

July 31, 2014

DIRECTIVE:	JOB CORPS PROGRAM INSTRUCTION NOTICE NO. 14-03
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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
Acting National Director
Office of Job Corps

SUBJECT: Job Corps 50th Anniversary Celebration Toolkit and Training Webinars

1. Purpose. To provide the Job Corps community with information about the 50th Anniversary Celebration Toolkit; and upcoming training Webinars.
2. Background. Since 1964, Job Corps has provided approximately 2.7 million young people with education, skills and credentials needed for rewarding careers.

Authorizing legislation for Job Corps was signed August 20, 1964. Though Job Corps reaches its half-century milestone this August, media interest will continue through April 2015 – the month the first center for women opened in 1965; and four months after the first center for men opened in January.

Since President Barack Obama took office in January 2009, the Job Corps program has placed more than 190,000 graduates and former enrollees into jobs, the military or post-secondary education. Almost 60,000 Job Corps students attained high school diplomas, and approximately 54,000 earned General Educational Development certificates. Job Corps has helped approximately 209,000 students attain a total of 366,556 industry-recognized credentials, greatly enhancing their employment prospects, and the likelihood of long-term attachment to the workforce. Finally, six new high-growth Career Technical Training programs have been implemented in response to demand in emerging “green” occupations.

Center Activities

During the week of August 18-22, 2014, centers are encouraged to develop 50th Anniversary celebratory activities that include students, staff, alumni, political leaders and community partners.

It is assumed most activities will have some local media component. To assist centers, a toolkit is available for download at www.jobcorps50thanniversary.org. The Web site is password-protected. Password: JC1964!

The toolkit includes:

- A letter for Center Directors to use to reach out to partners and stakeholders
- An invitation from Center Directors to partners to attend a 50th Anniversary event
- A celebration flyer
- Event/awareness-building suggestions for the 50th Anniversary
- 50th Anniversary fact sheet
- 50th Anniversary talking points
- A sample proclamation-request letter, and sample language that each center can use for proclamations by governors and mayors
- A sample letter to send to local members of Congress
- Sample talking points for use by members of Congress
- Suggestions for using the 50th Anniversary video
- Success-story recommendation form
- Interview guide

Training Webinars for the Job Corps community are scheduled for **August 5-6, 2014**, to walk through the toolkit resources and provide suggestions for their use. Please visit Job Corps Data Center Event Listing area to register for these sessions.

Centers are to use the Job Corps shield with 50th Anniversary badge as the official 50th Anniversary logo, which is also available on the above Web site.

3. Reference. Further documentation regarding Job Corps 50th Anniversary guidance can be found at the Job Corps Community Web site, and at www.jobcorps50thanniversary.org.
4. Action. By August 4, 2014, Center Directors should provide guidance to center staff as appropriate, and use the online toolkit to initiate 50th Anniversary activities to include students, staff, alumni, political leaders and community partners.

Addressees are to ensure this Program Instruction Notice is distributed to all appropriate staff.

5. Expiration Date. Until superseded.
6. Inquiries. Inquiries should be directed to Stephanie Fichter at (202) 693-3732 or fichter.stephanie.a@dol.gov.