

April 6, 2007

<b>DIRECTIVE:</b> JOB CORPS INFORMATION NOTICE NO. 06-29
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**TO:**                    ALL JOB CORPS NATIONAL OFFICE STAFF  
                              ALL JOB CORPS REGIONAL OFFICE STAFF  
                              ALL JOB CORPS CENTER DIRECTORS  
                              ALL JOB CORPS CENTER OPERATORS  
                              ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS  
                              ALL OUTREACH, ADMISSIONS, AND CTS CONTRACTORS

**FROM:**                ESTHER R. JOHNSON, Ed.D.  
                              National Director  
                              Office of Job Corps

**SUBJECT:**            National Consolidated Marketing Campaign

1.     Purpose. To provide information to the Job Corps community about Job Corps' consolidated marketing plan, new national marketing materials, and national branding efforts.

2.     Background. Job Corps consolidated regional and national marketing efforts under a single support contract effective October 1, 2006. This consolidation allows for the program to develop a brand and unified message that is woven into all materials, communications, and marketing efforts.

As part of the national marketing plan, each Regional Office has received a budget allotment to cover regional marketing and communications activities such as support for conferences, production of special outreach materials, direct-mail campaigns, and targeted advertising buys. Each Regional Director has authority to direct the use of his or her marketing budget allotment.

Under the consolidated marketing plan, the National Office of Job Corps has directed the contractor, McNeely Pigott & Fox (MP&F) to create Outreach and Admissions (OA) and Career Transition Services (CTS) marketing materials for distribution to Regional Offices and OA and CTS project directors.

3.     Marketing Materials. The materials MP&F is developing include national recruitment and community/employer outreach materials to be used by the field. Recruitment materials will all resemble one another, while materials directed at employers and other adult, external

audiences may have a different look. The goal is to create a memorable brand for Job Corps' key audiences, in a way that appeals specifically to each audience. To this end, extensive research is conducted for all materials to test messages and design concepts.

Materials will be distributed in two phases. The first phase of materials includes the most foundational recruitment pieces. Feedback on these was provided by groups of Job Corps OA staff representing different contractors and regions, Job Corps-eligible young adults, high school graduates in our target age and income range, Hispanics, and female potential students in Los Angeles, New York, and rural Tennessee.

Materials in the second phase will be tested with Job Corps OA staff, potential students, parents of potential students (both English- and Spanish-speaking), and employers/influencers in several locations.

The contractor is working with each Regional Office to determine distribution quantities. The following materials will be distributed to the field in the timeframes indicated:

a. **Phase I Distribution: April 2007**

- (1) Recruitment Brochure (English and Spanish)—General information Job Corps brochure for use by (800) 733-JOBS call center operators and by OA counselors in the field.
- (2) Recruitment Booklet (English)—Booklet for use by all OA counselors and centers to help interested applicants learn more about the program. This booklet includes a pocket for center-specific fliers, coming in Phase II distribution.
- (3) Recruitment Posters (English)—Posters in two designs (one of which specifically targets females) to be used in OA offices and in key external recruitment locations, such as One-Stop centers.
- (4) OA Follow-up Postcard—Postcard for OA counselors to use in follow-up efforts with prospective students.

b. **Phase II Distribution: Late Spring/Early Summer 2007**

- (1) Center-Specific Fliers/Recruitment Booklet Inserts—Fliers for use as inserts in recruitment booklet pockets or as stand-alone pieces to describe center-specific offerings.
- (2) Parent's Guide (English and Spanish)—Guide for parents and guardians who have a child considering joining Job Corps.
- (3) Female Magazine—Magazine-style recruitment piece to help introduce Job Corps to prospective female students.

- (4) CTS Posters—Two posters to be used in OA offices and on centers to help promote the program’s transition support benefits to all students (at all phases of their training).
- (5) Employer Brochure—Brochure to help employers and potential community partners understand how Job Corps trains and educates potential employees.
- (6) Recruitment DVD—Multimedia recruitment video to be used by OA counselors and sent to high school guidance counselors.
- (7) Guidance Counselor Direct Mail—A letter to be tailored locally and mailed directly to 30,000 guidance counselors across the country to introduce Job Corps and offer more information. This mailing will include a copy of the DVD outlined above.

4. Action. Addressees are to ensure that this Information Notice is distributed to all appropriate staff.

5. Expiration Date. Until superseded.

6. Inquiries. Inquiries should be directed to Dennis Johnson at (202) 693-2876 or [Johnson.Dennis@dol.gov](mailto:Johnson.Dennis@dol.gov).