

February 5, 2014

<b>DIRECTIVE:</b>	<b>JOB CORPS INFORMATION NOTICE NO. 13-38</b>
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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:** Grace A. Kilbane  
National Director  
Office of Job Corps

**SUBJECT:** Job Corps Staff Training Webinars – Outreach and Media

1. Purpose. Provide training to the Job Corps community through Webinar sessions on various outreach and media topics.
2. Background. Training Webinars that will be offered through March 2014 include:
  - **Digital Media** – Learn about the Job Corps Facebook page, such as how to navigate through the page, and how Job Corps staff members can help support the content, and how to use it as an outreach tool even when not directly accessing the page. The Webinar also addresses Job Corps’ new YouTube channel as an engaging resource for recruitment.
  - **How to Use Job Corps Marketing Materials to Support Outreach (formerly Job Corps Marketing Materials and Navigating the Marketplace)** – This training provides information about the variety of marketing materials available to you. Expect an interactive discussion on how to use them most effectively in your outreach efforts. It also offers training on ordering materials from the Job Corps Materials Marketplace ([www.mpf.com/jcmaterials](http://www.mpf.com/jcmaterials)), and reflects the newest additions to the Marketplace.
  - **Supporting Recruitment Efforts for Female Students** – This training coincides with Women’s History Month, and shares materials and other marketing resources that specifically support Job Corps’ female recruitment efforts. The training details other ways to market to potential female students and their influencers.

- **Media Relations 101** – Introduces staff members to the basics of local media relations, building media lists, introducing oneself to local media, writing a news release and media advisory, and placing follow-up calls to the media – while ensuring the event is a coordinated effort between the center, Regional Office, and Office of Job Corps.

3. Action. Upcoming training Webinars will be posted in the Event Registration area of the Job Corps Community Web site. To register, log on using your Citrix credentials. Then click **Event Registration** from the navigation menu on the left. Click **Event Title** to select the event you wish to attend. Then click on the **Register for This Event** button.

More information about upcoming marketing and communications trainings can be found at the Materials Marketplace (<http://www.mpf.com/jcmaterials/trainings>). In addition, training PowerPoints and supplemental materials can be found here.

Digital Media

Tuesday, Feb. 11, 2014, at 11 a.m. Eastern

Thursday, Feb. 13, 2014, at 3 p.m. Eastern

How to Use Job Corps Marketing Materials to Support Outreach (CTS Focus)

Tuesday, Feb. 25, 2014, at 11 a.m. Eastern

Thursday, Feb. 27, 2014, at 3 p.m. Eastern

Supporting Recruitment Efforts for Female Students

Tuesday, March 11, 2014, at 11 a.m. Eastern

Thursday, March 13, 2014, at 3 p.m. Eastern

Media Relations 101

Tuesday, March 25, 2014, at 12 p.m. Eastern

Thursday, March 27, 2014, at 3 p.m. Eastern

4. Expiration Date. Until superseded.

5. Inquiries. Inquiries should be directed to Andrea Kyle Bobrik at (202) 693-3008 or [kyle.andrea@dol.gov](mailto:kyle.andrea@dol.gov).