

WELCOME TO *Job Corps*

YOUR ROLE IN THE
OUTREACH AND ADMISSIONS
PROCESS



JOB CORPS' BRAND & MARKETING EFFORTS

- ▶ Digital Advertising
- ▶ Creative and Brand Strategy
- ▶ Social Media Management and Monitoring
- ▶ Website Development and Maintenance
- ▶ Messaging and Materials
- ▶ Lead Nurture E-Mail and Text Campaigns
- ▶ Data Analytics



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



JOB CORPS 101

- ▶ Career training and education
- ▶ Ages 16–24
- ▶ 10 high-demand industries
- ▶ 100+ training areas
- ▶ Housing, health care, meals and support
- ▶ All at no cost to the student



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 no-cost educational and career training 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?

- ▶ High-quality education, hands-on career technical training and services to prepare students for meaningful employment and achieving their career aspirations.
- ▶ Housing, meals, training gear and support

4

What can students train in?

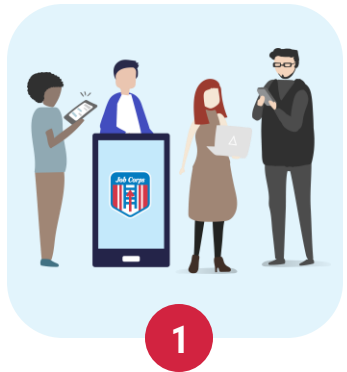
- ▶ 10 industries
- ▶ 100+ training areas

5

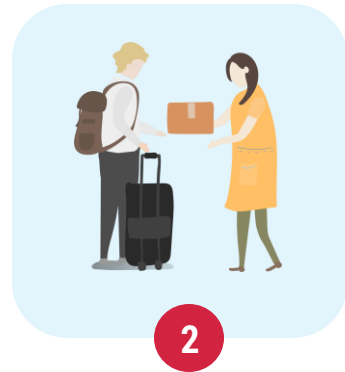
Job Corps is at no cost to the student. That means no student debt.



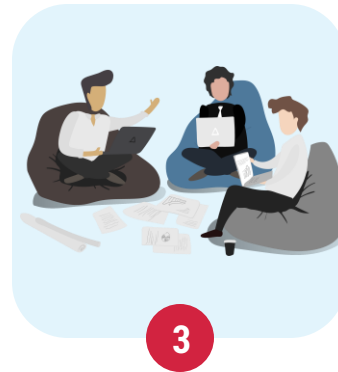
JOB CORPS JOURNEY



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

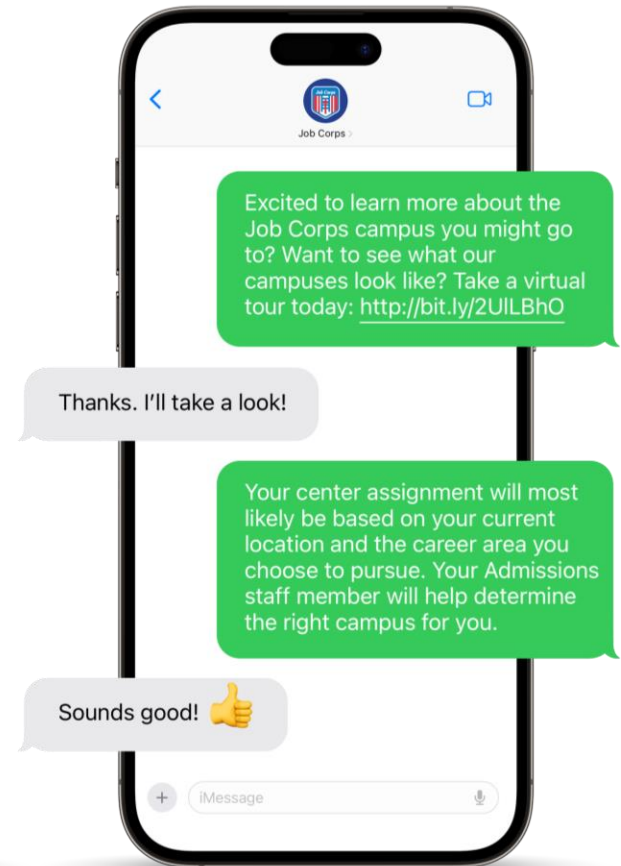
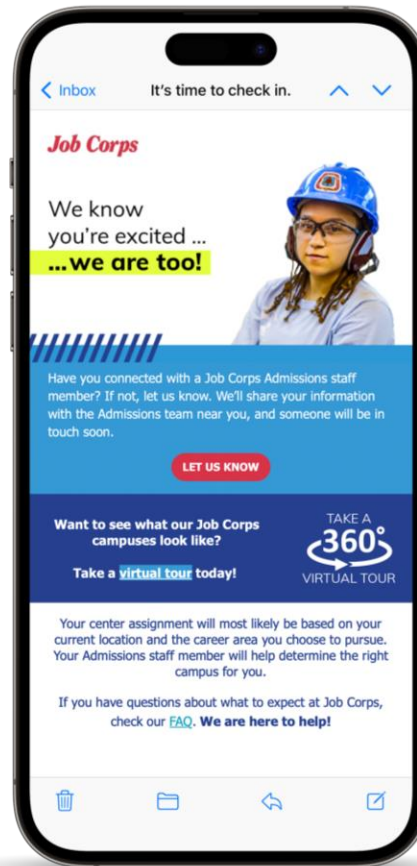
- ▶ Advertising
- ▶ Social Media
- ▶ Websites
- ▶ Recruitment Materials
- ▶ And more!



DIGITAL ADVERTISING



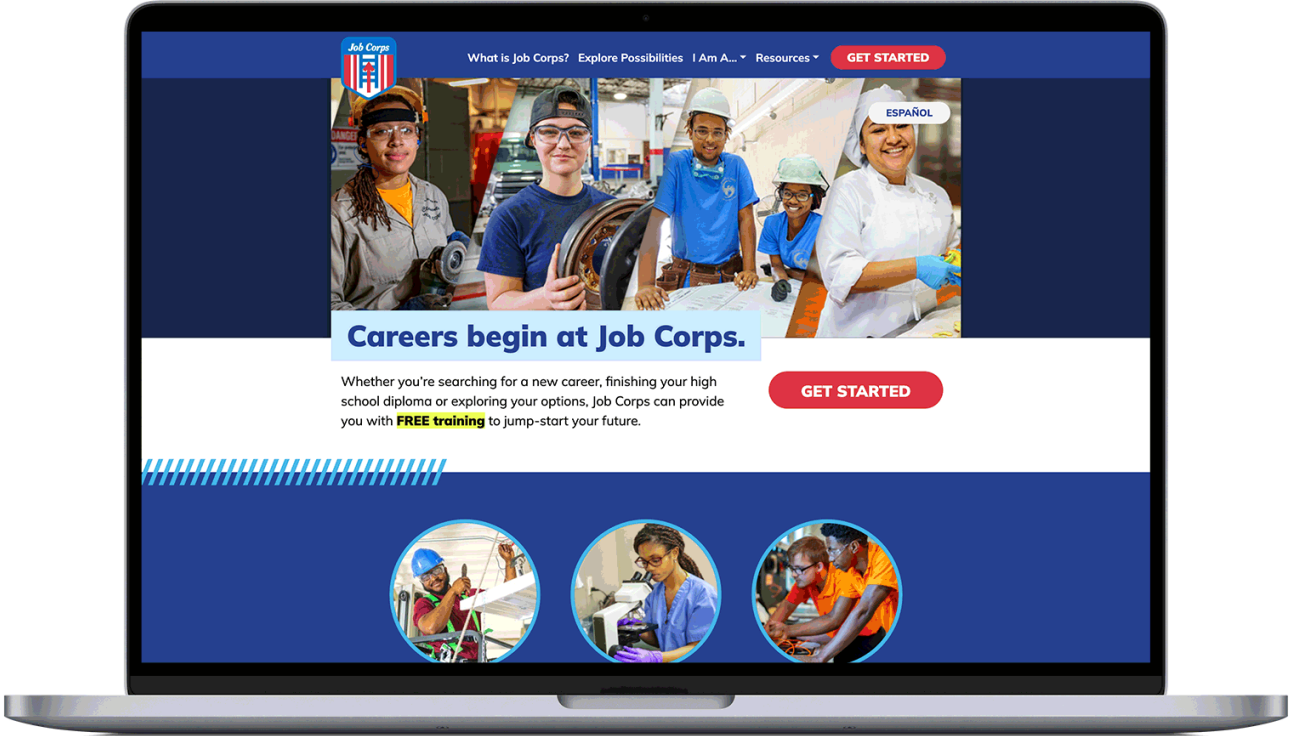
E-MAIL AND TEXT CAMPAIGNS

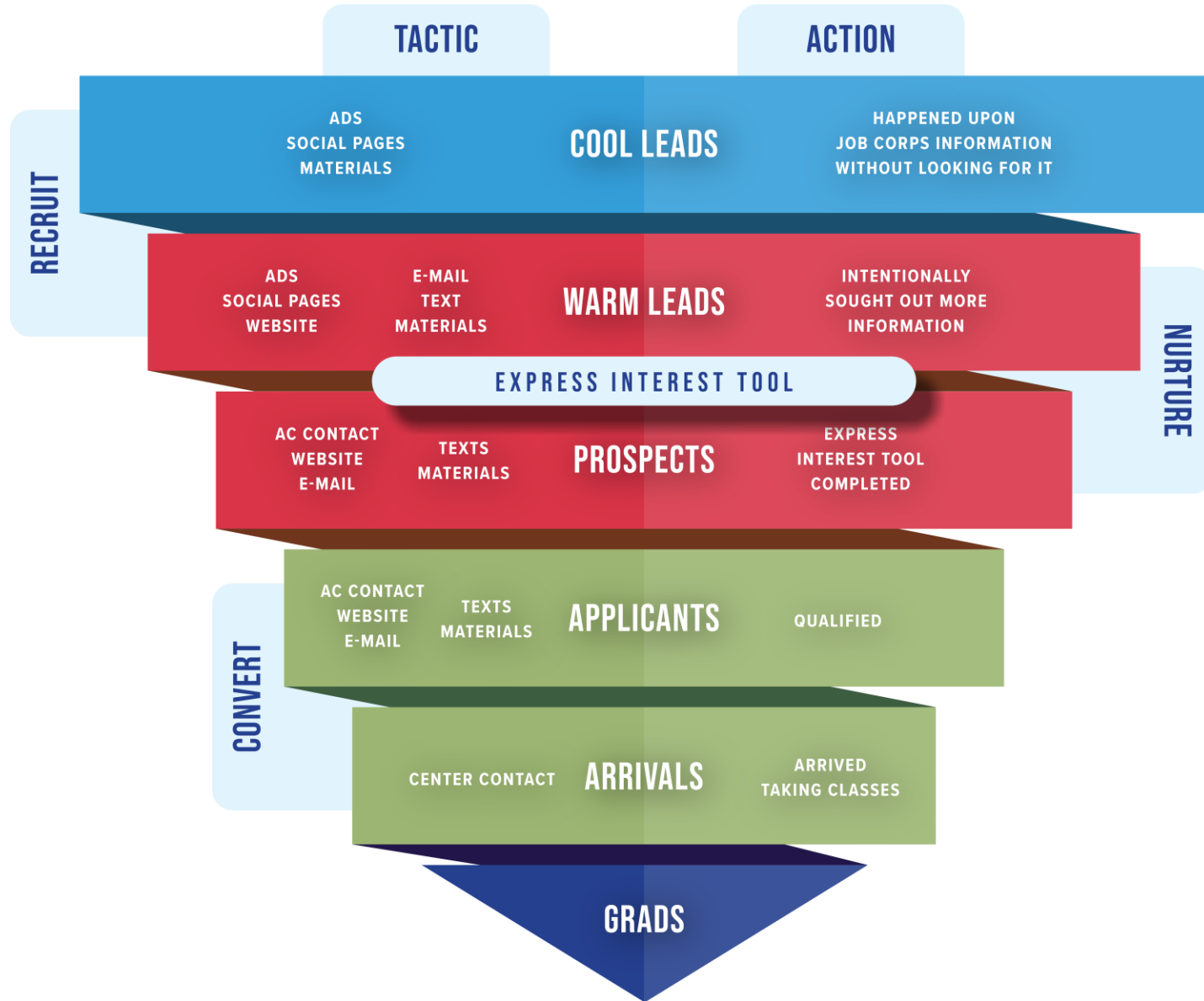


SOCIAL MEDIA

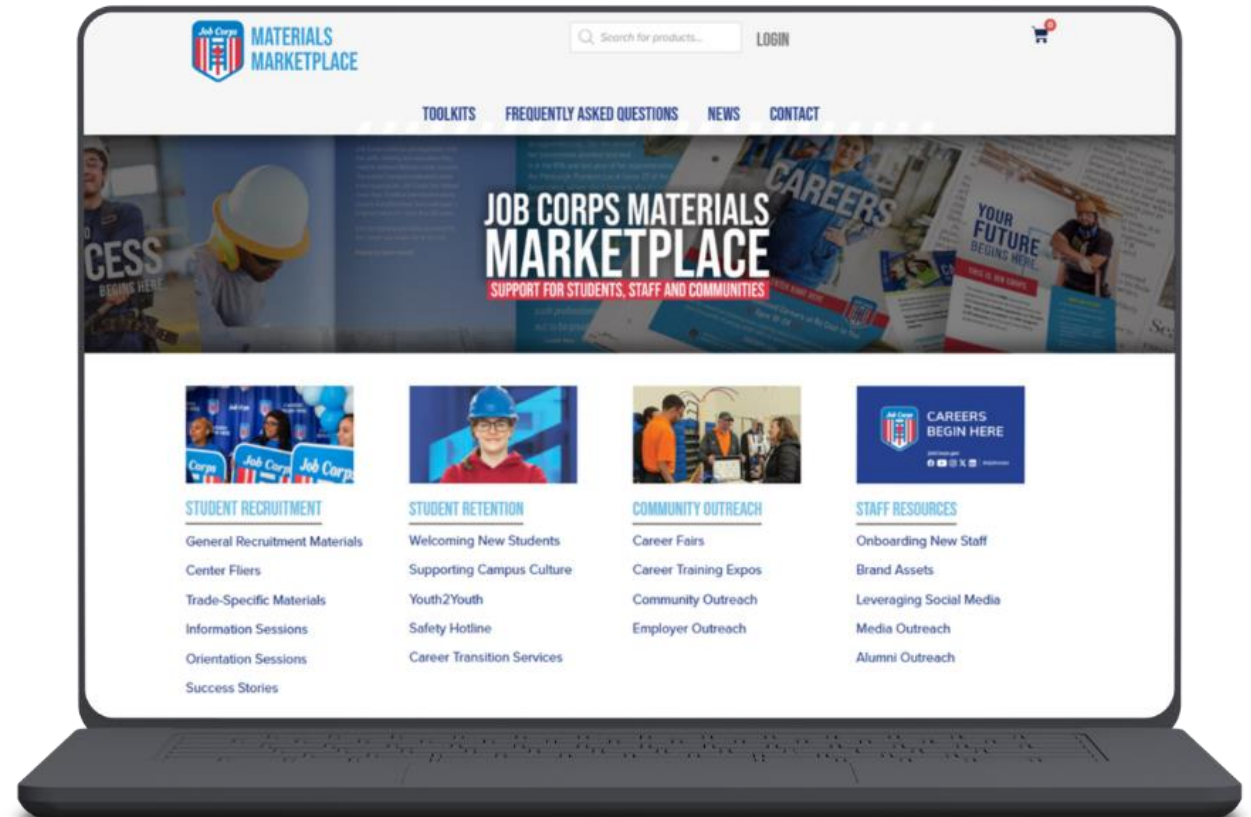


NATIONAL + CENTER WEBSITES





MATERIALS MARKETPLACE



JCmarketplace.com



STUDENT WELCOME AND RETENTION

STUDENT WELCOME GUIDE

Pick Your Path

Discover Your Purpose

Commit 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. They're in to stay because you're good.

If you find yourself having trouble adjusting, 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: _____

Address: _____

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 _____

CAREER TECHNICAL TRAINING ACCOUNTING SERVICES

Do you enjoy working with numbers? Are you good with computers? Do you enjoy the challenge of solving problems?

Then you may be a good fit for Job Corps' Accounting Services training program.

ESSENTIALS EARNED
In the accounting services training program, you will earn many important credentials from bookkeeping and auditing organizations. Students could earn a bookkeeping certificate, a payroll and other business case certificate and more.

ON THE JOB, YOU WILL:

- Operate bookkeeping software, spreadsheets and databases to enter and track financial transactions, including receivables, payables, accounts payable and receivable, and bank and file.
- Use the book, math and computer accounting software.
- Communicate directly with customers and clients.

CAREER OPPORTUNITIES
Students will see accounting services opportunities offered in banks to businesses in need of accounting support. These companies can be small or large, as well as in a number of large areas of industries. They need clerks in the field to help work various business hours and time.

SALARY POTENTIAL
Annual salaries for bookkeeping, auditing and adding value range from **\$20,000 to \$50,000**, with a national average of \$40,000.



RECAP: *HOW JOB CORPS SUPPORTS YOU*

- ▶ Digital Advertising
- ▶ Social Media Management and Monitoring
- ▶ Website Development and Maintenance
- ▶ Messaging and Materials
- ▶ Data Analytics



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

