

THE ABC CAREER SYSTEM

Welcome to the ABC Competitive Advantage Recruitment Experience, Engagement, and Retention (CAREER) System.



The ABC **CAREER System** is a combination of branding language, communication tools, and execution plans that empower chapter training programs to recruit and retain the right trainees into the right ABC training programs for the right reasons. Funded by ABC, this system is not for general industry awareness but was specifically developed by ABC chapter staff and members to achieve our recruitment and retention goals. To build this system, we enlisted the expertise of TFS, a national consulting firm that has developed highly successful student recruitment and retention strategies for the community colleges, comprehensive CTE schools, and technical colleges across America.

The **CAREER System** lays out resources, timelines, messaging, and tactical guidance for multiple recruitment audiences (such as high school students, veterans, etc.) that can be used by chapters of all sizes to recruit and retain the right trainees into the right ABC programs for the right reasons. While we believe this comprehensive document is a playbook for success, it cannot be executed without commitment by chapter leadership and staff to put in the necessary work. Some of the tactics and strategies require budgetary resources; many do not. All of the strategies and tactics require staff resources and member participation.

The implementation of the **CAREER System** is a key part of our association's workforce development strategic objectives. ABC National staff members are available to present this philosophy and resources to chapter leadership as well as to assist in planning, rollout, and execution. Additionally, there are subject matter experts from chapters who have been successfully implementing the **CAREER System** who are available to assist chapters in their efforts to recruit and retain more of the right trainees into the right programs for the right reasons.

These resources are part of a comprehensive plan but can also be deployed individually to support or achieve specific goals in the ongoing recruitment and retention process at ABC chapters.

BRANDING CONSTRUCT

The first section of this document outlines the structure, philosophy, and content behind the overall brand of ABC training programs. Included in this section are taglines, callouts, and boilerplate language, as well as elevator speeches for targeted audiences such as trainees, parents, educators, and legislators. Also found in this section are organizational copy points and program copy points created to communicate excitement about ABC as a training provider and the 13 occupational training pathways ABC offers.



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THE ABC CAREER SYSTEM (CONT.)



BRANDED GRAPHIC DESIGN ASSETS

In addition to building a common brand and language to promote recruitment in ABC training programs, we have also developed branded collateral material to assist in communicating these messages with targeted audience groups.

CAREER TREES

ABC partnered with TFS to implement the Career Tree, a groundbreaking way to engage trainees in an ongoing dialogue about their futures, what's possible, and how to make it happen with the knowledge and skills they develop in ABC training programs.



STRATEGIC TIMELINES

It's not enough to have great branding; it has to be deployed effectively and strategically to ensure that ABC training programs are recruiting the right students into the right programs for the right reasons. To achieve this, we have developed strategic timelines to help chapters develop a culture of planning and tactical vision where each connection with a student is meaningful and leads to both enrollment and retention of the right trainees.

STEP-BY-STEP TACTICAL DEPLOYMENT INSTRUCTIONS

Finally, for each recruitment and retention activity on the strategic timeline, we have built step-by-step tactical deployment instructions and best practices. From list acquisition, mail deployment, and showcase events to new trainee retention and the Merit Shop Signing Day, each connection opportunity has been tactically designed based on TFS's decades of experience to make this entire system truly turnkey.



If you have any questions regarding the **CAREER System**, please reach out to Mike Glavin, Director of Workforce Development, at glavin@abc.org or 571-218-0303. Thank you for your efforts to move ABC forward and achieve our ultimate mission: Building People.