

March 16, 2015

DIRECTIVE:	JOB CORPS PROGRAM INSTRUCTION NOTICE NO. 14-25
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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
National Director
Office of Job Corps

SUBJECT: "We Can Do It!" Social Media Campaign

1. Purpose. To share information about the new female student recruitment social media campaign entitled, "We Can Do It!"

2. Background. During March, in honor of Women's History Month, the "We Can Do It!" social media campaign will recognize female Job Corps students who are leaders on center and in their communities. The campaign is named for the American icon Rosie the Riveter. Rosie has been the face of female empowerment since her debut during World War II. Created to inspire women to join the workforce, Rosie's character represents the courage, ambition, and independence of Job Corps women.

Job Corps staff members are encouraged to nominate outstanding female students for the "We Can Do It!" campaign by completing the attached nomination form and submitting it per the instructions on the form. The Regional Offices will select one woman per region, and she will be featured on the Job Corps Facebook page.

This is open to women studying in any of Job Corps' career training programs. Please submit nomination forms by **Wednesday, March 25, 2015**, per attached instructions.

The nomination form can also be found on the Job Corps Materials Marketplace at www.mpf.com/jcmaterials. Go to the Recruitment Materials section, and scroll down until you see Female Recruitment Materials.

The "We Can Do It!" social media campaign is separate from Job Corps' *Better Occupational Opportunities for Tradeswomen (BOOT)* student recognition award (Program Instruction Notice No. 14-23). Both campaigns highlight and support female student achievement in Job Corps.

3. Action. Nominate female students for the social media recruitment campaign.

Instructions and requirements can be found on the nomination form attached.

4. Expiration Date. March 25, 2015.

5. Inquiries. Inquiries should be directed to Andrea Kyle Bobrik at (202) 693-3008 or kyle.andrea@dol.gov.

Attachment

Job Corps "WE CAN DO IT!" Nomination Form