

**MEMORANDUM TO:** Youth Job Connection Network

**FROM:** Teresa Damaso, Director  
Program Delivery Support Branch

**DATE:** October 14, 2015

**SUBJECT:** Youth Job Connection (YJC) Marketing Supports

**MEMO #:** YJC 2015-16 #02

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The purpose of this bulletin is to advise the YJC Service Provider Network of marketing support materials that the Ministry of Training Colleges and Universities (MTCU) has developed. These resources are intended to support your organizations in spreading the word about the new YJC program, and to ensure that appropriate clients will be referred in to the program by community partners and broader social service organizations.

These materials are designed to assist your organizations in ensuring YJC is targeting youth who need it most, and to meeting targets while ensuring client suitability.

#### **WHAT IS HAPPENING:**

MTCU has developed some tools to assist with your marketing and outreach activities as part of the YJC program. The other is a physical postcard and will be mailed directly to YJC delivery sites.

- 1) **YJC Employer Deck:** This deck was developed to support your organizations in presenting the basics of YJC to prospective employers.
- 2) **YJC Postcards:** YJC postcards have been developed as a marketing tool to assist in advertising the program and providing a take away for potential employers, clients and partners. Postcards will be mailed directly to YJC delivery sites.

#### **NEXT STEPS:**

These postcards are part of a broader provincial marketing plan that is currently in development. More information on this to follow once it is complete.

These YJC postcards will arrive in the coming weeks directly from Publications Ontario, and will support your organization in conducting community outreach. If your organization has any questions regarding these tools, please contact your local MTCU office.