

MAKE THE MOST OF YOUR *Job Corps* ORIENTATION PRESENTATION.

At a Job Corps information session or orientation meeting, you are arming prospective students with the information they need to choose Job Corps as their path toward a brighter future.

Approach your presentation with enthusiasm and professionalism so that prospective students will feel welcome, motivated and excited to join Job Corps! Here are five tips for elevating your information session or orientation meeting:

///1. FIRST IMPRESSIONS ARE EVERYTHING.

For many prospective students, you will be their first introduction to the program. Admissions staff also guide students through the decision-making and application process for Job Corps.

- ▶ Use [business card](#) and [e-mail signature](#) templates to make sure your contact information is branded and easy to share, so students know how to reach you.

Your office and meeting space are important for establishing what Job Corps is to prospective students too.

- ▶ A [suite of customizable event materials](#), including yard signs, banners and templates, is available to help brand your spaces inside and outside.

///2. MATERIALS CAN SUPPORT YOU.

Bring supporting materials to your presentation to add more information, reinforce your points and provide visual context. Printed materials also make great takeaways, so prospective students have something to revisit as they contemplate choosing Job Corps.

- ▶ The [Materials Marketplace](#) is your one-stop shop for nationally approved marketing materials.
- ▶ Not sure where to begin? The [Materials Marketplace Cheat Sheet](#) breaks down the phases within a student's Job Corps journey—from learning about the program to working with Admissions, to arriving on campus—and the materials and resources best suited to nurturing prospective students each step of the way.

///3. GO DIGITAL.

Meeting prospective students where they are is an important part of educating them about Job Corps. For an age group that's so online, digital materials can be great tools to use. Plus, not every prospective student you meet will be ready to choose Job Corps immediately, so these online resources serve as a place for students to refer to and learn more in their own time during the decision-making process.

- ▶ [JobCorps.gov](#) is a hub of information on Job Corps and serves as a great recruitment tool.
- ▶ Job Corps' social media—[Facebook](#), [Instagram](#), [YouTube](#), [X](#) and [LinkedIn](#)—can give students a glimpse into what life on campus is like and what kinds of successes they might hope to achieve.

Printed materials are also available to download so you can send them to prospective students. Materials like [Center Fliers](#) and [CTT Sheets](#) are great pieces to hand out, but also send as post-presentation follow-ups via text and e-mail.

///4. REMEMBER YOUR STUDENT SUPPORTERS. THEY SUPPORT YOU, TOO!

Choosing Job Corps is a big decision for a student's future. Many prospective students will have conversations with family members or other supporters in their lives after your presentation. You can provide materials designed to speak to those "student supporters" too, so they can assist in a student's decision-making process. Some options include:

- ▶ [Parents and Guardians Guide](#)
- ▶ [School Counselors and Educators Flier](#)
- ▶ [Foster Care Flier](#)

///5. EVERYONE LOVES A FREEBIE.

In addition to fliers and other informational handouts, give prospective students something fun to take home while they consider Job Corps.

- ▶ Logo files for [Begin Here](#) and [Signing Day](#) T-shirts, hats and stickers are available to download to produce Job Corps-branded items. Centers are responsible for contacting vendors for production and any costs associated.
- ▶ [Bookmarks](#) are simple, easy and customizable to include your center's name.

