

1.1 OUTREACH

PURPOSE

- P1. To foster and maintain a positive public image of the program by:
- Educating the public about the training opportunities that the Job Corps program provides for at risk youth.
 - Ensuring that Job Corps is an active member/partner in the state and local workforce training community, including One-Stop centers, local workforce investment boards, and youth councils.
- P2. To attract youth who may be eligible for the program.
- P3. To ensure that the center is viewed as an asset and partner within the community by:
- Involving employers with the Job Corps program in local and distant labor markets, where students seek employment.
 - Actively involving the community with the center and the students.

REQUIREMENTS

R1. Outreach/Public Education Plan

Outreach and Admissions/Career Transition Services (OA/CTS) contractors and centers shall develop and implement outreach/public education plans, as part of an overall Career Development Services System (CDSS) Plan. The plan shall demonstrate collaboration and consultation between OA/CTS contractors and centers. The plan shall be submitted to the Regional Office for review and approval, in accordance with Section 5.1, R3.c, Career Development Services System Plan, and shall include, as applicable:

- a. Outreach strategies to achieve and maintain overall design capacity.
- b. Strategies to ensure coordination of efforts between OA/CTS contractors and center business and community liaisons.
- c. A description of the public education and outreach methods, activities, events, and linkages that will be developed to:
 1. Foster referrals of eligible youth.
 2. Promote positive public awareness of student and center achievements.
 3. Respond to media and public inquires with consistent and factual information.
 4. Reach potential English Language Learner (ELL) applicants.
- d. A description of outreach methods and materials to be distributed to One-Stop centers, youth councils, schools, social service agencies, organizations, communities, youths, general public, youth programs, employers, other employment and training programs, vocational rehabilitation agencies, and National Job Corps Alumni (NJCA) chapters. Such materials shall include center-specific information and be designed to reach a diverse audience and be readily understandable by individuals with disabilities (e.g., large print, video, and audio tape).

- e. A system to ensure timely follow-up on all referrals.
- f. A direct referral system that provides unions, business/industry organizations, and individual employers a mechanism for referring youth who may be qualified to participate in Job Corps. Applicants recruited through direct referrals shall meet all Job Corps eligibility requirements for enrollment and fully participate in all career preparation activities. Direct referral applicants do not have priority over those waiting to enter Job Corps, nor do they have priority over those who are on a waiting list for a specific training program.
- g. A system to document and monitor the effectiveness of outreach efforts, including efforts to collaborate with One-stop centers.
- h. An advertising plan, if applicable.
- i. An ELL Readiness Plan that outlines the steps that will be taken to meet the needs of ELL applicants.

R2. *Use of Student Photos*

All contractors and centers shall ensure that photos of Job Corps students are not taken, used on printed materials or posted on the Internet, except when proper releases have been obtained, as specified in Appendix 601 (Student Rights to Privacy).

R3. *Center Information*

Centers shall:

- a. Provide admissions counselors (ACs) and One-Stop centers with current information about all aspects of center life, including the center's Career Development Services System (CDSS), the availability of career technical training, dorm life, center standards of conduct, recreation, and support services.
- b. Provide admissions counselors with copies of current career technical Training Achievement Records (TARs).
- c. Offer center tours to prospective applicants, parents, school counselors, employers, etc., whenever possible.
- d. Assign staff and students to participate in outreach activities as needed.

R4. *Notification of Newsworthy Events*

OA/CTS contractors and centers shall:

- a. Notify the Regional Office of newsworthy events, press, or media coverage
- b. Immediately notify and consult with the Regional Office for guidance and approval, regarding any adverse or negative information

R5. *Partnerships and Linkages*

- a. OA/CTS contractors and centers shall, as applicable:
 - 1. Work cooperatively with schools, social service agencies, Youth Opportunity Grantees, One-Stop centers, youth councils, youth programs, other employment and training programs, NJCA members, state vocational rehabilitation agencies, associations, and other appropriate organizations to promote referral of applicants who are eligible to

participate in the Job Corps program. In this regard, close cooperation between the National Training Contractors (NTC) and OA/CTS contractors is essential in assisting potential enrollees who have been referred to Job Corps by unions/employers that work with the NTCs.

2. Establish working relationships and partnerships, including membership where appropriate, with One-Stop systems, state and local workforce investment boards, youth councils that operate as part of local boards, and other local employment and training programs for youth.
3. Ensure that Job Corps services are included on the menu of services available through the One-Stop system, whenever possible.
4. Develop linkages and relationships that enhance the quality of services to students and the community, such as work-based learning, leisure-time employment, high school, college and other career technical training programs, on-the-job training, One-Stop services, career services, and job placement.

R6. *Business and Community Liaison Staff*

Centers shall have staff designated by the Center Director to carry out the Business and Community Liaison functions. Liaisons may represent more than one center, with Regional Office approval, where it is more effective and practical do so.

Responsibilities of the Liaison are to:

- a. Establish and develop meaningful relationships and networks with local and distant employers, applicable One-Stop centers and other Workforce Investment Act (WIA) partners to promote and provide job opportunities for graduates.
- b. Establish and develop meaningful relationships with members of the local community to keep them informed about the center and to consider areas of mutual interest to the center and the community.
- c. Provide support to the center Industry Council and Community Relations Council (CRC).

R7. *Industry Council*

- a. Establish Industry Councils
 1. Each Job Corps center shall establish an Industry Council appointed by the Center Director in consultation with the staff who performs the Business and Community Liaison functions.
 2. Where it can be justified that a single Industry Council can more effectively represent employers for more than one center and/or represent multiple labor markets which students will return to, the Regional Office may approve such an arrangement.
- b. Composition
 1. A majority of the council must be comprised of representatives and employers who have substantial management, hiring or policy

- responsibility, and represent businesses with employment opportunities in the communities where students seek employment.
2. Other members must include representatives of labor organizations and/or other organizations (where present) representing employees, and students and graduates of Job Corps. Efforts should be made to include representatives from local workforce investment boards as well.
- c. Responsibilities
1. The Industry Council shall work closely with all applicable local boards to identify and recommend to the Center Director appropriate career technical training for the center, and shall meet at least once every 6 months to:
 - (a) Review relevant labor market information to identify employment opportunities in communities where graduates will seek employment and the skills and education necessary for those employment opportunities.
 - (b) Reevaluate labor market information and recommend appropriate changes in center vocational offerings and/or curricula.
 2. Center Directors shall:
 - (a) Maintain regular contact and share information with Council members.
 - (b) Provide recommendations made by the Council to the Regional Office.
 - (c) Document attendance and recommendations of the Industry Council.

R8. *Community Relations Council*

Centers shall establish a Community Relations Council (CRC) to serve as a liaison between the center and the surrounding communities. The CRC shall have the following features:

- a. Be representative of business, civic, and educational organizations, elected, officials, law enforcement agencies, and other service providers.
- b. Include student and staff representatives.
- c. Meet regularly to consider issues of mutual interest to the center and the community.
- d. Records of CRC meetings shall document attendance and recommendations.

R9. *Community Projects*

Centers shall:

- a. Participate in projects that benefit the community and provide a positive public image.
- b. Provide opportunities for staff and students to participate in community service projects on a regular basis.

R10. Community Participation

Centers shall arrange recreation, athletic, or leisure time activities in which students and local residents may participate together.

QUALITY INDICATORS

- Q1. Job Corps is viewed as a positive alternative for youth by schools and the employment and training community.
- Q2. Job Corps is known and recognized as an integral part of state and local workforce systems.
- Q3. The local community supports and endorses the Job Corps center.
- Q4. Employer input is sought and used by the Job Corps center.
- Q5. Media coverage portrays a positive and fair image of the program.