

This deliverable consists of recruitment advertising materials used to recruit students to grant funded training programs. This deliverable was developed through the Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant Program Round 4 Grant *Winston County Manufacturing Recovery Project* TC-26437-14-60-A-28.

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**East Central Community College  
Winston County Manufacturing Recovery Project**



**Strategy 1: Build programs that meet industry needs.**

**Action 1.5** - Relying on local and regional LMI data, ECCC will develop marketing and outreach methods to recruit TAA-eligible workers, Veterans, and other adults to the new Louisville center programs.

**Related Deliverable – Student Recruitment Advertising Materials**

This deliverable consists of three recruitment advertising tools: 1) a copy of the digital billboard advertisement placed in Louisville, MS (see below); 2) the script (see below) and audio file copy (attached) of a radio advertisement; and 3) a copy of an advertisement placed in the local newspaper (see below).

**BILLBOARD**



**RADIO SCRIPT** (audio file attached)

Modern manufacturing jobs are coming to Winston County. Manufacturing wages now average more than forty-five thousand dollars per year. East Central Community College's highly trained instructors are ready to provide you the skills and credentials needed to qualify you for these jobs.

E-C-C-C will soon begin offering offers classes and credentials in Modern Manufacturing Skills-Basic and in Electrical Technology at its Advanced Learning Center in Louisville.

Contact the WIN Job Center or call 662-773-2292 to register now. High-wage jobs in manufacturing can be yours tomorrow.

# PREPARING STUDENTS FOR TODAY'S MODERN MANUFACTURING JOBS

*Advance your career at the Louisville Career Advancement Center*

**NOW OFFERING MANUFACTURING SKILLS-BASIC TRAINING AND  
FOR-CREDIT COURSES LEADING TO A CERTIFICATE OR AN ASSOCIATE  
OF APPLIED SCIENCE DEGREE IN ELECTRICAL TECHNOLOGY**



*Become a qualified applicant for modern manufacturing jobs at such  
industries as Winston Plywood and Veneer and Taylor Machine Works,  
or begin or advance your career in the electrical power industry*

662-773-2292 • [hdward@eccc.edu](mailto:hdward@eccc.edu) / [cwoodruff@eccc.edu](mailto:cwoodruff@eccc.edu) • [www.eccc.edu](http://www.eccc.edu)

*East Central Community College is an equal educational and employment opportunity provider.*

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