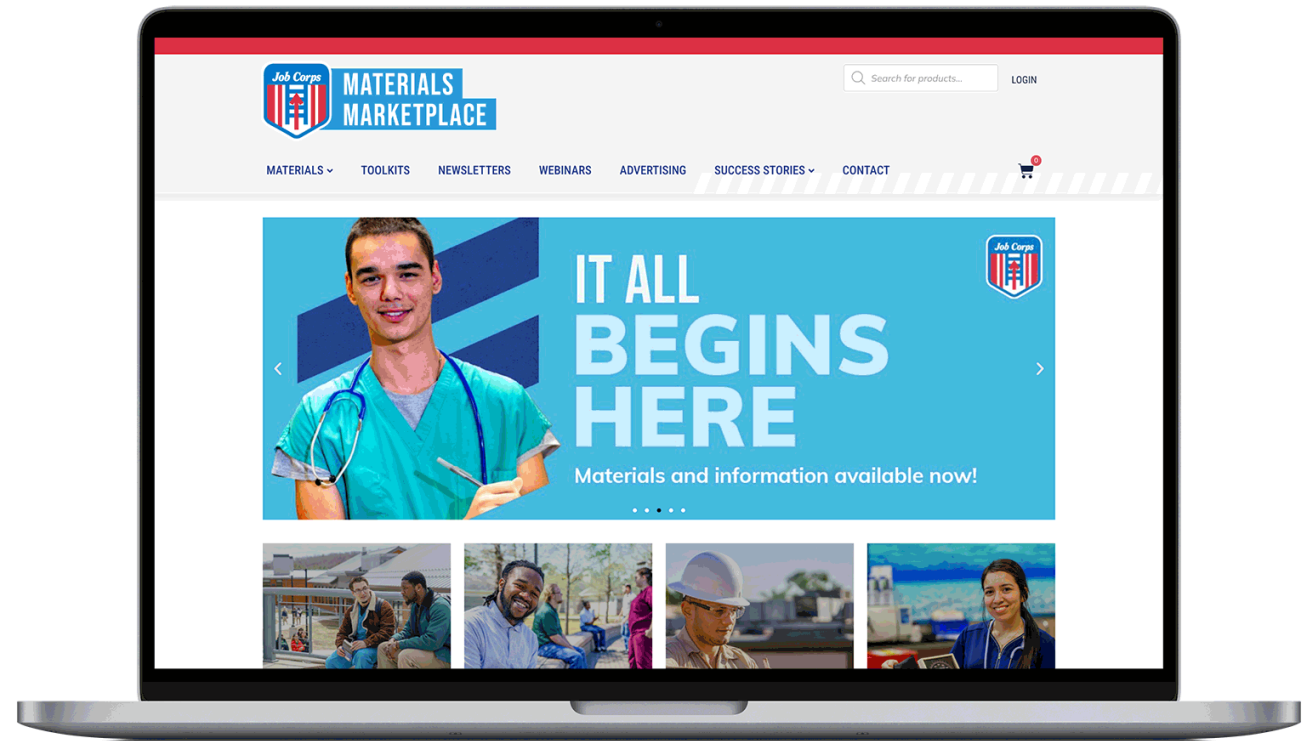


NATIONAL AND CENTER WEBSITES





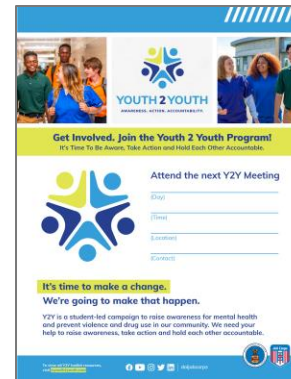
MATERIALS MARKETPLACE



jcmarketplace.com



PRE-ARRIVAL RESOURCES FOR STUDENTS



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 Road Map



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

