PARTNER SUCCESS KIT

Best Practices for Hiring Success

Practical messaging, recruiting, and tracking guidance for promoting sponsored training opportunities.

U.S. Career Institute Partner Solutions

Messaging Guidelines

Always Highlight

- "No experience needed"
- "Get paid while you train"
- "We sponsor your education"
- "Certification Preparation"

Avoid

- Overloading with text
- Leading with requirements
- Corporate or academic language

Commitment Language (How to Position It)

- "We invest in your education, and in return, we ask for a 12-month commitment after completion."
- Keep it positive
- Position as mutual investment
- Avoid heavy/legal wording in ads
- Retention Agreement samples View/Download templates

Best Practices to Drive Applicants

- **Include Pay Range:** This is the #1 driver of clicks. Example: $18–$22/hour + Sponsored Certification
- **Create Urgency:** "Limited Sponsored Spots," "Now Hiring," "Immediate Openings"
- **Post in These Places:** Indeed / ZipRecruiter, Facebook Jobs + local groups / online community forums (Next Door, FB, IG), clinic lobby / waiting rooms, community colleges, high schools (targeting seniors), Job Fairs, Community Centers, Workforce Centers, Churches and religious centers.

Simple Performance Tracking

- ✓ # of Applicants
- ✓ Source (QR vs link vs job board)
- ✓ Hired
- ✓ Enrolled
- ✓ Optimize what's working

Quick Start Checklist

- ✓ Add your logo
- ✓ Insert pay range
- ✓ Add application link
- ✓ Generate QR code
- ✓ Post on 2–3 channels
- ✓ Share internally with staff

Need Support?

For questions or additional support, contact the Partner Success Team.

Get Support