Success stories are a great way to bolster your recruiting efforts.

They make the impact of your program come alive to future participants, program partners, employers, and others, showing in concrete ways how they can benefit from the Job Corps Career Pathways (JCCP) experience.

You can use your stories to reach potential enrollees on the social media platforms they frequent, and you can include excerpts in handouts or other recruiting materials. Success stories can also be used to inform partners of the achievements attained by program participants.

This *Quick Start Success Story Guide* provides a step-by-step process of collecting stories, identifying the relevant information to include, and offers examples.
Use this fill-in-the-blank template with instructions to develop compelling success stories!

**Section I: Title/Headline**
*This should include your program’s name and grab the attention of your audience.*

**Section II: Participant, Partner or Program Information**
*For participants: personal identifiers make it easier for the reader to connect with the story.*
- Name: (can be an alias/pseudonym)
- Age: (can be an age range or educational level)

*For partner or program success: be specific in the description about the type of organizational partner or program.*
- Organization: (include full name as well as acronym)
- Program: (title, description and type of opportunities available)

**Section III: Background**
*An impactful story needs a well-defined setting.*
- Program title, organization name:
- Time period of achievement:
- Location of the story:
- Type of educational program, certification, career pathway, and/or course of study:

**Section IV: The Challenge or Opportunity**
*For participants, in 1-3 sentences, describe the “before JC Scholars” scenario:*
- What was the participant’s background or situation when they started the program?
- What was their life, career and/or educational challenge?
  ✓ Financial insecurity, criminal background, transitioning to the workforce, limited education credentials, inadequate transportation, etc.
For partner or program, in 1-3 sentences, describe the “before JC Scholars” scenario:

- What was the partner’s background or situation when they collaborated with the program?
- What opportunity was presented and how/why was it executed?
  ✓ New partnership, additional collaboration with the same partner, etc.

Section V: The Solution
For participants, in 1-3 sentences, explain how your JC Scholars program provided the solution to the participant’s challenges:

- Did the program introduce the participant to a new career pathway?
- Did it make the existing career pathway easier to navigate?
- Did the program remove barriers to participation?
- All of the above and more?
- What partners, if any, were part of the solution?

For partner, in 1-3 sentences, explain how your JC Scholars program provided the solution to the partner’s challenge or what opportunity presented itself:

What partners were part of the solution?

- Did the partnership introduce a new credential or career pathway?
- Did the partnership help increase youth participation?
- Did it make an existing career pathway easier to navigate?
- All of the above and more?

For program, in 1-3 sentences, explain how your JC Scholars program provided the solution to the partner’s challenge or what opportunity presented itself:

- What challenge or opportunity did your program handle?
- Did it make an existing career pathway easier to navigate?
- All of the above and more?
Section VI: The Outcome

For participants, in 1-3 sentences, describe the “after JC Scholars” scenario:

- How did the program help the participant achieve their goals or create a positive change?
- What is the participant able to do now that was impossible beforehand?
- How were their long-term plans impacted?
- What are their next steps? Some examples of positive outcomes include:
  - Enrolled in training
  - Obtained a job in existing or new career pathway
  - Built critical skills leading to increased pay and/or higher-level title
  - Earned credentials leading to new career or strengthened existing pathway

For partners, in 1-3 sentences, describe the “after JC Scholars” scenario:

- How did working with this partner help your program achieve its goals or create a positive change?
- What is the partner able to do now what was impossible or difficult beforehand?
- How were their long-term plans impacted?
- What are their next steps? Some examples of positive outcomes include:
  - Created new educational opportunity
  - Expanded learning in existing or new career pathway
Bonus Tips

★ Your stories can document the success of a participant or be a profile of a new enrollee that reflects your recruiting success.

★ Your stories can document relationship building with partners or program opportunities and successes.

★ Don’t assume your reader has any prior knowledge.

★ Provide enough relevant information to arouse interest in your program.
  • Add a quote or two from your participant, partner, or staff as further evidence of your program’s impact.
  • If you’re using the story in a recruiting handout or brochure, include a relevant call to action (e.g., sign up for [program name] today!).