

February 17, 2016

DIRECTIVE:	JOB CORPS INFORMATION NOTICE NO. 15-29
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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: LENITA JACOBS-SIMMONS
National Director
Office of Job Corps

SUBJECT: Women's History Month Campaign

1. Purpose. To share information about Women's History Month, and introduce three female recruitment resources: 1) the "Challenge Accepted!" social media campaign, 2) recruitment event toolkit, and 3) female recruitment training Webinars.

2. Background. Recruiting young women into the Job Corps program is always a top priority. In March, the National Office is honoring Women's History Month by focusing on female recruitment. Centers are encouraged to take part in the social media campaign, and hold events aimed at recruiting young women to Job Corps.

- a. The "Challenge Accepted!" social media campaign will recognize the strong women who accepted the Job Corps challenge, and are working toward a successful future. The campaign will highlight female students who have pursued their goals by furthering their Job Corps experience, whether by enrolling in Advanced Training, taking community college classes, or putting outstanding effort into community service projects.

Job Corps staff members are encouraged to nominate one female student from their center for the "Challenge Accepted!" campaign by completing the attached nomination form and submitting it per the instructions on the form. One woman per region will be selected by the Regional Offices, and featured on the Job Corps Facebook page.

Submission is open to women training in any of Job Corps' Career Technical Training programs. Please submit nomination forms by **Monday, February 29, 2016**, per attached instructions.

The nomination form can also be found on the Job Corps Materials Marketplace at <http://jcmarketplace.com/>. Go to the Recruitment Materials section, and scroll down until you see Female Recruitment Materials.

- b. We are encouraging Job Corps centers and admissions offices to hold female recruitment events on campus in March to offer prospective female students an opportunity to experience life on center. The new female recruitment event toolkit will be developed for Job Corps staff members to easily plan and execute female-focused recruitment events on center. You will receive additional toolkit information soon. The toolkit rollout will occur prior to Women's History Month.
 - c. We will offer female recruitment staff training Webinars in February and March that will help centers get ready for Women's History Month.
3. Action. Nominate female students for the "Challenge Accepted!" contest. Instructions and requirements can be found on the nomination form.

Addressees are to ensure this Information Notice is distributed to appropriate staff.

4. Expiration Date. March 31, 2016
5. Inquiries. Inquiries should be directed to Andrea Kyle Bobrik at (202) 693-3008 or kyle.andrea@dol.gov.

Attachment

Nomination form