



DIRECTIVE:	JOB CORPS INFORMATION NOTICE NO. 21-05
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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
ALL CENTER USERS

FROM: RACHEL TORRES
National Director
Office of Job Corps

SUBJECT: Redesign of the Job Corps National and Center Websites

1. Purpose. To inform center operators of the new development and redesign of Job Corps' websites, and to solicit feedback to ensure that Job Corps students and stakeholders can benefit from a user-friendly and informational website that aligns with the program's marketing brand, tone, and voice.
2. Background. The President's Management Agenda (PMA) vision, which prioritizes delivering excellent, equitable, and secure federal services and customer experience, provides Job Corps with an opportunity to review and revise the design of the program's websites. The PMA recognizes that improving the delivery, efficiency, security, and effectiveness of government programs will advance equity, enhance people's everyday interactions with public services, **and provide greater opportunities for those who need it the most.** In December 2021, the President issued the Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government that emphasized the importance of using human-centered design, and where appropriate, consolidating content on government websites/platforms to ultimately **"implement services that are simple to use, accessible, equitable, protective, transparent, and responsive for all."** With that said, Job Corps' contractor – MP&F Strategic Communications (MP&F) – will support Job Corps' efforts in developing, designing, and managing the content and branding of Job Corps' websites, including JobCorps.gov and all the center websites. MP&F is in the process of redesigning the JobCorps.gov website, which will include comprehensive recruitment and stakeholder information. The new JobCorps.gov website will align with Job Corps' brand guidelines.

Along with the JobCorps.gov redesign, MP&F will redesign and update content on all the center websites to bring them in alignment with the updated National website. Job Corps began this process as a pilot project with the [Wilmington](#) and [Philadelphia](#) center websites.

All Job Corps advertisements, marketing materials, and websites should adhere to the National Office-approved brand guidelines. The website redesign is a critical component of Job Corps' recruitment and marketing campaign and will allow the program to present a **unified look and message to target audiences.**

3. Action.

- a) Center operators will participate in listening/feedback sessions scheduled by MP&F. Center operators should make available necessary personnel that can provide pertinent feedback regarding content for the website(s) (examples: career technical training instructors, health and wellness staff, and counselors).
- b) MP&F will ask center operators for content that is specific to the centers targeted for the redesign efforts. Examples of center-specific content include: biographies of instructors, success stories, and employer listings and testimonials.

4. Effective Date. Immediately until the project is completed.

5. Inquiries. Questions about the website design project should be addressed to Dan Weeks (Weeks.Daniel@dol.gov) or Courtney Scarboro (Cscarboro@mpf.com).