

May 22, 2014

DIRECTIVE:	JOB CORPS INFORMATION NOTICE NO. 13-56
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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

1. Purpose. Provide the Job Corps community with Webinar training sessions on various marketing and outreach topics.
2. Background. Training Webinars that will be offered include:
 - **Engaging Influencers: Parents/Guardians; Family; Social Service and Community Workers; and Friends.** This training supports outreach to potential students through influencers closest to them – their families, friends and those in the community who support them. May is National Foster Care month, so we also will highlight outreach to this cohort. We will address how to provide influencers with the tools and information needed to effectively communicate the benefits of Job Corps. We will also review the social media tools available to the Job Corps program.
 - **Employer Outreach Materials.** This training provides an overview of the employer outreach materials available and how to use them, including information on how to customize and use the employer outreach PowerPoint template. The Webinar will advise on the appropriate messaging for employers, and will open the call for participants to share best practices for employer outreach. We will also review the social media tools available to the Job Corps program.
 - **How to Market Job Corps on a Budget.** This Webinar provides guidance on marketing Job Corps on a limited budget, to prospective students and your local

community using resources available to you. We will also review the social media tools that are available to the Job Corps program.

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 there.

Engaging Influencers: Parents/Guardians; Family; Social Service/Community Workers; and Friends

- Wednesday, May 28, at 11:00 a.m. Eastern
- Thursday, May 29, at 2:30 p.m. Eastern

Employer Outreach Materials

- Tuesday, June 10, at 3:00 p.m. Eastern
- Thursday, June 12, at 2:30 p.m. Eastern

How to Market Job Corps on a Budget

- Tuesday, June 24, at 11:00 a.m. Eastern
- Thursday, June 26, at 3:00 p.m. Eastern

4. Expiration Date. June 26, 2014.
5. Inquiries. Inquiries should be directed to Andrea Kyle Bobrik at (202) 693-3008 or kyle.andrea@dol.gov.