



February 22, 2010

DIRECTIVE:	JOB CORPS PROGRAM INSTRUCTION NO. 09-36
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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: LYNN A. INTREPIDI
Interim National Director
Office of Job Corps

SUBJECT: American Recovery and Reinvestment Act *Earth Day Every Day* Trees
and Photographers

1. Purpose. To inform Job Corps staff about procurement of items for *Earth Day Every Day* Week.
2. Background. As part of Job Corps' green initiatives and projects funded by the American Recovery and Reinvestment Act (ARRA), the National Office of Job Corps is placing a priority on making centers more environmentally friendly and giving staff and students opportunities to participate in activities that support an environmentally friendly world through the *Earth Day Every Day* initiative. To help this effort, the National Office distributed an electronic programming booklet this month that outlines activities for Job Corps staff and students to participate in during the week of Earth Day, April 19 through April 23, 2010. Activities during *Earth Day Every Day* Week are designed to promote an understanding of concepts and actions that improve the environment and support the U.S. economy.

To help fulfill those goals, the National Office has designated a budget from ARRA funds for contractor-operated centers to purchase trees and tree-marker plaques for the planting ceremony outlined in the booklet. In addition, some contractor-operated centers will be chosen for professional photography shoots and will receive ARRA funds to procure a photographer.

This Program Instruction provides suggestions for procurement of trees, tree markers, and photographers.

3. ARRA *Earth Day Every Day* Trees and Tree Markers. Centers will participate in a tree-planting ceremony (weather permitting) on Earth Day, April 22, to commemorate *Earth Day Every Day* Week. The National Office has allocated \$2,800 in ARRA funds for contractor-operated centers to use in planning activities outlined in the booklet, and a portion of this budget is designated for purchasing a tree and tree-marker plaques. Guidelines for procuring each of these items are outlined below.

a. Trees

- (1) Identify a local or online nursery that sells partially mature trees.
- (2) Ask nursery personnel to help identify a tree that will thrive in your center's climate with low maintenance.
- (3) Ensure that the tree chosen is one that has already partially matured to 5 feet or taller.
- (4) Remember that delivery or shipping could take 2 to 3 weeks, so order your center's tree allowing plenty of time in advance of the tree-planting ceremony on April 22.
- (5) Before the tree arrives, choose a location for the tree and dig a hole for planting, if weather at your location allows. If the weather is not ideal for planting, you can dig the hole and plant at a later date.
- (6) Refer to page 13 of the programming booklet for suggestions on how to execute the tree-planting ceremony.
- (7) Make sure to pay special attention to the young tree by providing proper care including watering, mulching, and pruning.

b. Tree-Marker Plaques

- (1) Identify a vendor that designs customized garden stakes and plaques.
- (2) Ensure that the vendor carries markers made from a sturdy material, like aluminum or bronze, that will withstand several years outdoors.
- (3) Template text with artwork for the marker is provided in the attachment to this Program Instruction. Update the template with your center name and tree name only. This text should be sent to the vendor to use for production so that each center across the nation has a marker with the same message.
- (4) If the vendor requests high-resolution logos, you can download those from the Job Corps Community Web site in the promotional materials, ARRA toolkit section.
- (5) Work with the vendor to be sure that the text will fit on the size of the plaque chosen.

- (6) Remember that production of the plaque, along with delivery or shipping, could take several weeks, so order your center's tree marker allowing plenty of time in advance of the tree-planting ceremony on April 22.

4. Photos and Center Photographers. The programming booklet directs centers to photograph *Earth Day Every Day* Week activities and submit them to ojc.arra@dol.gov. In addition, three contractor-operated centers in each region will receive additional ARRA funds to procure a photographer to capture students and staff implementing green initiatives on center during the planned *Earth Day Every Day* activities. These photos will be used to document activities that take place during *Earth Day Every Day* Week, and will also be used in Job Corps' ARRA communications pieces and marketing materials. Designated centers will be notified in coming weeks and receive further instructions.

5. References.

- a. Information Notice 08-48, Green Initiatives and Projects Funded Through the American Recovery and Reinvestment Act.
- b. Program Instruction 09-33, The American Recover and Reinvestment Act *Earth Day Every Day* Programming Booklet.

6. Expiration Date. Until superseded.

7. Inquiries. If you have questions about the procurement or use of any of these items, please contact Justin Meeks at meeks.justin.1@dol.gov, or ojc.arra@dol.gov.

Attachment

Text Template for Plaque