





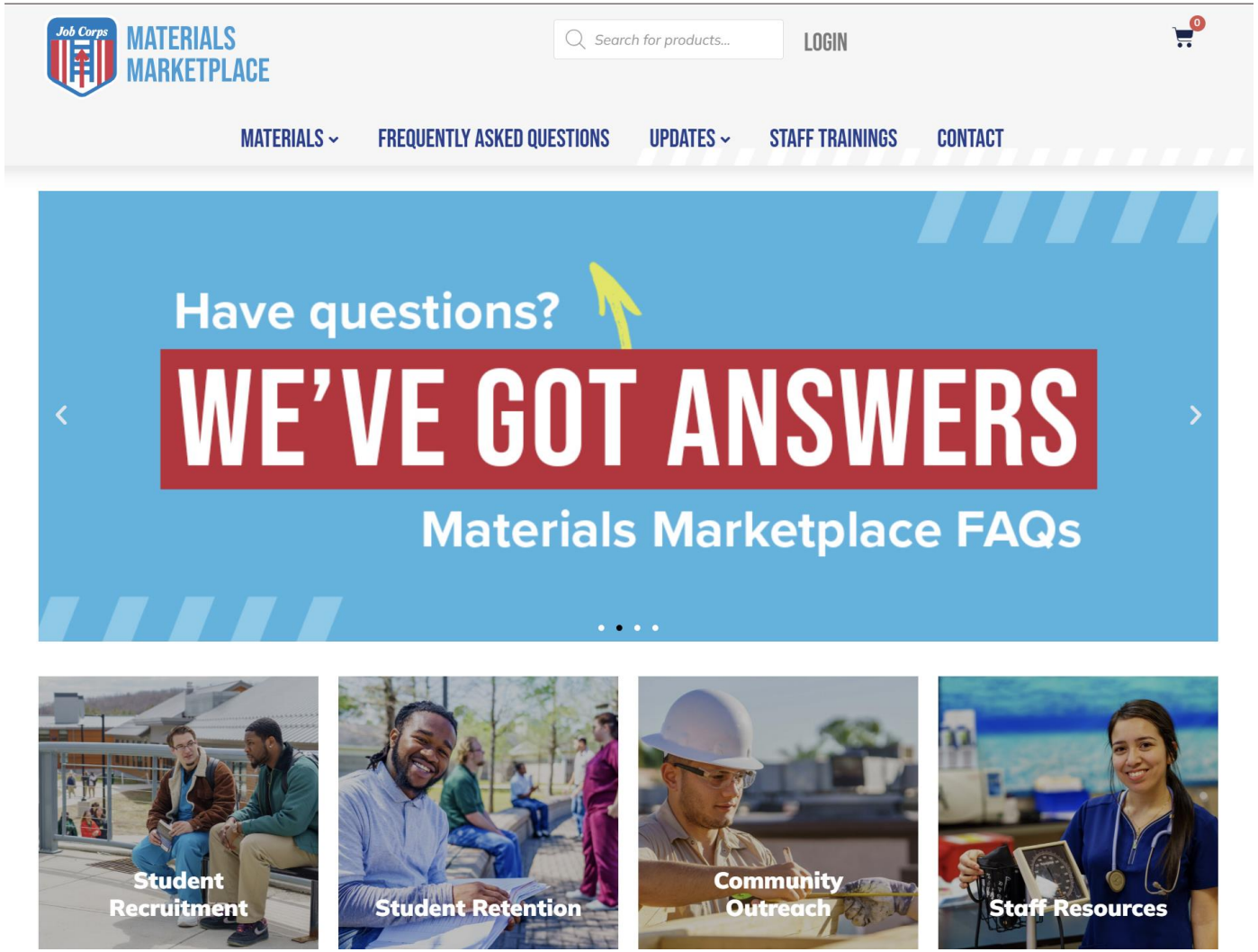
DIGITAL STUDENT RECRUITMENT TOOLKIT

/// AGENDA

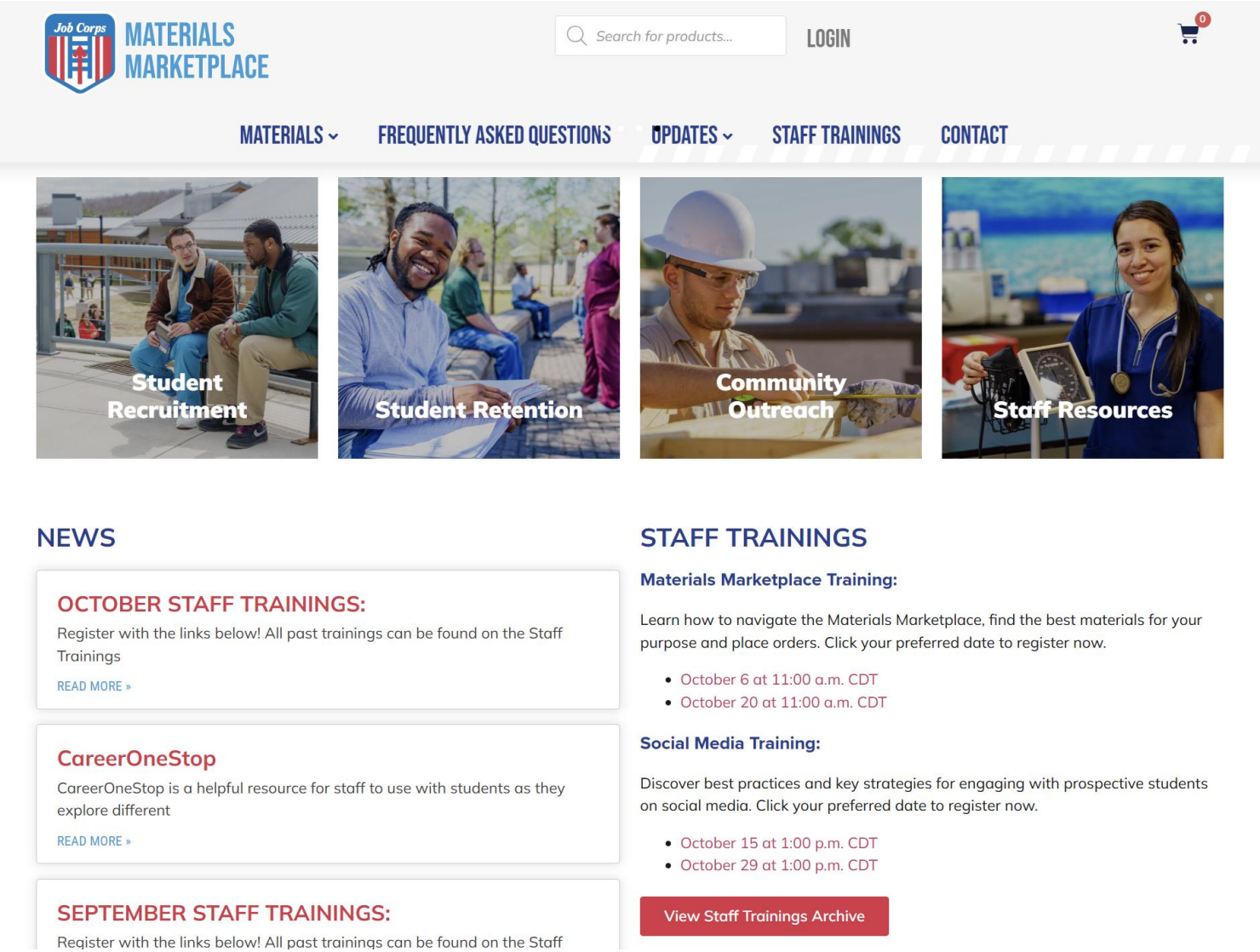
1. Materials Marketplace
2. Toolkit Overview
3. Best Practices

/// OVERVIEW

jcmarketplace.com



/// HOW TO USE THE MATERIALS MARKETPLACE



/// DIGITAL STUDENT RECRUITMENT TOOLKIT OVERVIEW



Welcome to the Digital Recruitment Toolkit! These series of graphics, SMS messages and e-mail communications are designed to help you connect with potential Job Corps students no matter where they are in the enrollment process. Please choose the series that best applies to the individual you will be contacting.

SCAN TO VIEW THIS ON YOUR PHONE

CONNECTED SERIES

This communication series is designed for prospects who have already connected with an Admissions Representative.

START HERE!

Message Thread 1 – SMS Format

Reconnect with the prospect, reinforce the relationship, and confirm a phone call or information session.

BUILD MESSAGE THREAD

Message Thread 2A – SMS Format

For prospects ready to apply, reinforce their decision, build excitement about the opportunities ahead, and outline next steps.

BUILD MESSAGE THREAD

Message Thread 2B – SMS Format

For prospects who are still exploring their options, provide encouragement and authentic student perspectives while keeping them engaged.

NOT YET CONNECTED SERIES

This series is for prospects who have created a MyJobCorps account but have not connected with an Admissions Rep directly before.

START HERE!

Message Thread 1 – SMS Format

Introduce yourself, establish a personal connection, and encourage the prospect to take the next step by scheduling a conversation.

BUILD MESSAGE THREAD

Message Thread 2 – SMS Format

Follow up after the phone call or information session, reinforce the value of Job Corps, and encourage the prospect to complete their application.

BUILD MESSAGE THREAD

Message 3 – Email Format

Provide additional program details, answer common questions, and guide the prospect through the application process and next steps.

COLD PROSPECT SERIES

This series is for prospects who began their application and/or had previously connected with an Admissions Rep, but who have gone cold.

START HERE!

Message Thread 1

Reconnect with inactive prospects, reignite interest in Job Corps, and encourage them to reengage through a conversation with an Admissions Representative.

BUILD MESSAGE THREAD

Message Thread 2

Leave the door open for future engagement by reminding prospects that support and information are available whenever they are ready to take the next step.

BUILD MESSAGE THREAD

/// CONNECTED SERIES

WHEN:

Use with prospects who have already connected with an Admissions Representative.

WHY:

Either reinforce the prospect's decision to apply OR provide resources to encourage prospects to begin applying.

START HERE!

Message Thread 1 – SMS Format

Reconnect with the prospect, reinforce the relationship, and confirm a phone call or information session.

BUILD MESSAGE THREAD

Message Thread 2A – SMS Format

For prospects ready to apply, reinforce their decision, build excitement about the opportunities ahead, and outline next steps.

BUILD MESSAGE THREAD

Message Thread 2B – SMS Format

For prospects who are still exploring their options, provide encouragement and authentic student perspectives while keeping them engaged.

BUILD MESSAGE THREAD

Message 3 – Email Format

Provide detailed program information, explain the enrollment process, and guide the prospect through application completion.

BUILD EMAIL MESSAGE

/// CONNECTED SERIES

Select the message thread you would like to use, then customize the open fields to create personalized messages for your prospect.

Message builder

Campaign

Connected Message Thread 1 – SMS Format

Representative name

Prospect first name

Day

e.g. Tuesday

Time

e.g. 3:00 PM

Event / location

Initial Text: Image to send



Download image

Text 1

Hi, [First Name]. This is [Rep Name] from Job Corps. It was great meeting you at [Event/Location]!

Copy text

Text 2 – Option 1

Looking forward to connecting with you on [Day] at [Time]. We'll talk about your goals and how Job Corps can help you reach them.

Copy text

Text 2 – Option 2

Let's connect on [Day] at [Time] to talk about your goals and how Job Corps can help you reach them.

Copy text

Text 3

Please save my number so you can easily reach me with any questions about Job Corps or the application process.

Copy text

Text 4

And in the meantime, take a quick look at how easy it is to get started: https://youtu.be/7yfXi8D9wgY

Copy text

/// NOT YET CONNECTED SERIES

WHEN:

Use with prospects who have created a MyJobCorps account but have not connected with an Admissions Rep directly before.

WHY:

Establish a personal connection and encourage the prospect to complete their application.

START HERE!

Message Thread 1 – SMS Format

Introduce yourself, establish a personal connection, and encourage the prospect to take the next step by scheduling a conversation.

BUILD MESSAGE THREAD

Message Thread 2 – SMS Format

Follow up after the phone call or information session, reinforce the value of Job Corps, and encourage the prospect to complete their application.

BUILD MESSAGE THREAD

Message 3 – Email Format

Provide additional program details, answer common questions, and guide the prospect through the application process and next steps.

BUILD EMAIL MESSAGE

/// NOT YET CONNECTED SERIES

Select the message thread you would like to use, then customize the open fields to create personalized messages for your prospect.

Message builder

Campaign

Not Yet Connected Message 3 – Email Format

Representative name

Prospect first name

Campus

Email

Hi, [First Name].

It was great speaking with you and learning more about your goals.

Choosing what comes next is a big decision, and I know you may still be weighing your options. As you continue to consider your future, I wanted to share a little more information about what Job Corps can offer.

Whether you're interested in building new skills, exploring career paths, continuing your education or preparing for the workforce, Job Corps provides hands-on training at no cost to eligible students. You'll also become part of a supportive community of instructors, staff and fellow students who are committed to helping you succeed.

If you decide Job Corps is the right fit for you, here's how to get started:

1. Begin the enrollment process here.
2. Log into your MyJobCorps account and start your application.
3. Complete your profile, sign the agreements, upload the required documents, and confirm that all information is correct.
4. Once your documentation is confirmed and you pass a background check, I will recommend you to [Campus].
5. Campus staff will review your information to make sure it's a good fit, and in some cases, they may request additional details. The full process can take about two months.
6. Once you're accepted, I will reach out with your final enrollment offer and assigned campus. Then, you'll get an official start date, and Job Corps will arrange your travel to campus.

In the meantime, stay excited about your future by exploring potential career paths at JobCorps.gov and watch this video for a Job Corps student's advice on what to expect and get excited for what's ahead!

/// COLD PROSPECT SERIES

WHEN:

Use with prospects who began their application and/or had previously connected with an Admissions Rep, but who have gone cold.

WHY:

Reignite inactive prospects' interest in Job Corps.

START HERE!

Message Thread 1

Reconnect with inactive prospects, reignite interest in Job Corps, and encourage them to reengage through a conversation with an Admissions Representative.

BUILD MESSAGE THREAD

Message Thread 2

Leave the door open for future engagement by reminding prospects that support and information are available whenever they are ready to take the next step.

BUILD MESSAGE THREAD

/// COLD PROSPECT SERIES

Select the message thread you would like to use, then customize the open fields to create personalized messages for your prospect.

Message builder

Campaign

Cold Prospect Message Thread 2 – SMS Format

Prospect first name

Initial Text: Image to send



Download image

Text 1

Hi, [First Name]. If now isn't the right time for Job Corps, that's OK. If your plans change, reach out anytime. We're here when you're ready.

Copy text

/// BEST PRACTICES

1. Send message threads individually.
2. Choose the best thread for the situation.
3. Follow up quickly after meetings.
4. Double-check your messages before hitting "send."
5. Customize templates as needed.

Questions?

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Thank you!