



OCT 24 2017

DIRECTIVE: JOB CORPS INFORMATION NOTICE NO. 17-16

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
ALL CENTER USERS

FROM:  LENITA JACOBS-SIMMONS
National Director
Office of Job Corps

SUBJECT: Job Corps Approved Outreach Materials

1. **Purpose.** To inform the Job Corps community of requirements in using outreach and marketing materials, and messaging.
2. **Background.** Official and approved Job Corps marketing materials are available to order and/or download on the Job Corps Materials Marketplace (www.jcmarketplace.com). This includes Job Corps general, career-specific, and center-specific materials such as information sheets, brochures, posters, fliers, videos, displays, Webinars, and templates to support outreach efforts. These materials assist admissions and center staff with ensuring that current and consistent information about Job Corps is being shared. Additional materials will continue to be added to the Marketplace as they become available for download and/or shipment.

Materials and advertising that have not been approved and/or reviewed by the Job Corps National Office have been found in circulation at centers, among outreach and admissions operators, and online.

Sharing information that is inconsistent with approved messaging creates additional challenges in the admissions process, in developing employer partnerships, and in building a positive reputation and brand for Job Corps nationwide.

Information regarding approval for any additional required marketing materials will be released in an updated version of Policy and Requirements Handbook Chapter 1.

3. **Action.** All members of the Job Corps community must only use the materials available at www.jcmarketplace.com and/or on the public-facing Web sites when sharing information about Job Corps.

Operators must remove any materials that do not include Job Corps' updated "Careers Begin Here" branding from displays, and replace them with materials available at www.jcmarketplace.com.

All materials with "Success Lasts a Lifetime," Job Corps' former tagline, must be removed and replaced with updated materials. To order and/or download the most current materials to use in outreach, follow the instructions at www.jcmarketplace.com.

Each Regional Office will review this notice with appropriate OA, center, and CTS contractors and will conduct an assessment of marketing materials that are currently in use, ensuring that unapproved and/or outdated materials are removed from circulation. Regions will provide results of this review to Andrea Kyle Bobrik (Kyle.Andrea@dol.gov) by **December 1, 2017**.

4. Expiration Date. Until superseded.

5. Inquiries. All inquiries should be directed to Andrea Kyle Bobrik at Kyle.Andrea@dol.gov.