Earle C. Clements Job Corps (ECJC) Action Plan to Increase Enrollment From Philadelphia (PH-OA) and Brunswick (BR-OA) Outreach & Admissions Teams				
Goal	**Action**	**Due Date**	**Update**	**Staff Responsible**
Educate OA staff on ECJC selling points	MTC corporate and center staff will conduct presentation with Brunswick and Philadelphia OA staff	1/8/2026	Completed	ECJC staff presenter All Staff attendance: BR-OA and PH-OA
Streamline communication	Provide Point of Contact list for each OA Contract - redistribute as changes are made (CD / OACTS Director / OA Supervisor)	1/9/2026	Completed	Alonso - Adams Corp
Streamline communication	Provide Point of Contact list for center Staff (CD / Deputy / Counseling Manager / Records Manager / Wellness Manager) - redistribute as changes are made	1/9/2026	Completed	Jana - MTC Corp
Blitz campaign in PH to generate ECJC prospects	January 26-30, ECJC staff & MTC ODs will be in the field conducting information session and engaging with the community with promoting JC	1/26/2026	Modified due to weather. Completed week of 2/9/26	MTC Corp/ECJC staff
Blitz campaign in PH to generate ECJC prospects	Social media marketing will be advertised by MTC Marketing Department	1/12/2026	Completed	MTC Corp
Blitz campaign in GA to generate ECJC prospects	February 2-6, ECJC staff & MTC ODs will be in the field conducting information session and engaging with the community with promoting JC	2/2/2026	Completed	MTC Corp/ECJC staff
Blitz campaign in GA to generate ECJC prospects	Social media marketing will be advertised by MTC Marketing Department	1/12/2026	Completed	MTC Corp
Re-engage with Withdrawn Applicants	Develop written procedure that distributes responsibility to individual AC staff to generate a list of Withdrawn Applicants with contact info for ECJC staff to cold call. Expectation of 100 per day.	1/12/2026	Completed	Alonso - Adams Corp
Re-engage with Withdrawn Applicants	Train BR-OA and PH-OA staff on procedure and process of communication with ECJC staff	1/15/2026	Completed	Alonso - Adams Corp Janita - BR-OA Marlene - PH-OA
Re-engage with Withdrawn Applicants	Set expectation for OA - ECJC staff clusters to meet weekly to discuss progress on re-engaged applicants	1/26/2026	Modified - clusters email / call as frequently as needed	Alonso - Adams Corp
Streamline communication	Provide updated CTT Waitlist from CIS (Trade Program Report) showing trade slot utilization	Weekly	Completed	ECJC Staff
Streamline communication	Provide Anticipated Arrival Roster from CIS with accurate arrival dates	Weekly	Completed	ECJC Staff
Develop/Distribute material to support ECJC Recruitment	Distribute YouTube marketing video already generated	1/8/2026	Completed	Jana - MTC Corp
Develop/Distribute material to support ECJC Recruitment	Develop new student testimonials of both on-center and separated students	1/20/2026 - On going		ECJC Staff
Develop/Distribute material to support ECJC Recruitment	Provide OA teams with Course Syllabus for trades including Advanced Training opportunities by pathway	1/16/2026	Completed	ECJC Staff
Develop/Distribute material to support ECJC Recruitment	Provide OA teams pictures / PPT of ECJC specific students and training	1/16/2026	Completed	ECJC Staff
Transportation Logistics	Identify if monthly charter bus from Atlanta is a possibility	1/31/2026	Pending	MTC Corp / Adams Corp
Targeted Orientations for ECJC	Both PH and BR-OA will provide targeted orientation for ECJC	Bi-Weekly	On-going	PH-OA and BR-OA
Delineation of Staff Responsibilities	Adams Contract Supervisor will determine staff allocation to ECJC specific recruitment: will all staff recruit for ECJC or designate specific staff per contract with specific ECJC goals	1/16/2026	Pending	Rodney Butler - Adams
Total	19			19