

August 30, 2004

DIRECTIVE:           JOB CORPS INFORMATION NOTICE NO. 04-04
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TO:                    ALL JOB CORPS NATIONAL OFFICE SENIOR STAFF  
                          ALL JOB CORPS REGIONAL DIRECTORS  
                          ALL JOB CORPS CENTER DIRECTORS  
                          ALL JOB CORPS CENTER OPERATORS  
                          ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS  
                          ALL OUTREACH, ADMISSIONS AND CTS CONTRACTORS

FROM:                GRACE A. KILBANE  
                          National Director  
                          Office of Job Corps

SUBJECT:            Job Corps' 40<sup>th</sup> Anniversary Commemorative Campaign

1.     Purpose. The purpose of this Notice is to share information regarding Job Corps' 40<sup>th</sup> Anniversary Commemorative Campaign with the Job Corps community.

2.     Background. The year 2004 marks the 40<sup>th</sup> year of Job Corps. Job Corps will celebrate with a year of coordinated activities through a 40<sup>th</sup> Anniversary Commemorative Campaign, culminating with the anniversary of the first Job Corps center opening. We will use this important milestone to highlight Job Corps' current and historic contributions to the workforce, to youth, and to communities, and to highlight Job Corps' vision and planning for the future.

3.     Campaign Elements.

**Goal:** The overall goal of the 40<sup>th</sup> Anniversary Campaign is to recognize 40 years of Job Corps' success and outline Job Corps' future focus.

**Objectives:** Four primary objectives have been established to help accomplish this goal:

- Demonstrate Job Corps' 40-year history of excellence in youth programming and its ability to adapt to changing needs.
- Establish new, and strengthen existing relationships between Job Corps, businesses/industries, and the Workforce Investment System.

- Enhance awareness of Job Corps and its positive impact on youth and communities from training, skill building, and volunteer activities.
- Outreach to Job Corps alumni to enlist their support of current students to provide mentoring, internships, jobs, and other support.

**Audience:** The audience for the 40<sup>th</sup> Anniversary Campaign will include:

- Business/Industries (especially those identified by the President's High-Growth Jobs Training Initiative);
- The Workforce Investment System and Education;
- The Job Corps system, stakeholders, policymakers, support organizations; and
- Job Corps alumni.

**Approach:** The 40<sup>th</sup> Anniversary Campaign will consist of a full calendar year of coordinated activities at the national, regional, and center levels. Job Corps representatives throughout the system will receive information, technical assistance, and materials designed to assist them in creating opportunities to facilitate one or more of the campaign's objectives. The activities planned and suggested are designed to:

- create interest and excitement around Job Corps' history and its future;
- portray the way in which Job Corps has continuously responded to the changing needs of youth, and to the workforce needs of business and industry;
- exemplify how Job Corps' youth continue to make positive impacts through volunteer service in their communities; and,
- demonstrate involvement of Job Corps alumni in providing support and mentorship to current Job Corps students.

The National Office of Job Corps has contracted with Exceed Corporation (EXCEED) to develop and coordinate Job Corps' 40<sup>th</sup> Anniversary Campaign activities and support. EXCEED is working with subcontractors Decision Information Resources (DIR), Humanitas, Inc., The Leonard Resource Group (LRG), and McNeely, Pigott & Fox (MP&F), in this effort.

**Strategy:** The contractors are tasked with working with Job Corps' national and regional staff to develop a campaign strategy that is appropriately coordinated among the national, regional, and center levels. In addition, they are tasked with providing a

system of communication, guidance and technical support, and feedback for participants via an array of methods and resources, including a Web site, a 40<sup>th</sup> Anniversary Planning Toolkit and quarterly supplements, a calendar of events and suggested activities, and other media, throughout the year-long campaign. The national campaign will include a broad marketing plan that utilizes appropriate effectiveness measures, is flexible, and provides for contingency planning.

4. National Marketing Plan – Key Elements.

- **Logo:** An official Job Corps' 40<sup>th</sup> Anniversary logo has been established (Attachment A), which incorporates the Job Corps ladder of success, and is available for participant use throughout the campaign.
- **Slogan:** "Two Million Careers – One Future at a Time." The slogan appears embedded in the official logo.
- **Key Messages:** The primary message is Job Corps trains youth in skills needed by business. This message will be shared across four themes that are aligned with the campaign's four objectives. They are: Change, Career, Community, and Character ("the four Cs"). Each quarter of the campaign will focus on a given theme as outlined below:

Quarter 1: **Change**

Job Corps changes the lives of youth and Job Corps changes for the future.

Quarter 2: **Career**

Job Corps prepares youth for 21<sup>st</sup> Century careers.

Quarter 3: **Community**

Job Corps improves communities by providing youth the skills and work experiences they need.

Quarter 4: **Character**

Job Corps builds character in youth for work and for life.

- **Timelines:** The year-long campaign is laid out chronologically in four quarters, and will commence with a national kick-off event in September 2004. The campaign will culminate with events taking place in September 2005.

Quarter 1 – October through December 2004

Quarter 2 – January through March 2005

Quarter 3 – April through June 2005

Quarter 4 – July through September 2005

- **Activities:** The multi-level activities outlined below will occur throughout the campaign year.

National – The National Director will announce a national activity or challenge that is tied to the key message (focus theme) for each quarter. Additionally, a national kick-off event is being planned at the US Department of Labor in Washington, DC on September 29, 2004.

Regional – Activity suggestions and recommendations will be provided to the regions via a campaign toolkit and other resources. These may include events that are region-specific, as well as those that may be applied by all regions. For example, information on hosting a career fair at Job Corps centers might be included in Quarter 2; information on how to use and showcase Job Corps' hundreds of powerful success stories might be included in Quarter 4.

Center – Activity suggestions and recommendations will be provided to the regions for dissemination to centers via a campaign toolkit and other resources. These may include activities that are more local or center-specific, as well as those that may be applied by all centers.

- **Media Coverage:** Job Corps promotional announcements, tied to its 40<sup>th</sup> Anniversary, will air nationally on TV throughout the campaign year. Consistent with the campaign structure, promotions will include one of the “four Cs” messages - in accordance with the quarter in which it airs. National promos will be aimed at audiences to include Job Corps stakeholders, Job Corps alumni, the Workforce Investment System, policymakers, business and industries (especially those identified in the President’s High-Growth Jobs Training Initiative), support organizations, and the public at large. Suggestions and boilerplate materials for media use by regions, OA/CTS contractors, and centers will be available in the official 40<sup>th</sup> Anniversary Planning Toolkit.
- **Communications, Resources, Training, and Toolkit:** A national campaign Web site is under development to be available throughout the campaign year and will include significant information, resources, and campaign information updates, and also will provide a secured portal for reporting key information from the field to the National Office. The Web site will highlight 40<sup>th</sup> Anniversary activities across the country. The National Office will announce the Web site as soon as it is available and will most likely be reached at [www.jobcorps40.gov](http://www.jobcorps40.gov). The 40<sup>th</sup> Anniversary Planning Toolkit, scheduled for distribution in late September 2004, will also be available and distributed to regions, centers, and contractors, as appropriate, and will contain items such as a Job Corps fact sheet, historical milestones, sample public service announcements (PSAs), a

sample press release and media advisory, and related resources and information. Toolkit resources will be updated quarterly throughout the campaign. Additionally, national points of contact (POCs) have been established for the regions (attached), and the regions will work with centers and other contractors to establish local POCs for 40<sup>th</sup> campaign purposes. An initial training and campaign overview was provided to regions at the National Leadership Conference in July 2004.

- **Reporting:** In an effort to gather, share, and archive information related to this momentous occasion, all regions will be required to submit information regarding their 40<sup>th</sup> Anniversary outcomes (participation, attendance, media coverage, etc.) following each quarter, and planned activities and ideas for the next quarter. Regions are also requested to submit an initial 40<sup>th</sup> Anniversary marketing plan, including an overall approach and ideas, to Rossalynn Abbott at [Jobcorps40th@exceedcorporation.com](mailto:Jobcorps40th@exceedcorporation.com) by September 30, 2004. This information may be communicated with the campaign audience on the 40<sup>th</sup> Anniversary Web site.
  
- **Measuring Effectiveness:** Desired outcomes for the 40<sup>th</sup> Anniversary Commemorative Campaign are implicit in its overall goal and objectives. However, specific outcome goals will include:
  - Increase communications and relationships among Job Corps stakeholders and the Workforce Investment System (i.e., local WIBs, One-Stops, and education systems);
  - Increase Job Corps alumni membership and involvement and focus their efforts on mentorships, providing internships and/or employment opportunities for Job Corps students, working with students on career communications skills, and other support services; and
  - Advance and accelerating connections between Job Corps and businesses and industries identified within the President's High Growth Job Training Initiatives.

The national campaign will use a variety of tools to evaluate total campaign performance. Data collection will be coordinated through responsible parties at the center, regional, and national levels and reported for evaluation. Comprehensive evaluations of campaign performance will be conducted at the national level to ensure that the campaign is meeting its objectives. For example, campaign outreach efforts will be evaluated in part by measuring the frequency and type of local, regional, and national earned media mentions throughout the campaign.

At the center and regional levels data collection will consist of information such as the number of events held, the type (characterization) of the events, number and association (business, education, community representative) of attendees, and the target audience category(ies) of the participants. This information, reported quarterly throughout the campaign and via the 40<sup>th</sup> Anniversary Web site, will be used to evaluate center and regional activities towards achieving campaign objectives.

- **Contingency Planning:** The national 40<sup>th</sup> Anniversary Team will monitor for adverse events or unexpected developments, either internal or external to the campaign, and adjust strategies and activities while the campaign is in progress. This process will provide the campaign with flexibility to adapt as needed and to succeed in its objectives.
- **Campaign Points of Contact and Technical Assistance:** Each Job Corps region has been assigned staff from the National 40<sup>th</sup> Anniversary Team to serve as primary POCs (Attachment B). Those POCs will be available to answer questions, receive feedback, and provide resources and overall support to the regions. In addition, an official 40<sup>th</sup> Anniversary Web site will be available throughout the campaign year to assist in the provision of technical assistance and other resources, and to provide systems for feedback and reporting.

Regions will assign POCs for purposes relating to 40<sup>th</sup> Anniversary Campaign activities on Job Corps centers and among other contractors, as appropriate. These individuals will act as conduits for campaign resources and information, and will provide feedback and information to the regions, and to the Job Corps National Office quarterly. The National Office of Job Corps will use this information as part of an ongoing assessment of campaign achievement, and to assist in the identification of areas requiring assistance or change.

Additional technical assistance requests may be emailed to [jobcorps40th@exceedcorporation.com](mailto:jobcorps40th@exceedcorporation.com), or phoned to 1-800 381-0981.

5. Action. Regions are requested to submit an initial 40<sup>th</sup> Anniversary marketing plan, including overall approach and ideas, to Rossalynn Abbott at [jobcorps40th@exceedcorporation.com](mailto:jobcorps40th@exceedcorporation.com) by September 30, 2004. This information may be communicated with the campaign audience on the Job Corps 40<sup>th</sup> Anniversary Web site.

6. Expiration Date. September 30, 2005.

7. Inquiries. General inquiries or comments regarding the Job Corps' 40<sup>th</sup> Anniversary Campaign may be directed to Rossalynn Abbott at (301) 731-3790, or emailed to [rabbott@exceedcorporation.com](mailto:rabbott@exceedcorporation.com), or René E. Nutter at (202) 693-3000, or emailed to [nutter.rene@dol.gov](mailto:nutter.rene@dol.gov).

#### Attachments

- A. 40<sup>th</sup> Anniversary Logo
- B. 40<sup>th</sup> Anniversary Point of Contacts