

Communication & Outreach Kit

tell the story. spread the word.

Ready-to-adapt recruitment copy, press release template, social media posts, and counselor talking points for promoting your program.

expect
more
tehama

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Copy-and-adapt outreach materials for recruiting students and employers and telling your program's story. Designed to carry your community's existing brand — in Tehama County, the logos, photography, video, and brochures developed by Expect More Tehama drop directly into these templates.

1. Core Messages (Use Everywhere)

Audience	Lead message
Students	"Earn a paycheck and a career credential before you graduate — no college debt required."
Parents	"A state-registered apprenticeship with real wages, real mentorship, and a career path that starts at \$17+/hr and grows past \$55K."
Employers	"Your next maintenance tech is in a local classroom right now. Train them before your senior techs retire."
Educators	"A structured WBL pathway with credit alignment, work permits handled, and a coordinator who does the heavy lifting."
Community/funders	"A replicable rural model connecting high school directly to high-wage, high-demand careers in our own backyard."

2. Student Recruitment Flyer (Copy Block)

GET PAID TO LEARN A TRADE — STARTING IN HIGH SCHOOL

The [Tehama County] Youth Apprenticeship Program is hiring [8] juniors and seniors to train as **Industrial Maintenance Technicians** with local employers.

- ✓ Real paychecks — raises as your skills grow
- ✓ A personal mentor at a real worksite
- ✓ State-registered credential + high school credit
- ✓ A career path to \$55,000–\$85,000+

No experience needed. If you like figuring out how things work, apply.

Apply at [website URL] or see your counselor. Questions? [Coordinator name] · [phone] · [email]

3. Press Release Template

FOR IMMEDIATE RELEASE · [Date] · Contact: [Name, title, phone, email]

[County] Launches Youth Apprenticeship Program Connecting High School Students to High-Wage Industrial Careers

[CITY, Calif.] — The [Job Training Center], on behalf of the [Tehama County CTE Coalition], today announced the launch of a Youth Registered Apprenticeship Program for Industrial Maintenance Technicians, funded by the [California Jobs First Catalyst Grant]. The pilot will place [eight] high school students in paid apprenticeships with local employers beginning [Fall 2026].

"[Quote from executive director about opportunity for local youth and employers]," said [Name, title].

Apprentices earn progressive wages while completing on-the-job training and technical coursework, graduating with a state-registered credential and a direct path into careers paying [\$55,000–\$85,000+]. Participating employers include [names].

"[Quote from employer or student]," said [Name].

The program is part of a broader effort to expand work-based learning across rural Northern California; all program materials are published as an open-source toolkit at [URL].

About [Organization]: [boilerplate].

4. Social Media Posts (Ready to Adapt)

Channel / moment	Post copy
Applications open	📢 HIRING: [8] high school juniors & seniors. Get PAID to train as an Industrial Maintenance Tech with [County] employers. Mentor included. Credential included. Debt not included. Apply: [URL]
Parents	Your teen could graduate with two years of paid work experience, a state credential, and a career path past \$55K. Info night [date] at [location]. [URL]
Employer recruitment	[County] employers: your next maintenance tech is in a local classroom right now. Host a youth apprentice — we handle the paperwork, you build your pipeline. [URL]
Milestone	🎉 Congrats to [name], the first apprentice in our pilot cohort to complete [milestone]! Raise earned. Skills proven. [#YouthApprenticeship]
Toolkit launch	📖 We built it so you don't have to: our complete Youth Apprenticeship & WBL Toolkit — training plans, employer kits, HR templates — is now free & open-source: [URL]

5. Counselor & Teacher Talking Points

- This is employment plus education: registered training plan, wage progression, school credit, and a coordinator who manages logistics.
- Good-fit students: hands-on learners, shop/ag/robotics students, students asking for alternatives to four-year college — and students who just need a reason to engage.
- Eligibility basics: junior/senior, 16+, Tehama County school, transportation plan, guardian consent. No experience or GPA bar.
- What to do: refer students to [URL/application], invite the coordinator to class, post the flyer in your room.

6. Brand Asset Integration Checklist

- ☐ Replace placeholder logos with project/community logos (Expect More Tehama assets in the shared drive)
- ☐ Swap stock/placeholder images for program photography (releases on file — see below)
- ☐ Insert program URL, coordinator contact, and current application deadline in every piece
- ☐ Confirm wage figures against the current registered schedule before printing
- ☐ Run accessibility check: contrast, alt text, reading level (~8th grade for student/parent pieces)

Media releases

Collect photo/video releases for every apprentice (and guardian signature for minors) at signing day — the release form template is included in the shared drive — so milestone stories are always ready to publish.

This document is part of the open-source Youth Apprenticeship & Work-Based Learning Toolkit developed by the Tehama County CTE Coalition with funding from the California Jobs First Catalyst Grant. Communities may reuse and adapt it with attribution (CC BY 4.0). Proof-of-concept edition — content illustrative, finalized with project stakeholders. Logos, photography, and brand assets from Expect More Tehama are integrated in the production edition.