



How Companies are Promoting JobSTART 101

- Contacting career centers at schools where the company recruits to encourage the use of JobSTART 101
- Recommending JobSTART 101 to relevant national organizations that have close relationships with the company
- Alerting alumni networks about JobSTART 101
- Reaching out to community and four-year colleges and universities in the vicinity of company locations throughout the country to connect them to this career-building resource for their students
- Recommending that newly hired college graduates go to www.jobstart101.org and take the course before their start dates
- Using JobSTART 101 as part of orientation for summer interns
- Promoting JobSTART 101 in company communications to let employees know about this resource for their own children, relatives, neighbors and others who may be college students or recent graduates
- Communicating through social networking sites to connect college students, recent graduates and schools to www.jobstart101.org
- Publicizing the availability of JobSTART 101 at job fairs, community events, speeches and meetings with local, state and national leaders