

The ASVAB Career Exploration Program

2020-2021 COMMUNICATIONS TOOLKIT



THANKS FOR SUPPORTING THE ASVAB CEP!

We are so glad to have you involved.

Every year, hundreds of thousands of students at thousands of high schools across the nation participate in this one of a kind career exploration opportunity.

High school and early post-secondary students can participate in the ASVAB CEP and explore careers in the context of their skills and interests. From college to credentialing to military service, the ASVAB CEP is a great way to engage young people in meaningful career exploration and to make an individualized post-secondary plan that works for them.

You are the most important part of making this program a success.

Special Note:

Wide-spread school closures due to COVID-19 in the spring of 2020 forced the education community to transition to a virtual environment. The ASVAB CEP suspended testing during this time to do our part to slow the spread of the virus. Subsequently, we too had to change the way we do things. We revamped our virtual classroom activities, launched virtual career workshops, and offered access to these resources unlike ever before, even to students who have not taken the ASVAB as well as parents. Adapting to the new normal has presented challenges which is why we strive to provide resources and information that will facilitate an easy transition while setting your students up for success using the ASVAB CEP.

The 2020-2021 school year will look different than years past. ASVAB testing and in-person post-test activities may or may not be available in your area depending on your district-level regulations. Contact your local representative to adjust your career exploration offering. 1.800.323.0513 or [contact us](#).

We have put together this toolkit to provide you with all of the resources you need to get started, including:

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MEGA MESSAGES

Use these mega messages when talking to press, parents, community leaders, educators, or counselors, and become a spokesperson for the ASVAB CEP program:

The ASVAB CEP is a unique opportunity to motivate young people to explore and understand their options and empower them to choose and plan for the path of their choice.

The ASVAB CEP celebrates exploration by providing American youth with the opportunity for an all-inclusive look at the world of work.

The ASVAB CEP tools unify students, educators, and parents in the effort to develop an individualized post-secondary plan for each student.

The ASVAB CEP inspires students, schools, educators and parents across the country to explore the possibilities the world of work has to offer and make an individualized plan as unique as each student.

The ASVAB CEP is about giving young people the opportunity to explore careers and exposing them to the many ways to get where they want to go.

The ASVAB CEP provides free online resources teachers can easily incorporate into their virtual-learning plans and parents can easily use at home with their student.

IDEAS TO GET INVOLVED

Below are some examples of ways you can activate target audiences to participate in the ASVAB CEP. Remember to check our website for the latest ideas, trends, and tips to launch your ASVAB CEP initiative!

Bring the ASVAB CEP to Your School

- If testing at a school has already past, launch a campaign to increase participation next year. Experiment with creative approaches to expand your visibility and increase awareness among students and parents in the community.
- Don't forget to schedule your Post-Test Interpretation. We now offer virtual Career Exploration Workshops to accommodate your schedule and encourage social distancing. Students and parents are welcome to participate. The resources on the website, shown during the PTI, allow parents to see the true value in the ASVAB CEP and how they can use it together with their teen to develop a post-secondary plan.
- If your school hasn't already tested, launch a campaign to increase participation this year between now and test day. This could be a week-long challenge to see how many additional sign-ups you can get. Engage and educate the student population about the opportunity to participate and its benefits even if they're not interested in the military. Does the school have a website/portal/Facebook or Twitter page? See if you can post the information on those pages. Does your school have morning announcements? Setup information sessions for students and their parents. The options are endless.
- If a school is not currently participating, launch a campaign to educate the educators and admin about the opportunity to participate, the support they will receive, and the doors it opens for students - even those who are not interested in the military.

- Partner with a sponsor organization (PTA, Boys and Girls Club, Co-op/home ec/typing/career and tech class) to host an open house or info night for parents.
- Participate in career day fairs and showcase how the ASVAB CEP can help young people discover their path.

Collaborate

- Partner with local organizations to promote the program to their staff. For example, do you have any connections with local businesses who may be willing to post a flyer or relay the message on to their staff?
- Ask organizations to work together to build a local ASVAB CEP movement to increase awareness of preparing the next generation for the workforce.
- Organize an event for students to visit organizations and job shadow.
- Get your local government officials to proclaim a month as ASVAB CEP Exploration Month in your city or town. Make this a big press moment and bring the community together to celebrate generosity.

Get Social

- Activate your social media constituency (or open a new social media account) to talk about career exploration.
- Celebrate community success stories on social media and with your local press.
- Email your community to educate them about the ASVAB CEP and invite them to talk to a young person about their post-secondary plans.
- Share photos from past campaigns or events to teach your followers about participation. Remember to use the hashtag [#OptionReady](#).
- Encourage others to create an ASVAB CEP Experience video with your family, friends, and community. Share on social media using the hashtag [#OptionReady](#).
- Brand your personal and organizational social media accounts with ASVAB CEP graphics and be an ambassador for the program.
- Partner with organizations or sponsors to do a social media awareness campaign, where the most shared or liked post will be distributed at the national level.

Learn More

Career planning is a lifelong process. The ASVAB CEP is so much more than one day of testing and one day of post-test interpretation. Pledge to do more the following year. For instance, you can ask schools to pledge to conduct a follow-up exploration assignment, a certain increase in the number of participants the next year, or even an increase in their communications about the program.

To learn more about the ASVAB CEP and activities or to promote the program, please visit:

Website: www.asvabprogram.com

Facebook: [@asvabcep](http://www.facebook.com/asvabcep)

Twitter: [@asvabcep](http://www.twitter.com/asvabcep)

LinkedIn: www.linkedin.com/company/asvab-cep
(or search ASVAB CEP)

YouTube: www.youtube.com/c/asvabcep
(or search ASVAB CEP)

Instagram: www.instagram.com/asvabcep/
[@asvabcep](http://www.instagram.com/asvabcep/)

Key hashtags:

[#OptionReady](#)

[#WhatsYourDreamJob](#)

[#YouDecide](#)

[#asvabcep](#)

HOW TO GET #OPTIONREADY

What is #OptionReady? Education options, career options, testing options, score-release options... The list goes on! Students, parents, educators and counselors can make more informed decisions when they have all the details about all of the various options available.

The purpose of the #OptionReady campaign is to educate the high school community about all the benefits of participating in the ASVAB CEP because it is not just a military test. The ASVAB CEP gives participants all the tools they need to make a plan and share it with their mentors.



College?

Where?
What major?
How to pay?



Work-based Learning?

What job?
Which credential?



Military?

Which branch?
Which career?
What are the entry requirements?

Ask anyone over the age of 30 if they knew all of their options when they were making post-secondary plans and you'll probably get a similar answer: "I wish I knew more in high school." Even the best plans can be derailed or postponed when life happens, so it's important to know what your alternatives are.

There are many different ways to be successful, and life after high school is typically more "choose your own adventure" than "one size fits all." College, work-based learning, and military service (or a combination of the three) are all potential paths to career satisfaction. One of the wisest strategies students can execute now to prepare for the future is understanding their options.

The ASVAB Career Exploration Program compiles career information from a variety of reliable sources and presents students with all of their options so they can make a realistic plan for life after high school.

Join the #OptionReady movement!

SOCIAL MEDIA TIPS

Social media is key to making sure that the ASVAB CEP message grows and reaches new audiences. It's also one of the best ways to celebrate success and to share individual and school stories, missions, and values.

Remember to use the hashtags #whatsyourdreamjob and #optionready on social media when talking about your campaign. We want to hear your story and for your followers and network to join the conversation. You can also tag us @asvabcep, find us on Facebook, Twitter, LinkedIn, YouTube and Instagram and we will retweet or share your messages.

Please refer to our monthly **Social Media Toolkit** for more tips and ideas for social media sample messages.

FACEBOOK GROUPS

ASVAB CEP has created "groups" for each of the 65 MEPS. Facebook pages and personal posts rely completely on Facebook's Newsfeed algorithm for organic exposure. Unlike Facebook Pages, Groups send users a notification when someone posts to the Group, thus driving traffic to each post which results in more engagement. Additionally, Facebook Groups do not detract from activity on the national ASVAB CEP page. And, members can post within the group, allowing for more overall communication and community building.

To find your group, type "ASVAB CEP – [city name]" in the search bar to find the MEPS within your area. Alternatively, you can locate your group through the national ASVAB CEP Facebook page by clicking on the "Groups" tab. Scroll until you find your appropriate city. Once you have been accepted as a member, you are ready to post!

Build Your Community

Share the link of your Facebook Group with your colleagues, students, and parents. Spread the word! You can also "Invite Friends" to join the group by entering their emails (click on the three dots next to the Share button to open up a drop-down menu). The more people that join, the more engaging the group will become.

Using Facebook Groups

Groups enable more personal engagement. All members can post within the Group, allowing for more overall communication and interaction. It gives all members the opportunity to be more personal. Most schools and their counseling department have dedicated Facebook pages. Ask them to tag us!

Ask questions! Share photos! Post an article! Engage with others on lessons learned and best practices. Get involved with your ASVAB CEP community.

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach for the ASVAB CEP. This can be sent to parents, educators, school administrators, and other community partners to get them involved in your campaign.

Feel free to copy, paste, or adjust as you see fit for your individual effort.

Dear _____,

This year, on **[DATE]**, **[SCHOOL NAME]** is participating in the ASVAB CEP, a no-cost career exploration program.

During the school year 2018-2019, more than 785,000 students in 13,000+ high schools. Since its founding, the ASVAB CEP has been credited with inspiring young people to explore careers in the context of their skills and interests influencing greater career satisfaction and less time wasted pursuing an ill-fitting field. We invite you to join the movement and to help inspire young people to find their dream job.

Some ideas include:

1. Get your school, workplace and local government officials, nonprofits, and small businesses involved in promoting the ASVAB CEP. Encourage them to participate as a partner and organize a campaign that promotes the importance of comprehensive career exploration.
2. Help spread the word about the ASVAB CEP. Visit www.asvabprogram.com/media-center to find updates, ideas, and the latest graphics and tools to share on your social channels.
3. Use the hashtags [#OptionReady](#) and [#WhatsYourDreamJob](#) when sharing information related to career exploration and photos from support events.
4. Localize the ASVAB CEP for your town, city, or state. We invite you to come together to build a local ASVAB CEP campaign in our neighborhoods. Reach out to other organizations to see how together, we can have a greater impact.

There are many ways to get involved in the ASVAB CEP. We encourage you to join the movement and visit www.asvabprogram.com/asvab-cep-at-your-school to learn more about how you can bring the ASVAB CEP to your school.

Thanks,

[NAME]

[ORGANIZATION NAME]

2020-2021 CAMPAIGN TIMELINE

So your school has registered for the ASVAB CEP. You've downloaded the toolkit and logos, but where do you start? Ultimately, your campaign strategy is up to you, and we know each school has an adjusted schedule due to closing in the spring. Below is a sample timeline to help you plan for the ASVAB CEP at your school!

July-August

- **Ready, set, plan!** Have a staff meeting and select the team that will work on your ASVAB CEP campaign. Assign roles and start floating ideas for how your organization can get involved. If you need inspiration, check out our ideas and case studies to see what other organizations have done in the past.
- **Partner.** More and more organizations are working together to have a greater impact on career readiness. Talk to your current partners or reach out to organizations who work in your city or on a similar cause and see if together, you can do more.
- **Set a goal.** Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- **Join a webinar.** Virtual workshops may be available in your area. Contact your local representative to inquire about when the next webinar is taking place and boost your career exploration curriculum for the upcoming school year.

September

- **Announce.** Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about the ASVAB CEP on social media.
- **Share your story.** Write a blog post about your campaign and share it on social media and tag @asvabcep.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has the ASVAB CEP testing and post-test interpretation marked on their calendar.
- **Have fun on social media.** Some organizations create their own ASVAB CEP hashtag to talk about the CEP at their school. Others customize our logo and graphics to match their brand colors. We love this creativity and September is the perfect time to start using these materials to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming a career exploration month.** Use our Mayoral Proclamation Toolkit to get started.

In months leading
up to test day

- **Build a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- **Pitch your local press.** Use our Sample Press Release to share your campaign plans with your local media - now is the perfect time to reach out and see how you can promote your story.
- **Send a “1 Month to Go” email, newsletter, and social media messages** to make sure school admin, staff, and community knows that we are in the final countdown for the ASVAB CEP!
- **Think about planning an in-person event** (open house, info night, etc.).
- **Finalize your evaluation strategy.** Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community. Find a team member to oversee this evaluation and use the resources on the ASVAB CEP website to determine how you will track, measure, and share the results from your campaign.
- **Go big on social media!** When there’s less than a month to go - tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #OptionReady in your messages so we can retweet and share your plans.
- **Continue pitching the press.** Share your story to get your team and community excited.
- **Celebrate test day!**
- **Send out thank you messages and start collecting and sharing results.**
- **Send out save the date reminders for post-test interpretations/ career exploration workshops.**
- **Report results from your campaign.** Email the ASVAB CEP team at asvabcep@gmail.com with any interesting findings or announcements we can share.
- **Say thank you to your staff, volunteers, partners, faculty, and community.**
- **Continue to use the momentum to boost next year’s participation** (share success stories, etc).

SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]
[CONTACT ORGANIZATION]
[PHONE]
[EMAIL]

[INSERT ORGANIZATION/SCHOOL NAME] Joins the National ASVAB CEP Movement

[INSERT ORGANIZATION NAME] Pledges to Support Career Exploration

[INSERT LOCATION] **[INSERT DATELINE]** – **[INSERT SCHOOL NAME]** will offer the ASVAB Career Exploration Program (CEP), a comprehensive career exploration program that harnesses the power of the world’s most validated aptitude test paired with a tried-and-true interest inventory to empower young people to explore the holistic world of work and motivates them to make an individualized post-secondary plan.

[INSERT ACTUAL PROJECT PLATFORM HERE i.e. DATE OF TESTING OR EVENT] On **[INSERT DATE]** the ASVAB will be available to 10-12 grade and early post-secondary students at no cost. There are other career exploration programs out there, but none quite like the ASVAB CEP. This unique opportunity enables young people to explore careers in the context of their skills and interests, understand all of their options, and to plan for the path of their choice.

[MORE DETAILED INFORMATION ON WHY THE ORGANIZATION/JOINED THE ASVAB CEP AND DETAILS OF YOUR ASVAB CEP INITIATIVE INCLUDING GOALS, PARTNERS AND PAST ASVAB CEP SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM PARTNER ORGANIZATION/SCHOOL SPOKESPERSON]

The ASVAB CEP is sponsored by the Department of Defense with a two part mission, to provide: a career exploration service to U.S. youth and qualified leads to military recruiters. The CEP is offered at no cost to participating high schools as a public service. The ASVAB CEP helped 3.5 million participants in the last five years to accurately identify their strengths. Participation is always voluntary and participants have no obligation to the Military or to speak to a recruiter.

“We recognize the importance of bringing together industry, academia, and families to guide and support the career aspirations of the next generation of the work force,” said Shannon Salyer, Ph.D. National Program Director of the ASVAB Career Exploration Program. “As we embark on this new initiative to inspire these entities to work together, we are encouraged by the response from partners eager to make an impact on the futures of young people in your community.”

Those who are interested in joining **[INSERT ORGANIZATION NAME]**’s ASVAB CEP initiative can visit **[INSERT SPECIFIC CONTACT OR LANDING PAGE ADDRESS IF AVAILABLE]**. For more details about the ASVAB CEP movement, visit the ASVAB CEP website (www.asvabprogram.com), Facebook page (www.facebook.com/ASVABCEP) or follow @asvabcep and the **#OptionReady** and **#WhatsYourDreamJob** hashtags on social media.

About **[INSERT ORGANIZATION NAME]**

[INSERT OPTIONAL BOILER PLATE INCLUDED ON THE NEXT PAGE]

About The ASVAB CEP

The ASVAB Career Exploration Program (CEP) is a comprehensive career planning tool that enables meaningful career exploration and post-secondary planning. The ASVAB CEP harnesses the power of the world's most validated aptitude test paired with an interest inventory to empower young people to explore the holistic world of work and make an individualized post-secondary plan.

The ASVAB CEP is sponsored by the Department of Defense with a two part mission, to provide: a career exploration service to U.S. youth and qualified leads to military recruiters. The CEP is offered at no cost to participating high schools as a public service. The ASVAB CEP helped more than 3.5 million participants in the last five years to accurately identify their strengths. Participation is always voluntary and participants have no obligation to the Military or to speak to a recruiter.

The ASVAB CEP inspires students, parents, and educators to take collaborative action to talk about all of the post-secondary options. This effort harnesses the collective power of families and communities to transform how people think about, talk about, and participate in post-secondary planning. The ASVAB CEP leverages social media to create a national movement dedicated to creating an individualized plan so all students can find their dream job.

To learn more about the ASVAB CEP and activities or to promote the program, please visit:

Website: www.asvabprogram.com

Facebook: www.facebook.com/asvabcep @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide

Twitter: www.twitter.com/asvabcep @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide

LinkedIn: www.linkedin.com/company/asvab-cep (or search ASVAB CEP)

YouTube: www.youtube.com/c/asvabcep (or search ASVAB CEP)

Instagram: www.instagram.com/asvabcep @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide

CAREERS IN THE MILITARY

Finally! Details about career opportunities in the United States Military are easy to find.



CareersintheMilitary.com contains details about thousands of job titles across all Services.

Here, ASVAB Career Exploration Program participants' scores are converted to military line scores and account holders can view select career score requirements for entry.

Any site visitor can explore details about each Service, what boot camp is like (and how to succeed), commitment options, pay scales, ranks, and enlistment process and requirements.

Parents of students seeking information about military career opportunities can determine if the Military is right for their child with answers to frequently asked questions, details about ROTC programs, questions to ask recruiters, and ways to prepare during high school.

Participants interested in the military option have the power to approach a military career like a job hunt and identify the Service that offers an opportunity most closely related to their skills and interests – before they contact a recruiter.

Highlight Careers in the Military when:

- You're targeting a JROTC program
- You're working with a military academy
- Your students are interested in joining the military

To learn more about CTM or to promote the resource, please visit:

Website: www.careersinthemilitary.com

Facebook: www.facebook.com/CareersintheMilitary/

Twitter: www.twitter.com/CareersintheMil

Sample social media posts:

Interested in a job with the military but aren't sure which career path to take? Check out careersinthemilitary.com to explore 1,000s of options across all services. Create an account using the access code on your ASVAB score sheet and search jobs based on your skills & interests!

Curious about [#military](https://twitter.com/military) [#careers](https://twitter.com/careers)? Careersinthemilitary.com has details about 1,000s of job opportunities across all Services [#youdecide](https://twitter.com/youdecide)

Students in 11th grade & beyond who are interested in the Military can use their [#asvabcep](https://twitter.com/asvabcep) scores to identify job opportunities across Services, see scores required for entry, and use their ASVAB scores from the CEP to enlist. [#whatsyourdreamjob](https://twitter.com/whatsyourdreamjob) [#youdecide](https://twitter.com/youdecide)

Do you want to join the military but aren't sure where to start? Careersinthemilitary.com is a comprehensive online resource that helps students discover extensive details about military career opportunities across all Services. Compare all branches of Service before reaching out to a recruiter.

SOCIAL MEDIA IDEAS

There are opportunities all around you to capture content to share on social media. To generate engagement, ask educators, counselors, and students for feedback on their experience with the ASVAB CEP and film their reaction on your smartphone. Ask schools to promote the program on their social media channels (remind them to tag @asvabcep and use our hashtags).

Always ask for permission before photographing anyone, especially students. If you don't get permission, ask students to post during the post-test interpretation session (e.g. share their FYI results or a career they're exploring using @asvabcep and our hashtags). Then, we can share.

Remember, even if you can't photograph the people in the room, look around and consider other ways to photograph or film the ASVAB CEP in action.

Testimonials

Do you or someone you know have something positive to say about the ASVAB CEP? Consider submitting a video testimonial and tag us @asvabcep.

Here it From Your Peers to get ideas!

Conference Participation



Test Administration

Elizabeth Kaufman @emkaufman · 3h
Gauging one's aptitude is an important component of career development. Thank you @asvabcep



Wice ACC

1

Citrus High @fused_CitrusHS · 2h
Find Your Path at Citrus HS with the Career Exploration Program - ASVAB @asvabcep administered today. All Seniors had the chance to participate



3

NHSCUBS @NHSCUBS · 13h
136 students took the ASVAB Test yesterday. The ASVAB is a comprehensive and free career planning resource that helps students align their strengths and interests with a post-secondary plan.



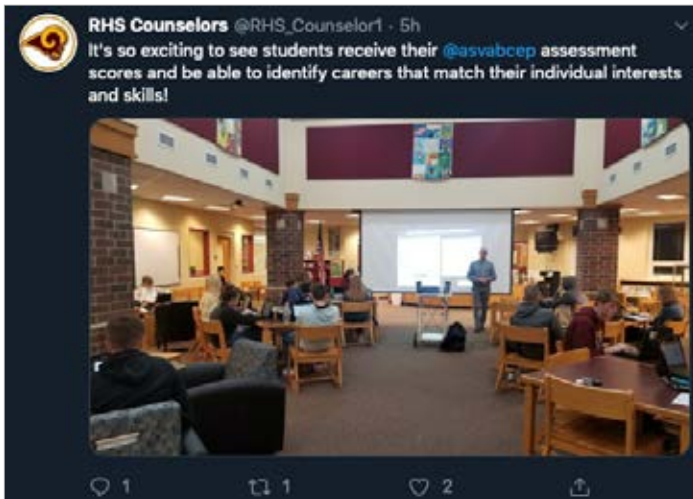
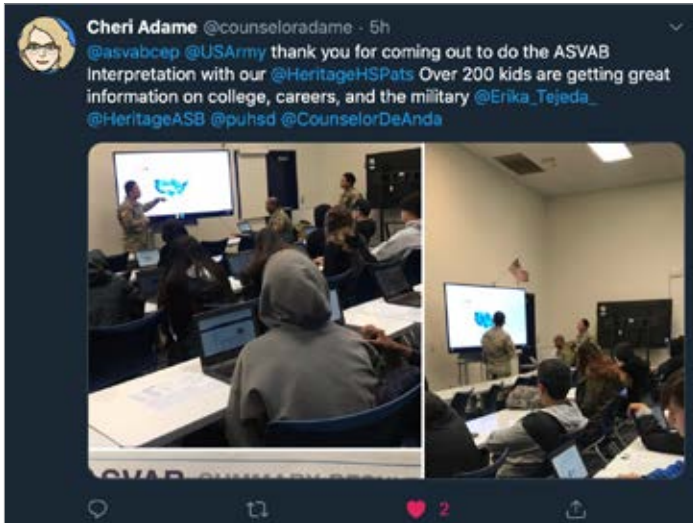
1

Chopticon Career Ctr @CareerCtrCHS · 4h
Chopticon students taking the ASVAB Career Exploration test this morning to understand their unique skills and interests and find their dream jobs. #chopticon #asvab #futuresarebright



1 2

Post-Test Interpretation/ Career Exploration Workshop



IDEAS & EXAMPLES

GET YOUR CAMPUS INVOLVED IN THE ASVAB CEP!

Here are some tips to learn how students, teachers, teams and clubs can lead ASVAB CEP initiatives for their schools:

IDEAS FOR SCHOOLS

- Launch a school-wide exploration day. Career-themed treasure hunt or dress as your dream job during spirit week.
- Incorporate career exploration into any curriculum! Classroom activities get students thinking about their future through a variety of related school subjects.
- Utilize social media in the lead up to and on ASVAB test day to highlight your participation – encourage fellow students to take action that day to support exploration.
- Appoint ASVAB CEP student ambassadors at the beginning of the semester to help spread the word with groups to promote the ASVAB CEP on campus.
- Host an on-campus career fair sponsored by the ASVAB CEP for student groups and local business and community groups.
- Announce any new career readiness initiatives or educational program related to career and technical education.
- Organize a photo booth interview recording session with student's who participated in the ASVAB CEP. Ask questions like, what did you learned about yourself that you didn't already know? How did participation impact your post-secondary plans? For those NOT interested in the Military, why did you participate? #WHYIASVAB
- Engage parents, alumni, and teachers to start a conversation about exploration and career satisfaction, and what students would like to see more of on campus relating to exploration and post-secondary planning.
- Present an award to students who perform well on the ASVAB CEP.
- Contact your career tech/co-op department heads and ask about projects for students.

HOW TO REQUEST A MAYORAL PROCLAMATION THE FOR ASVAB CEP

THANKS FOR BEING A PART OF THE ASVAB CEP!

The ASVAB CEP inspires career exploration and encourages meaningful post-secondary planning before students finish high school, giving them a chance to reduce wasted money, time, and effort. The ASVAB CEP is an annual effort available to schools across the nation.

This toolkit will provide you with all the resources you may need to have your Mayor proclaim a month of their choosing as, as ASVAB Career Exploration Month in your city or state.

WHAT IS A MAYORAL PROCLAMATION?

Proclamations are typically issued by a Mayor to recognize the importance of a community event, significant achievements by community members, or to signal a City's role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the City's website. Original signed proclamations will be provided to the requesting party (sometimes must be received in person at City offices).

WHY REQUEST A MAYORAL PROCLAMATION IN YOUR CITY?

- Opportunity to meet/greet/photo with your Mayor and/or other City representation
- Become an ASVAB CEP Brand Ambassador for your City and help make the ASVAB CEP available in all high schools across the nation
- Help your City celebrate career and college readiness, exploration, and post-secondary planning
- Get your City government more involved in the success of the next generation of the workforce

WHAT THE ASVAB CEP WILL OFFER YOUR CITY:

- The chance for communities to come together to impact youth
- Build and strengthen partnerships across sectors
- Tell your City's success stories to new audiences and bring national attention to local efforts

IN THIS TOOLKIT, YOU WILL FIND:

- Steps to request a Mayoral Proclamation
- Sample outreach email
- Sample Mayoral Proclamation for the ASVAB CEP
- ASVAB CEP Fact Sheet
- Sample Press Release

STEPS TO REQUEST A PROCLAMATION

Visit your local government’s website. Some City and State websites will have a section on “How to request a Mayoral Proclamation.” Some will even have an online Mayoral Proclamation Request section on their website. If they do not have an online request section, send an email request to your Mayor; most Mayors will have their contact information, including their email address on the City’s official web page.

You can use the sample outreach email in this toolkit.

Plan ahead. Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of your desired ASVAB Career Exploration Month.

Provide a draft. If the response is positive from your Mayor’s office, they may request you to send a draft of a sample proclamation.

We’ve included a sample draft proclamation in this email for you to edit and send.

Celebrate your city. Your local government office may invite you to attend a meeting to accept the proclamation on behalf of the ASVAB CEP. This is a great press opportunity and way to bring your community together to celebrate generosity. Plan a community event and invite other ASVAB CEP partners and local members of the press to take part as well.

Share your proclamation. Share your press release, photos, videos, and other moments from receiving your proclamation with the national ASVAB CEP community on your own social media channels by tagging @asvabcep and using the hashtags [#OptionReady](#) and [#WhatsYourDreamJob](#).

The ASVAB CEP Team can also promote your leadership on our social media and publish your achievement to the ASVAB CEP website if you email us your photos, announcements, and copy of your proclamation at asvabcep@gmail.com.

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your Governor, Mayor, and local officials for the ASVAB CEP. Feel free to copy, paste or adjust as you see fit for your needs as you communicate about involvement with the ASVAB CEP. The ASVAB CEP, sponsored by the Department of Defense, is an annual effort available to schools across the nation at no cost.

Subject: ASVAB Career Exploration Program: WHEN **[INSERT NAME OF SCHOOL]** HELPS STUDENTS EXPLORE CAREERS

Dear _____,

This year, on **[DATE]**, we are part of a call to action that will impact youth in our community. We are celebrating a month dedicated to exploring – when families, businesses, community centers, students, and more will all come together for the ASVAB CEP – a movement to celebrate meaningful post-secondary planning before students finish high school, giving them a chance to reduce wasted money, time, and effort. The ASVAB CEP is an annual effort available to schools across the nation.

Local mayors and governors around the country have supported the movement in their area. Governors from Alaska, Ohio, Wyoming, New York, Georgia, Washington and Kansas have formally endorsed the ASVAB CEP.

In school year 2018-2019, more than 785,000 students in 50 states participated in the program.

As an ASVAB CEP partner from the **[CITY/STATE]** of _____, we would like to respectfully request that the **[CITY/STATE]** of _____ officially proclaim **[MONTH]** as ASVAB Career Exploration Month. The **[CITY/STATE]** of _____ can really help to take the ASVAB CEP from something that is big to something that will really change the way young people explore careers and the have an effect on post-secondary dropout rates and student loan debt for generations to come.

The ASVAB CEP provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of _____ with an opportunity to share their exploration stories.

For additional information, please visit the website at www.asvabprogram.com.

It would be truly be an honor to have the **[CITY/STATE]** of _____ formally proclaim the ASVAB Career Exploration Month. Thank you for considering our request.

[NAME]

[ORGANIZATION NAME]

SAMPLE ASVAB CEP PROCLAMATION

WHEREAS, **[STATE]** youth are precious and it is vital we provide them with educational opportunities to prepare for a bright future; and

WHEREAS, the Armed Services Vocational Aptitude Battery (**ASVAB**) Career Exploration Program combines comprehensive aptitude testing with an interest assessment to enable students to learn more about their abilities and to identify and explore civilian and military options; and

WHEREAS, the ASVAB Career Exploration Program is one of the most widely used and highly regarded career development programs in the world; and

WHEREAS, the ASVAB Career Exploration Program can be used with various levels of technology, includes ready-to-use structured activities guiding students through the career exploration and educational planning process; and

WHEREAS, the ASVAB Career Exploration Program supports the mission of the **[CITY/STATE] [CAREER-TECHNICAL EDUCATION PROGRAM]** by providing resources and services that promote college and career readiness; and

WHEREAS, the ASVAB Career Exploration Program can provide students with valuable career information and tools that can guide well-reasoned decisions and help young people achieve their fullest potential.

WHEREAS, ASVAB Career Exploration Month is an opportunity to encourage the community to impact youth by sharing success stories and helping young people explore various paths.

NOW, THEREFORE, I, **[MAYOR/GOVERNOR'S NAME]**, Mayor of the City of **[CITY/STATE NAME]**, do hereby proclaim **[MONTH]** as ASVAB Career Exploration Month

OR recognize the ASVAB Career Exploration Program

in the **[CITY/STATE NAME]**, and encourage all citizens to join together to participate in any way that is personally meaningful.

[NAME MAYOR/GOVERNOR]



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