

National Youth Service Day Job Corps Resource Guide

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JOB CORPS NATIONAL YOUTH SERVICE DAY BEST PRACTICES 1999 – 2004

The following best practices were shared by your peers in the Job Corps community after participating in NYSD 1999 – 2004

Planning/Logistics

Staff Leadership / Involvement

- Request the Center Director to introduce the event at an all-center meeting.
- Have senior staff discuss and develop ideas about where the center would best be utilized in the community.
- Utilize the leadership of vocational staff in planning activities.
- Get various departments across your center to sponsor individual events.
- Involve Vocational Instructors in surveying the project site to determine the approach, set goals for what can be accomplished, and assess equipment needs and safety considerations.

Student Leadership / Involvement

- Engage the active leadership of Student Government officers in the decision-making.
- Determine clear goals for student participation.
- Designate a “student coordinator” for each NYSD project.
- Have the Student Government send invitations to media organizations.
- “Pre-train” students on activity requirements so they are ready upon arrival at the service sites.

Overall Planning

- Ask the mayor, civic groups, local businesses, Chamber of Commerce and special interest groups about the needs in the community.
- Tap your Community Relations Council (CRC) members for ideas and support.
- Partner with local or national volunteer/youth agencies, community colleges, military recruiters and workforce investment partners to help open doors to transitional and support services or work-based learning sites for our students - this helps distribute the workload and increase “volunteer power,” which means more people are helped by the service.

- When soliciting partners or other project assistance, provide as much information about Job Corps as possible. This may lead to other partnerships.
- Publish plans for each project for all volunteers to follow. Include maps, times and events; this helps cultivate responsibility for and ownership of the project.
- Tour the project site in advance, if possible.
- Make sure you have the necessary equipment/supplies to complete planned activities (e.g., rakes, paint, shovels) and support your volunteers (i.e., refreshments, lunch).
- Ask local businesses and community groups to donate equipment, supplies, food, drinks or volunteers.
- Make sure local community leaders are aware of your center's project plans; invite them to participate.
- Create T-shirts that students can wear to promote Job Corps at the event.
- Always have a back-up plan.

Volunteer Recruitment and Engagement

- Make sure at least one Student Government officer is a part of every volunteer event to strengthen the connection between your students and the local community.
- Keep students involved throughout the planning process and enlist their help in recruiting more volunteers.
- Hold a kick-off assembly with outside community leaders addressing students on the value of community service.
- Post sign-up sheets all over the center.
- Send a speaker from classroom to classroom prior to the event to provide background on the plans, sign up volunteers and explain that volunteer work can be used to show valuable experience in a resume.
- Hold dorm competitions – the dorm with the greatest number of participants gets a prize.
- During center assemblies, in center bulletins, and on dorm bulletin boards, recognize students who have signed up as volunteers.
- Incorporate “positives” on student evaluations for volunteering.
- Make sure students understand expectations and the importance of positive attitudes.
- Explain NYSD to student volunteers before the activity so they understand the significance and scale of this national event.

Activities/Ideas for Participation

- Hold the event over two or more days to increase the variety of projects and involve more students and staff.

- Cluster projects for multiple vocations at one site to simplify planning and organization, when possible.
- Hold a service-learning workshop for students and use it to come up with ideas for future projects.
- Brainstorm with students to come up with ideas that tie in with their personal interests. (e.g., sports, cultural activities, or crafts).
- Stay in constant contact with your city engineer to get updates on upcoming projects; this office provides a wealth of information.
- “Piggy-back” on citywide community service projects to gain more credibility for your efforts and enhance the students’ connection to the community as a result of their participation. This approach also increases the possibility of media coverage.
- Seek out interesting activities already in place at larger organizations and latch on to their agendas. This process makes it easier to create a greater experience for students. Also look for high-visibility events to raise awareness.
- Consider projects that link with Earth Day, Child Abuse Awareness Month and other April events.
- Highlight an ongoing community project.
- Utilize some of the work performed as Training Achievement Record (TAR) -related training requirements.
- Develop linkages with a major corporation.

Day of Event

- Start the day with a guest speaker talking about community service.
- Use the day to recruit work-based learning partners.
- Post signs with the name of your Job Corps center/National Youth Service Day to make sure we get some recognition.

Follow-Up

- Ask students to write reflection essays about their community service activity. Reward them with NYSD t-shirts.
- Add community service experience to student resumes.
- Make certain all participants/volunteers are acknowledged (T-shirts, give-aways, thank you notes).
- Celebrate a job well done with a party, barbeque, door prizes and/or awards ceremony.
- Ask students to write thank you letters to any partners who supported their projects.
- Provide letters of recognition to students for inclusion in their employment portfolios.

- Use connections you make during NYSD to set up local projects throughout the year.
- Evaluate the effectiveness of each project and any relationships that supported the project.

General

- Let students sell themselves – they are the best ambassadors for community support.
- Make sure students benefit from the activity by allowing time for reflection on what they learned and make sure students get credit (from the community as well as the Job Corps center) for their contributions.
- Obtain and demonstrate total support of the management team.
- Ensure open lines of communication among students, staff and community members.
- Always maintain an open mind to suggestions.
- Remember, one person cannot do it all – enlist the support of other staff and students.

Be sure to provide your best practices from NYSD 2005 when you complete the Job Corps Activity Summary form so we can share them next year!

ENHANCING PUBLIC AWARENESS OF JOB CORPS

National Youth Service Day (NYSD) is a great public education vehicle for Job Corps, and you should use the opportunity to enhance your profile within your community. Here are some **media outreach** ideas to help increase public awareness and understanding of Job Corps through your participation in NYSD:

- Use the attached media advisory template to highlight your activity. Approximately 1 week before your event, send a media advisory to select local newspaper editors (community affairs and feature editors are good points of contact); public affairs/community relations directors at radio and television stations and any local reporters who cover community events and/or youth-related issues. If you don't already have a media list, contact the major newspapers and broadcast outlets in your local area, explain what you're doing and get the appropriate contact name/fax number to send the release. *Do not forget to include Spanish, Asian and other appropriate foreign language papers, community weeklies, shoppers magazines and other smaller media outlets on your list.* If you mail the advisory instead of faxing it, include an up-to-date brochure and/or general information on Job Corps as well. Always print the advisory on your letterhead and/or 40th Anniversary letterhead and provide a key Job Corps contact name and number who is appropriate to communicate and coordinate with the media.
- Invite reporters from your local print and broadcast media outlets to participate in your activity. This approach often helps generate coverage.
- Invite other local "celebrities," such as sports figures, community leaders and local VIPs, to take part in your plans.
- As April 15 – 17 approaches, follow up with your contacts at local media outlets to pique their interest and make any necessary logistical arrangements.
- A few days prior to the event, fax the MEDIA ADVISORY to all outlets on your media list.
- Consult the Public Relations section (Chapter 7) of the *Tool Kit* and Lesson 7 (Media and Publicity) in the *Curriculum Guide*, for more information on how to approach the media and otherwise highlight your activity – and the Job Corps program. See the *Tool Kit* Appendix for sample news advisories, daybook/calendar entries and releases.
- If you are partnering with another community-based organization or business, ask them to also issue an advisory – and make sure they mention Job Corps and your contact information in that advisory.

MEDIA ADVISORY TEMPLATE (See also NYSD Tool Kit Appendix)

MEDIA ADVISORY

(Print on your letterhead)

WHAT: National Youth Service Day, is an annual national event celebrated by youth organizations and young people around the country to recognize the year-round service and volunteering efforts of millions of young Americans, recruit a new generation of participants and supporters of youth service, and promote young people as resources to their communities. National Youth Service Day is sponsored by Youth Service America. Job Corps is celebrating its 40th Anniversary this year and National Youth Service Day is one way students are giving back to the communities that have supported the program for 40 years.

WHEN: Friday, April 15; Saturday, April 16; and Sunday, April 17 *(Indicate specific date/times as appropriate).*

WHERE: *(Indicate location[s] where Job Corps students will be volunteering)*

WHO: Job Corps students *(provide #)* and *(indicate any other partner organizations or volunteers, as well as any VIPs)*. See attached for list of Job Corps student participants.**

FOR MORE INFORMATION, CONTACT:

(Your Name)

(Organization)

(Phone Number)

#

****SUGGESTION:** To personalize the story for the local media and build understanding of the Job Corps program, attach to the media advisory a list of all the Job Corps students taking part in the NYSD activity, including names, ages, hometowns and vocational trades.

SAMPLE JOB CORPS NYSD RELEASE – SEND AFTER EVENT

(YOUR JOB CORPS CENTER OR ORGANIZATION LETTERHEAD)

FOR IMMEDIATE RELEASE
(Date)

Contact: *(Name)*
(Organization)
(Phone Number)

(YOUR JOB CORPS CENTER OR ORGANIZATION) ANSWERS THE YOUTH SERVICE CALL

(Subhead highlighting your specific plan and the 40th Anniversary theme)

*(CITY/TOWN) On (Friday, April 15, Saturday, April 16, or Sunday, April 17), (YOUR JOB CORPS CENTER/ORGANIZATION) joined an estimated two million young Americans participating in **National Youth Service Day** (NYSD) activities nationwide by (DOING WHAT...WITH/FOR WHOM...WHERE...AND, IF APPROPRIATE, WHY – SUM UP THE BASIC HIGHLIGHTS OF YOUR NYSD ACTIVITY IN A PHRASE. For example: “tutoring elementary school students with America’s Promise.”)*

Over its 40-year history, Job Corps has evolved to meet the changing needs of the workforce, the students and the community. As Job Corps celebrates its 40th Anniversary, Job Corps students have pledged renewed vigor and continued commitment to making a difference in their community through volunteer service.

INSERT QUOTE FROM JOB CORPS CENTER DIRECTOR/REPRESENTATIVE OF YOUR ORGANIZATION “NYSD provides Job Corps students (or YOUR JOB CORPS CENTER/ORGANIZATION) with a unique opportunity to ‘give something back’ to our community (or NAME OF THE COMMUNITY) by using their Job Corps training to benefit others. Each year, Job Corps teaches more than 70,000 (OR USE JOB CORPS CENTER NAME AND APPROPRIATE NUMBER) students the skills they need to become employable citizens. Job Corps training also furthers leadership development in our young people, and NYSD is a great way for our students to build their leadership skills through community service.”

- more -

(YOUR JOB CORPS CENTER OR ORGANIZATION) (DESCRIBE ACTIVITIES in more detail, including WHO [how many volunteers, any VIPs?], WHAT [relevant info on what they did], WHERE [specific physical location], WHEN [exact time], WHY [purpose/objective - describe impact on local community and link to Job Corps mission]. Think in terms of “why is this news?/why would a reporter want to cover this?/why would a viewer/listener/reader want to know about this?” when drafting your description)

INSERT QUOTE FROM JOB CORPS STUDENT OR STAFF WHO WAS INVOLVED (if student — why they enjoyed it, how they applied what they learned in Job Corps; if staff — how it was an opportunity to represent Job Corps and play a role in/give back to the community)

SUGGESTION: To personalize the story for your local media, consider attaching a list of all Job Corps student volunteers, including names, ages, hometowns and trades.

Over the last 40 years, Job Corps has made a difference in the lives of more than two million economically disadvantaged young Americans. Through a willingness to embrace and welcome change, this voluntary education and job training program for young people ages 16 – 24 continues to offer innovative vocational, academic and social skills training to students at 122 centers nationwide. For more information on Job Corps, visit <http://jobcorps.doleta.gov> (OR INSERT LOCAL INFORMATION AS APPROPRIATE).

NYSD was founded in 1988 to recognize the year-round service and volunteering efforts of millions of young Americans, recruit a new generation of participants and supporters of youth service, and promote young people as resources to their communities.

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- Note any VIPs who took part
- In formatting your release, make sure you use 1.5 line spacing

NYSD/JOB CORPS TALKING POINTS for MEDIA QUESTIONS/INTERVIEWS

- National Youth Service Day (NYSD) is an annual national celebration to recognize the year-round service and volunteering efforts of young Americans, to recruit a new generation of participants and supporters of youth service, and to promote young people as resources to their communities. Youth Service America organizes this national event.
- This year's event – the 17th Annual – is expected to involve more than two million young people and youth organizations around the country.
- Job Corps is proud to be among 50 national NYSD partners, along with organizations such as America's Promise, Boys and Girls Clubs of America, Habitat for Humanity, the American Red Cross, and the United Way.
- This is Job Corps' 7th year as a National Partner.
- *Offer a description of your Job Corps center or organization and its NYSD activity – mention number of students, partners (if any) and goals/results of the project.*
- Community service is a critical part of the Job Corps experience, which focuses on comprehensive academic, vocational, and social skills training. Service allows Job Corps students to give back to their communities, practice what they are learning in Job Corps, and build self-esteem, teamwork, and leadership skills.
- Established in 1964, Job Corps is celebrating its 40th Anniversary as the nation's largest education and training program for economically disadvantaged young people, ages 16-24. With 122 residential Job Corps centers in 49 states, the District of Columbia, and Puerto Rico, this national program serves approximately 70,000 young people per year. *Provide similar information on your local Job Corps center as appropriate.*

RIGHT TO USE PHOTOGRAPHIC LIKENESS

I, _____, grant to the Job Corps Program of the United States Department of Labor, the right to use and publish photographic likenesses or pictures of me. I may be included in the photographic likenesses or pictures in whole or in part, in conjunction with my own name, or reproductions thereof, made through any medium, including Internet, for the purpose of advertising in promotion of the Job Corps Program.

I waive any right that I may have to inspect or approve the finished product or the advertising or other copy, or the use of the portraits or photographic likenesses or pictures of me.

I release the Job Corps Program and the United States Department of Labor, and all persons acting under the direct permission or authority of the Job Corps Director from any liability that may arise out of the use of the portraits or photographic likenesses if used for the purpose of advertising in promotion of the Job Corps Program.

Dated _____, 20__

WITNESS: _____

Student Signature

Name Printed

Job Corps Center

Class/Department

Identifier (color of shirt, etc.):

ACKNOWLEDGEMENT

I have read this document and it was fully explained to me by a Job Corps representative.

WITNESS: _____

Student Signature

**RIGHT TO USE PHOTOGRAPHIC LIKENESS
(For Minors)**

I, (name of parent) _____, as _____ (father or mother or guardian) of (name of student) _____, a minor, grant to the Job Corps Program of the United States Department of Labor, the right to use and publish photographic likenesses or pictures of _____ (name of student). I understand that my child may be included in photographic likenesses or pictures in whole or in part, in conjunction with his or her own name, or reproductions thereof, made through any medium, including Internet, for the purpose of advertising in promotion of the Job Corps Program.

I waive any right that I may have to inspect or approve the finished product or the advertising or other copy, or the use of the portraits or photographic likenesses or pictures of my child.

I release the Job Corps Program and the United States Department of Labor, and all persons acting under the direct permission or authority of the Job Corps Director from any liability that may arise out of the use of the portraits or photographic likenesses if used for the purpose of advertising in promotion of the Job Corps Program.

Dated _____, 20__

WITNESS: _____

Parent Signature

Name Printed

Student Name

Job Corps Center

Class/Department

Identifier (color of shirt, etc.):

ACKNOWLEDGEMENT

I have read this document and it was fully explained to me by a Job Corps representative.

WITNESS: _____

Parent Signature/Guardian