



DECEMBER 2023

THE COURIER

FOREST SERVICE JOB CORPS CIVILIAN CONSERVATION CENTERS

Creating the Next Generation of Conservation Stewards



Linked-In, Instagram, Facebook, and Twitter are the most prominent social media platforms used by USDA Forest Service. Videos of CCC students sharing their Job Corps experience have been well-received on Linked-In. **CLICK PLAY BUTTON TO WATCH VIDEO AND READ COMMENTS ON LINKED-IN.**

WORKING TOGETHER TO INCREASE STUDENT ON-BOARD STRENGTH

By Alicia D Bennett

The majority of Job Corps Civilian Conservation Center (CCC) students were sent home amidst the COVID-19 pandemic in the early days of March 2020. Under a policy of phased readmission, CCCs were allowed to bring students back on campus in small cohorts in the first few weeks of 2021. Since then, despite their best efforts, it has been an uphill battle for CCCs to return to their full on-board strength.

To help address long-standing issues with CCC student recruitment, the Forest Service Job Corps program took its first steps to assume the responsibility for student recruitment by procuring its first contract for Outreach & Admissions/Career Transition Services (OA/CTS) operations in May 2022. This has been good news for Forest Service Job Corps, but like Job Corps Centers across the nation, the CCCs must lean into a host of recruitment strategies to identify and enroll students.

The young people who are Job Corps' target population are deeply engaged with social media (SM) and it can be used to strategically market the program. The Job Corps National Office (JCNO) began looking for ways to reinforce the student

recruitment marketing efforts of McNeely, Piggot, and Fox (MP&F). Once enough video content was gathered to sustain a campaign, the Forest Service Washington Office of Communications initiated a pilot on October 13, 2023.

“LIKE ALL JOB CORPS CENTERS ACROSS THE NATION, THE CCCS MUST LEAN INTO A HOST OF RECRUITMENT STRATEGIES TO IDENTIFY AND ENROLL STUDENTS.”
— ALICIA D. BENNETT

Social media posts for five centers—Columbia Basin, Blackwell, Mingo, Lyndon B. Johnson, and Weber Basin—will be run for five consecutive weeks, with one week set aside exclusively for each center. Each post is set up to “tag” both MP&F and the center’s associated national forest for reposting. When the campaign concludes, the WO Office of Communications social media manager will run analytics to gauge the success of the campaign.

Linked-In, Instagram, Facebook, and Twitter are the most prominent SM platforms used by USDA Forest Service. Conventional wisdom would indicate that Instagram and Facebook, platforms most likely to reach students and the adults who would encourage students to enroll in Job Corps, would generate the most engagement. Surprisingly, LinkedIn is where some videos have had their biggest impact.

Confirming the public’s fascination with wildland firefighting, wildland firefighting photos have generated far greater engagement than even some videos. The JCNO would like to thank all the centers that submitted videos for this campaign. With expectations that the campaign will yield promising results, the JCNO hopes that more centers will continue to contribute videos to build upon these initial efforts. Between everyone’s combined efforts—CCCs, OA/CTS, MP&F and the JCNO—we will successfully rebuild the CCC student population. **E-mail alicia.d.bennett@usda.gov for more information.**

HIGHLIGHTS

- **Job Corps Mobile Kitchen:** [Job Corps Mobile Kitchen knocks it out of the park once more.](#)
- **Beaverhead Work Center:** [Job Corps students remodel Beaverhead Work Center.](#)
- **Weber Basin Job Corps CCC:** [Weber Basin Job Corps trails center of excellence pilot program.](#)



EDUCATION, TRAINING, AND SERVICE

(l-r) Amy McClave, District Fire Mgmt. Officer, Kimberly Rice, Great Onyx CCC Center Director, Kylee Foushee, representative for U.S. Representative Matt Guthrie, and CorDell Taylor, JCNO Fire Program Coordinator. USDA Forest Service photo by Joshua Boisvert.

GREAT ONYX CCC ADVANCED WILDLAND FIRE MANAGEMENT PROGRAM RIBBON CUTTING

Job Corps National Office (JCNO)-FAM Program Coordinator CorDell Taylor and Public Affairs Specialist Joshua Boisvert traveled to Great Onyx Job Corps Civilian Conservation Center (CCC) to attend the ribbon-cutting for its Advanced Wildland Fire Management trade on October 23, 2023. Taylor welcomed the inaugural class and assisted Great Onyx Advanced Fire Trade Instructor Jackie Weeks during an S-219 classroom instruction and field training. A talented photographer, Boisvert shoot portraits and video of the celebration and training to memorialize the event.

“WHEN A MAN BECOMES A FIREMAN HIS GREATEST ACT OF BRAVERY HAS BEEN ACCOMPLISHED. WHAT HE DOES AFTER THAT IS ALL IN THE LINE OF WORK.”
— EDWARD CROKER



The Great Onyx Job Corps CCC held a ribbon cutting ceremony to celebrate its new Advanced Wildland Fire Management trade on October 23, 2023. l-r back row: Kimberly Rice, Kylee Foushee, Cordell Taylor, Jonathan Rodriguez Lopez (Student), Jamarea Mills (Student), Daniel Trumble (Student), Vincent Tuitea (Student), Gabriel Blocker (Student), Jackie Weeks (Advanced Fire Instructor), Amy McClave, John Sowders (Work Force Board). l-r front row: Emmanuel Suazo (Student), Antonio Baker (Student), William Adkins (Student), Jaylen Clark (Student), Prince Niyonkuru (Student). USDA Forest Service photo by Joshua Boisvert.

The mission of the Forest Service Job Corps Civilian Conservation Centers is to train eligible youth ages 16 to 24 with educational, social, and vocational skills while assisting in the conservation of the Nation's public natural resources.

MEET DARNELLE SPAIN ANGELL JOB CORPS CCC

Angell Job Corps CCC Licensed Practical Nurse (LPN) Darnelle Spain likes to start her workday with a task that makes her smile. “I like to do our AM MED PASS with students so I can say ‘good morning’ and tell them to have a great day,” she said. “I want them to start their morning off with a smile and positive vibes from me.”



Spain first heard of Job Corps from seeing an advertisement on USAJOBS. Her first day on the job was September 26, 2021.

Spain has learned a thing or two about helping young people navigate their lives after raising five children—who she says are now all adults and living their best lives. Her youngest son even followed her chosen career path and works as a Traveling LPN.

“The best thing about my job is teaching students about self-care and adulting on a daily basis,” she shared. Asked if, as an adult herself, she regretted anything about her life Spain responds with a resounding “no.” “I don’t think I want to change anything about me because that would change the person I am today. I enjoy the person I’ve become in the last five decades,” she shared with a smile.

Asked where she helped turn a student’s life around she stated, “I helped a student find an outside provider for them to start the transitioning process.” “They were so happy to finally be able to achieve a dream of becoming their true self. That student became more confident and went on to be a leader in their trade.”



STAY IN THE KNOW!

Follow our hashtags!

- #forestservicejobcorps
- #jobcorpsfire

More exciting news can be found on our [Job Corps Civilian Conservation Centers!](#) website!

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