



# MEMBERSHIP QUICK START & ACCESS GUIDE



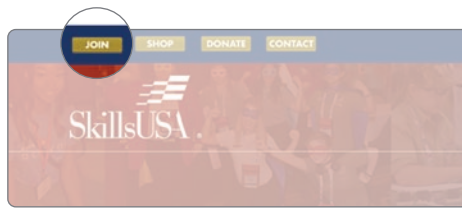
# QUICK START GUIDE

## Step-by-Step Instructions



1

Go to the SkillsUSA website at [www.skillsusa.org](http://www.skillsusa.org) and locate **JOIN** at the top of the page. Click the **JOIN** button to proceed.



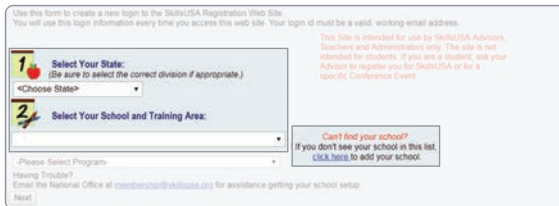
2

If you are a new advisor, you will need to create a login by clicking on the **Create Login** button. If you are a current advisor, simply log in and proceed to the registration page, then continue to follow the instructions in **Step 7**.



3

When creating your login for the first time, you will be able to select state, school and program area. You must have an active chapter to be able to locate your school. If your school is not listed, please click on **Can't Find Your School** and request that your school be added.



4

Next, you are required to enter a valid email address and provide a password.

5

If prompted, please answer the Secret Question for password security, then select **Create Login**.

6

You will be taken back to the Login screen. Use your email address and password to log in.

7

Here you will be able to add members or register for conferences. Select **Membership** to add members.



8

If you are a new advisor you will need to add your Training Program by clicking on the **New Program** button.

9

Now you are ready to join members. Select **Member** to the right of the training program to which you will be adding members.

10

Then select **New Member**. The **Membership Details** record will appear.

11

Complete the requested information for each member. Students and professional members should only be entered into one training program to prevent duplicates. Continue to save and add new members until all members have been entered into the system. Be sure to enter yourself as a professional member and change the **Stud/Prof** field from "Student" to "Professional."

**Note:** Advisors who were professional members last year have been automatically entered as professionals for the current year. Please verify that your email address is current, and delete advisors that are no longer with the school. Advisors and students are not officially joined until Step 12 is completed and an invoice generated.

12

You are now ready to join **selected** members by using the **Ready to Join** checkbox located at the right of each member's name or you may select ALL members by using the **Ready to Join** checkbox located in the blue column header. *Any members not selected will remain pending in the system until they are officially joined or deleted from the system.*

13

You are ready to submit your membership to SkillsUSA by selecting **Join Selected** located at the top of the page. Now the steps for payment will be generated.

## CONGRATULATIONS!

You have joined SkillsUSA. You are able to return at any time and add new members or print invoices. For assistance in growing your chapter or help in registering members, call the SkillsUSA Customer Care Team toll-free at: **844-875-4557**.

## QUESTIONS? WE'RE HERE TO HELP

For assistance with anything SkillsUSA, including registering members and accessing Professional Membership Benefits, contact the SkillsUSA Customer Care Team.

Monday/Wednesday/Friday (8 a.m. – 5 p.m. ET)  
Tuesday/Thursday (11 a.m. – 7 p.m. ET)  
Chat: SkillsUSA Register ([skillsusa-register.org](http://skillsusa-register.org))

Call: 844-875-4557  
Email: [customercare@skillsusa.org](mailto:customercare@skillsusa.org)



## PAYMENT REQUIREMENTS AND OPTIONS

By submitting membership online, you are agreeing to pay the stated SkillsUSA membership fees. Services begin when membership is submitted.

**If paying by Visa, Mastercard, American Express or Echeck:** Go to the **Edit Training Program** screen and click the **Show All Invoices** toward the bottom of the page. Locate your invoice and click on the Invoice ID link located in the first column. A credit card payment link is located on the invoice. To pay for all school invoices, click the **School-Wide Invoice** button located at the bottom of the invoice box. Enter your credit card information as requested.

**If paying by check:** Please send a copy of your membership invoice with the check to the address on the invoice. To see full details of payment options, including ACH set-up, visit this link: <http://bit.ly/SDpaymentoptions>

**If using a purchase order:** Verify with your accounting department whether a purchase order is required prior to joining members. Then, submit your purchase order and a copy of your membership invoice to your school accounting office for payment. Please follow up to be sure your invoice is paid. Ensure that you provide a current email address when submitting your membership so you can access your professional membership benefits.

**Note:** Payment for all membership submitted is required for your students to be eligible for national competitions and to serve as national voting delegates or national officer candidates.

Please mail a copy of the invoice and your payment to the address on the invoice. If you have questions, call **844-875-4557** for assistance with your invoice.

## ONLINE RESOURCES

Our online resources for advisors and students support active participation and the development of SkillsUSA Framework skills.

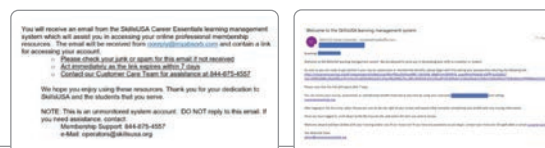


## ACCESSING THE BENEFITS OF PROFESSIONAL MEMBERSHIP

**1** Complete and submit Professional Membership through **SkillsUSA REGISTER** ([SkillsUSA-register.org](http://SkillsUSA-register.org)). For information on how to submit membership, refer to the SkillsUSA Quick Start Guide on the reverse side of this publication.



**2** Once Professional Membership is submitted, the member will receive two emails. The first email — which will come from **SkillsUSA REGISTER** — will confirm submission of membership. The second will come from **SkillsUSA ABSORB** ([noreply@myabsorb.com](mailto:noreply@myabsorb.com)). To validate your Professional Member benefits, click on the validation link.

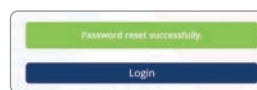


*Please note that this link will only be active for seven days. If the email is not received, please check junk/spam folders.*

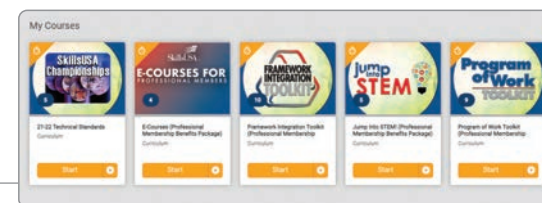
**3** The validation link will direct you to a webpage to create a password. Create a password and click the **Reset Password** button.



**4** Once a password is successfully created, a **Login** button will appear. Click on this button. Log in using the member email as the username and newly created password.



**5** Once logged in to SkillsUSA ABSORB, the member will be able to locate the **Professional Membership Benefits** on their dashboard.



**6** Once the account is created, this account can be accessed in two ways:



Directly on SkillsUSA ABSORB at [absorb.SkillsUSA.org](http://absorb.SkillsUSA.org).



In SkillsUSA REGISTER at [SkillsUSA-register.org](http://SkillsUSA-register.org). After logging in, select the benefits at the bottom of the dashboard.

**Call:** 844-875-4557 | **Email:** [customer@skillsusa.org](mailto:customer@skillsusa.org)  
**Chat:** SkillsUSA Register ([skillsusa-register.org](http://skillsusa-register.org))



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## MIDDLE SCHOOL PROGRAMS



# MEMBERSHIP GUIDE



## *Letter from SkillsUSA Executive Director, Chelle Travis*

Dear SkillsUSA Advisor,

Thank you for joining us in SkillsUSA! Let's work together this school year to ensure that your students have ample opportunities to grow as leaders and skilled professionals. Achieving the goal of student career readiness is only possible in partnership with our dedicated instructors.

SkillsUSA has a vision to produce the most highly skilled workforce in the world and we strive to provide a strong foundation for every member's career success.

SkillsUSA plans events, conferences and chapter programming to provide these opportunities for students. The SkillsUSA Framework defines our learning expectations and is based on the specific career readiness skills demanded by business and industry. By developing and practicing Personal Skills, Workplace Skills and Technical Skills Grounded in Academics, students learn a consistent and specific skill set that is lacking in many employees.

The SkillsUSA Chapter Excellence Program (CEP) helps chapters achieve state and national recognition while making tangible connections between the Program of Work and the Framework as it validates student learning. Thousands of chapters take part in CEP each year and experience incredible growth through student-led activities while intentionally applying the Framework. Students can also demonstrate their skills by participating in local and state career competitions that lead to the SkillsUSA Championships. These competitions offer recognition, scholarships and industry awards to those students who demonstrate their skills effectively as measured against business and industry standards.

Our 2023-2024 membership theme is "SkillsUSA: No Limits" and this theme communicates to members that their future truly has no boundaries. As each student's skill set expands, so does their understanding of where they are, where they want to be and the incredible places their future career can take them. This year, I hope you can help each student you teach explore their career passions and the many rich opportunities that await them. Together, we can open doors and guide students along a path of discovering their unique potential and what they are capable of achieving in their lives.

With continued appreciation for your hard work,

A handwritten signature in blue ink that reads "Chelle Travis".

Chelle Travis  
*Executive Director*









# MEMBERSHIP GUIDE

## 23 24

*Since 1965*, SkillsUSA has been an integral part of career and technical education with an unwavering commitment to improving the quality of our nation's skilled workforce. SkillsUSA is the largest organization whose purpose is to serve students preparing for technical, skilled and service careers. Serving as an advisor to a SkillsUSA chapter is one of the most intentional steps you can take as part of your professional career. The impact of this decision on your student members and their future will be life-changing. You'll find that many of the roles and responsibilities of serving as an advisor support the work you are already doing in the classroom.

Whether you are interested in knowing more about SkillsUSA or thinking of starting or expanding a chapter, this SkillsUSA Membership Guide will provide all the information you need. The guide includes programs, resources and opportunities for you and your students. SkillsUSA also provides advisor support and coaching to help you organize and manage your SkillsUSA chapter.

*Let's get started.*

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# HOW TO USE THIS GUIDE

## *How to Use the SkillsUSA Membership Guide as a New Advisor*

The SkillsUSA Membership Benefits portion of the SkillsUSA Membership Guide is designed to shine a light on the multitude of resources, professional development opportunities and the conference and program access you receive as a result of your professional membership. This guide is also a useful tool for your student members to help them identify opportunities that are available to them with SkillsUSA membership. The “How to Use the SkillsUSA Membership Guide as a Student Member” section details the many programs, scholarships and leadership opportunities available to student members.

The Chapter Management section is the second chapter of this SkillsUSA Membership Guide. That section will walk you through the SkillsUSA Framework, how to manage a SkillsUSA chapter and includes examples of chapter activities that could be easily implemented in your chapter.

Highlighted in this guide are resources that will be crucial to your success throughout your participation as a SkillsUSA Advisor. These resources include:

- Unpacking the SkillsUSA Infographic
- Events, Conferences and Programs for Members
- Online Resources
- Join SkillsUSA: How to register yourself and your students
- Customer Care Team contact information

If you have any questions about the SkillsUSA Membership Guide or how to create a successful chapter, we encourage you to reach out to the Customer Care Team. Information is found on the back cover of this guide.



## *How to Use the SkillsUSA Membership Guide as a Returning Advisor*

The SkillsUSA Membership Guide is a useful tool for advisors. SkillsUSA adds new opportunities for student and advisor growth each year. The Membership Guide is the best way to stay up to date on these opportunities. It is also crucial for your student members (new and returning) to be aware of the opportunities available to them because of their SkillsUSA membership. Discover all that SkillsUSA is offering this year that will excite both you and your student members:

- Events, Conferences and Programs for Members
- Teacher Professional Development

In addition, the Chapter Management section has been included to ensure that all SkillsUSA chapters are utilizing SkillsUSA resources such as the SkillsUSA Framework and sample chapter activities in their classroom. SkillsUSA is much more than skilled competitions. SkillsUSA is a student-led organization with educational resources that are integral to the classroom. SkillsUSA highly encourages all returning advisors to review the Chapter Management section to ensure that your SkillsUSA chapter is taking advantage of all of the practices and resources that help to create career-ready student members.

## *How to Use the SkillsUSA Membership Guide as a Student Member*

The SkillsUSA Membership Guide is not just for advisors, it is for SkillsUSA student members as well! Student members should be aware of the opportunities that are available to them because of their membership. The “Events, Conferences and Programs for Members” section and the “Scholarships Opportunities” details highlight the benefits available to student members.

Students can click the link below to access the list of events, conferences and programs that SkillsUSA offers. Students can also share this link with their parents or guardians to convey the benefits of a SkillsUSA membership. This membership allows students to have the opportunity to participate and receive recognition in programs that they would not have access to otherwise.

[skillsusa.org/membership-resources/students](https://skillsusa.org/membership-resources/students)



# CHAPTER 1

## WHY SKILLSUSA?

# ENSURING CAREER SUCCESS FOR STUDENTS

*There are many amazing companies* and organizations. But, every once in a while, an organization develops a “secret sauce” that launches them head and shoulders above others. Coca-Cola has a secret drink recipe. Apple has great products and had early visionary leadership. NASCAR pit crews exemplify highly-efficient teamwork. Through deep research and decades of hard work, some organizations carve out a competitive advantage that might be emulated by others, but is seldom replicated.

## WHO WE ARE AND WHY WE'RE HERE

### The Story of SkillsUSA

SkillsUSA is an integral part of career and technical education with an unwavering commitment to improving the quality of our nation's skilled workforce. Our mission is to prepare students for career success. We know it is critical that all members understand their value and purpose while being connected to the in-demand careers that build economic security for a lifetime.

But just having a lofty mission isn't enough. We define our mission through the SkillsUSA Framework, which is based on research from over 1,000 employers in identifying crucial skills to success. The SkillsUSA Framework is comprised of three components: personal, workplace and technical skills grounded in academics. Within the three components are 17 Essential Elements or skills that every individual should possess for career success.

True success is achieved when Framework instruction is taught and reinforced through coaching and feedback in the classroom, gaining experience in the workplace and active participation in a SkillsUSA chapter. Students make connections between what they are learning today and the world of work by using these three locations (classroom, workplace and chapter) as laboratories for applied learning.

But there still must be a way for these 17 Essential Elements to be learned hands-on, and with contextual experiences that emulate the real world.

Integration is SkillsUSA's “secret sauce.” In order to develop the whole person and ensure career preparedness, SkillsUSA chapters provide rich, meaningful experiences in six categories called the SkillsUSA Program of Work. A well-planned Program of Work provides intentional instruction of the SkillsUSA Framework Essential Elements woven together with diverse chapter activities.

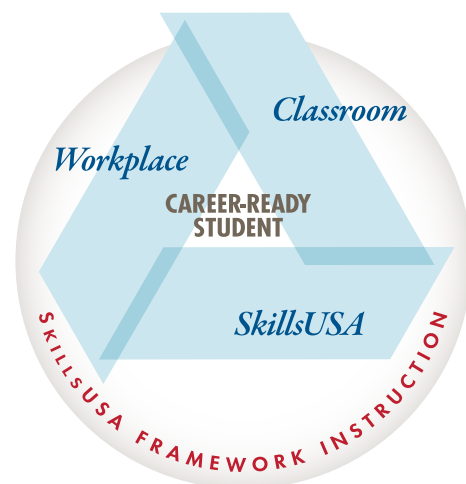
A vibrant SkillsUSA chapter only occurs through rich classroom integration and actively engaging the Program of Work categories.

### Why is this combination so important?

- You could combine a classroom and the workplace in an internship and get a small snapshot of real work experience. But an internship alone won't ensure a student masters all 17 Essential Skills to excel at a job interview and then land a dream job after graduation.
- Alternatively, you could combine the workplace and being involved in a club or athletic team. But with no intentional tie to school, learning might be completely disconnected.
- Similarly, only merging academic learning with an extracurricular activity might provide leadership experience, but would be insufficient to grow employability skills and familiarity with industry.
- It is only through integrating classroom learning, work experience and a SkillsUSA chapter that a student's future can come into complete focus.

This ability for students to reflect on their knowledge and skills and to be able to articulate what they have gained to an employer is what delivering on the SkillsUSA mission looks like.

We're glad you've decided to join us on this mission.







## Mission

SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation's future skilled workforce through the development of Framework skills that include personal, workplace and technical skills grounded in academics.

## SkillsUSA Framework

The SkillsUSA Framework defines the mission of the organization



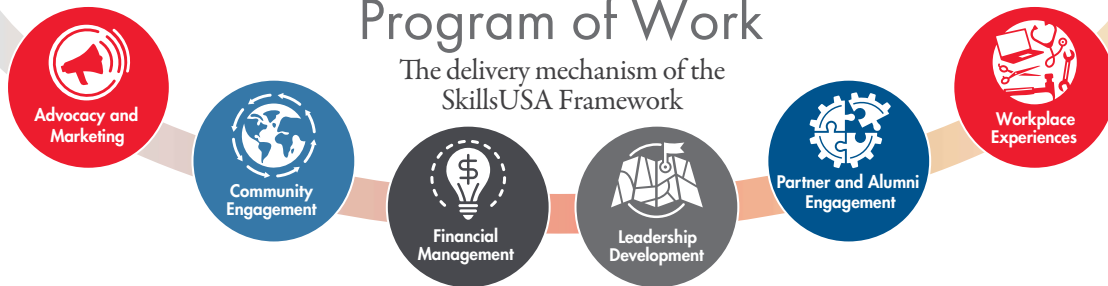
## Integration Locations

SkillsUSA Framework instruction is integrated into these three locations



## Program of Work

The delivery mechanism of the SkillsUSA Framework



## Member Success

Assessments to measure students' career readiness



# UNPACKING THE SKILLSUSA INFOGRAPHIC

## Understanding the SkillsUSA Framework

The SkillsUSA mission is what we are called to do in students' lives every day. Whether you are a local SkillsUSA advisor, a state SkillsUSA director or have another paid or volunteer role, this mission guides your work.

However, the mission does not stand alone. The SkillsUSA Framework actualizes what opportunities need to be created for students to enact the mission. The Framework defines the mission and enables the organization to develop programming and assessments that build skills in students that prepare them for life. It also provides a common language for students to be able to articulate how they are different because of their participation in SkillsUSA.

No matter how a student arrives to SkillsUSA in terms of knowledge and abilities, the 17 Essential Elements outlined in the Framework enable students to develop the skills that business and industry demand from employees. The Framework has three components that develop the whole person: Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. The Framework Essential Elements are the skills needed to be career ready as determined by research from over 1,000 employers. It is critical that the Framework be the basis for your SkillsUSA chapter work. If you would like to learn more or view additional resources to integrate the Framework into your classroom and chapter, please visit the SkillsUSA website at [skillsusa.org/about/skillsusa-framework/](https://skillsusa.org/about/skillsusa-framework/).

## Integration Locations

SkillsUSA is an integral part of career and technical education. Why is that important? It means that the chapter isn't separate from the classroom experience. Not only are you able to integrate SkillsUSA chapter work into your classroom, but it is essential that you do so. The work of building career-ready students isn't a "once and done" activity or event. Students need to work on building skills over time through multiple experiences and receive coaching along the way. For instance, building decision-making skills in the classroom might focus on diagnostic work while in the chapter, and/or it might focus on committee decision-making for a community service project. Students must see the relationship and how these skills transfer from one situation to another. What they experience in the classroom should be reinforced in their SkillsUSA chapter and vice versa so that it becomes common practice in conducting themselves and their work. Students connect what they are learning and practicing today to the world of work.

## Program of Work

How does the Program of Work (PoW) fit into this equation? More than 14 million members have participated in SkillsUSA since its inception in 1965. Over time, the organization has learned that not only do students need to participate in skill building around the SkillsUSA Framework Essential Elements, but the chapter should provide rich meaningful experiences in six categories that reflect the situations they will encounter in the workplace. A well-planned Program of Work provides intentional instruction of the Essential Elements. It is how SkillsUSA delivers the skill-building opportunities to students through active participation. Think of the PoW as a chapter management tool, an individual growth plan and as a student engagement tool. It allows students to define, develop and demonstrate the Essential Elements.

## Member Success

SkillsUSA has developed multiple ways to measure student growth and career readiness. One is the SkillsUSA Chapter Excellence Program (CEP). This standards-based program recognizes chapter achievement in developing the Essential Element skills in its members. When your students complete each of the six PoW activities, they can apply for CEP recognition. It is the celebration of the students' achievement! For more information about CEP please click here.

[skillsusa.org/programs/chapter-excellence-program](https://skillsusa.org/programs/chapter-excellence-program)



# OUR PROVEN MODEL: THE SKILLSUSA FRAMEWORK

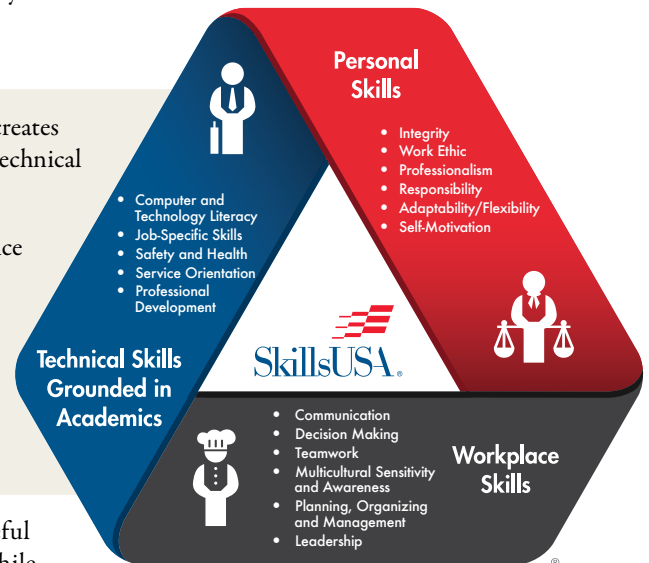
*The SkillsUSA Framework outlines* all skills needed to be job-ready Day One. Every aspect of our program is built around the Framework, which emphasizes personal skills, workplace skills and technical skills grounded in academics. The purpose of the Framework is to provide a common language to communicate what students learn in the classroom and laboratory.

Students learn and practice these skills through experiences found in the:

**CLASSROOM:** With direct input from industry, SkillsUSA creates educational resources, materials and curriculum used in career and technical education programs across the country.

**CHAPTER:** Student-led chapters give students leadership experience beyond the classroom including participation in local, state and national competitions that are assessed to industry standards.

**WORKPLACE:** Students can make connections and bring relevancy to learning through job shadowing, internships, work-based learning and apprenticeship opportunities tied directly to business and industry.



To teach all Essential Elements and behaviors, instruction must be purposeful and strategic. Many skills can be practiced during hands-on experiences, while others will require a specific lesson in the classroom. When students reflect on their education, they will not only appreciate the technical skills gained, but also the valuable lifelong skills they accumulated along the way. Become comfortable with the terminology so you can use the Framework components and Essential Elements seamlessly in conversation and instruction.

## Personal Skills

**INTEGRITY** — *Doing the right thing in a reliable way*

- Be honest
- Do what I say I will do
- Hold myself and others accountable
- Make choices consistent with my values

**WORK ETHIC** — *Being committed to punctuality, meeting deadlines and following established policies and procedures to get work done*

- Engage in meaningful work to contribute
- Be productive throughout the workday
- Reflect upon and evaluate my productivity
- Demonstrate consistency in work performance

**PROFESSIONALISM** — *Behaving in alignment with workplace standards to display a positive image*

- Be loyal to my peers, supervisor and myself
- Adhere to dress codes and other policies
- Monitor my words and actions
- Model appropriate behavior and etiquette in all settings
- Create a respectful and safe culture

**RESPONSIBILITY** — *Taking ownership of one's work performance, behavior and actions*

- Honor my commitments
- Complete my work and assignments on time
- Work efficiently and effectively without supervision
- Persevere in accomplishing my work
- Own my mistakes or incomplete work

**ADAPTABILITY/FLEXIBILITY** — *Embracing change and fostering creativity; being resilient*

- Overcome barriers and roadblocks
- Understand that multiple solutions will accomplish the same goal
- Maintain composure during adversity
- Be curious to explore and experiment

**SELF-MOTIVATION** — *Exhibiting a passion for life and career*

- Purposefully connect what I do today with my future
- Positively express self and work with others
- Seek to learn and develop new knowledge and skills
- Be disciplined to achieve my purpose and goals



## Workplace Skills

### COMMUNICATION — *Sending and receiving clear messages*

- Write and speak effectively
- Use appropriate body language
- Check for understanding when articulating complex issues
- Practice active listening skills
- Choose appropriate mode of communication

### DECISION MAKING — *Using information and processes to problem-solve and make choices*

- Analyze key facts, data and situations
- Follow a problem-solving process
- Weigh multiple outcomes
- Identify possible options and their impacts
- Make informed choices

### TEAMWORK — *Working with others to achieve a common goal*

- Work collaboratively with my peers, classmates and co-workers
- Honor the contributions and strengths of others
- Honor my commitments and responsibilities to the team
- Foster positive and collaborative working relationships with others

### MULTICULTURAL SENSITIVITY AND AWARENESS — *Respecting all people and cultures by fostering appropriate and respectful workplace relationships and interacting*

- Learn about other cultures
- Value diversity
- Demonstrate tact in words and actions
- Treat everyone with respect
- Empower all to use their unique contributions

### PLANNING, ORGANIZING AND MANAGEMENT — *Designing and implementing processes to complete projects and tasks at established standards of quality*

- Break down projects and task with timelines
- Identify resources and standards for completing projects
- Anticipate and plan for possible obstacles and setbacks
- Establish work priorities

### LEADERSHIP — *Influencing the hearts, minds and actions of others*

- Build and model trust
- Foster hope
- Express compassion
- Establish stability

## Technical Skills

### COMPUTER AND TECHNOLOGY LITERACY — *Using technology in effective, appropriate and innovative ways*

- Be willing to learn and integrate new technology
- Use work-based technology proficiently
- Effectively employ technology to solve problems
- Improve information flow through technology
- Use technology to improve and document accountability

### JOB-SPECIFIC SKILLS — *Identifying, developing and implementing unique knowledge and skills required by a specific job*

- Know my job roles and responsibilities
- Perform my job confidently
- Follow personnel manual policies
- Perform responsibilities without direct supervision
- Seek ways to improve my job performance skills
- Teach others job-specific tasks
- Receive coaching feedback

### SAFETY AND HEALTH — *Following workplace health, wellness, financial and safety guidelines*

- Follow safety procedures including wearing appropriate safety attire
- Maintain a clean work environment
- Identify potential hazards and notify appropriate parties
- Use tools and equipment according to safety standards
- Stay current with safety regulations and standards

### SERVICE ORIENTATION — *Meeting the needs of internal and external customers in respectful and effective ways*

- Acknowledge and be present with customers
- Stay focused and customer-oriented while at work
- Demonstrate respect and courtesy to customers at all times
- Know and implement my company's service policy
- Handle difficult situations with tact and self-restraint
- Know when to involve my supervisor in a customer service situation

### PROFESSIONAL DEVELOPMENT — *Engaging intentionally in learning experiences that contribute positively to career path progression*

- Develop my career plan
- Assess my current skill sets and determine areas for my growth
- Use professional and personal mentors
- Seek professional and personal growth opportunities
- Apply new learning
- Stay current with workplace-related resources
- Seek new responsibilities to gain additional skill sets

## OUR INTERNAL SURVEY RESULTS ON THE SKILLSUSA FRAMEWORK ARE CLEAR

**90%** of SkillsUSA high school seniors reported that their career path is clearer because of their involvement in SkillsUSA.

**82%** of students stated that they benefit from getting firsthand work experience as a part of their SkillsUSA membership.

**83%** of students said that SkillsUSA has allowed them to feel excited about a chosen career.

## CHAPTER 2

# SKILLSUSA MEMBERSHIP BENEFITS

# STUDENT MEMBER BENEFITS

*There are many reasons why* a SkillsUSA membership is beneficial to student members.

Check out the many benefits below:

- Receive recognition for individual members and chapter achievement through programs such as the SkillsUSA Career Essentials suite, the SkillsUSA Chapter Excellence Program (CEP), and the President's Volunteer Service Award (PVSA).
- Build valuable skills through an annual Program of Work that allows members to grow within the classroom, workplace and chapter. For example, you will join your peers to serve causes you care about through your chapter's community service activities all while building SkillsUSA Framework skills!
- Form meaningful relationships with other students who share common interests and come from diverse backgrounds. As you work together towards chapter success, you will develop the skills you will later rely on in the world of work including Communication, Decision Making, Teamwork and Leadership.
- Access a broad array of SkillsUSA student member programs to grow personal and professional skills while also having a lot of fun.
- Advocate for yourself and other students pursuing career and technical education (CTE) and SkillsUSA.
- Learn and practice real-life application of leadership skills as a member through chapter initiatives and programs.
- Apply your leadership skills and become a chapter officer!
- Receive recognition for individual achievement through local, state and national competitions. The SkillsUSA Championships take place during the SkillsUSA National Leadership & Skills Conference (NLSC).
- Gain access to Student E-Modules through your SkillsUSA membership.

## SKILLSUSA FRAMEWORK E-MODULES

**NEW**  
Student Member  
Benefit!

New this year are SkillsUSA Framework E-Modules which are included as a benefit of student membership. These e-modules, located in Absorb, are designed to provide high-quality instruction on the 17 Essential Elements. In addition to developing their knowledge of the 17 Essential Elements, students will create a Framework story, which allows students to easily articulate the development of their skills. Further, students will create personal action plans for each Essential Element to continue their skill development. The 20 – 30-minute instructional e-modules are differentiated by age groups (middle school, high school and college/postsecondary/adult learner). The Framework E-modules provide a new and exciting delivery for Framework knowledge development and application.

### THE FRAMEWORK E-MODULES INCLUDE:

- |   |   |
|---|---|
| <b>1.</b> Providing High-Quality Service<br>(Service Orientation) | <b>5.</b> Planning for Professional Growth<br>(Professional Development)                                      |
| <b>2.</b> Professionalism in Action<br>(Professionalism)          | <b>6.</b> Achieving Goals with Planning<br>Organizing and Management<br>(Planning, Organizing and Management) |
| <b>3.</b> Being a Valuable Team Member<br>(Teamwork)              | <b>7.</b> Wellness and the Workplace<br>(Safety and Health)   |
| <b>4.</b> Learning to Lead<br>(Leadership)                        |   |

Additional  
E-modules will  
be released late  
fall of 2023.



“SkillsUSA places students in real-world, high-pressure career situations that allow them to showcase their skills and make decisions. This is when students realize their place in the world and what they were meant to do. They acquire an appreciation for the dignity of work and become passionate about getting better.”

— Michael DeAcosta  
Milton Hershey School, Pa.

## EVENTS, CONFERENCES AND ...

*Events and Programs* for SkillsUSA take place on the local, state and national levels. Student members can achieve individual recognition by participating in some national programs, while others honor the entire chapter for its accomplishments. These programs are designed to support the development of SkillsUSA Framework skills, and can be woven into existing classroom curriculum, making them truly integral to instruction.

### ELEVATE ..... OCTOBER

“Elevate” is a chapter officer development conference that focuses on building a Program of Work for the year and showing how chapters can be recognized through the Chapter Excellence Program.

### ACTIVATE ..... JUNE

“Activate” is a high-energy, three-day leadership conference held in conjunction with the National Leadership & Skills Conference each June. It is open to all middle school and high school SkillsUSA student leaders. The conference focuses on developing the following SkillsUSA Framework skills for use in achieving the local program of work: Leadership, Planning, and Organization and Management and Teamwork.

### NATIONAL LEADERSHIP & SKILLS CONFERENCE (NLSC) ..... JUNE

The National Leadership & Skills Conference is a CTE destination where more than 13,000 students, teachers and business partners come together to develop the future talent pipeline. Participants connect with one another, build career readiness skills and celebrate their achievements. The weeklong event is the largest workforce development events in the nation.

### POUR THE INDUSTEA ..... NOVEMBER

Pour the IndusTEA is an industry panel discussion specific to each career cluster that the organization covers! This high-energy, informative experience will connect students with business and industry panelists. We invite classrooms to attend this career-focused event to gain useful insight and information about the industries they are stepping into.

### RECRUITMENT WEEK ..... Date decided by chapter

Membership recruitment week is designed to empower chapter leaders to recruit new members through challenges and experiences with other students from across their state and country. Make sure to utilize the Recruitment Week resources for chapter leaders and advisors.



## RECOGNITION PROGRAMS FOR MEMBERS

### YEAR-LONG PROGRAMS

#### CHAPTER EXCELLENCE PROGRAM

The Chapter Excellence Program (CEP) recognizes achievement as it relates to the integration of the SkillsUSA Framework in Program of Work activities. As a chapter's yearly action plan, the Program of Work is at the heart of student learning and employability development. By using the Framework as a guide, chapters have a blueprint for creating relevant activities that encourage participation and foster an understanding of the student learning attained during each activity.

#### SKILLSUSA CAREER ESSENTIALS SUITE

The SkillsUSA Career Essentials Suite is a collection of turnkey, industry-validated career-readiness curricula that define, implement and measure the acquisition of universal career-readiness skills based on the SkillsUSA Framework. Instructors can choose from four courses available in age bands from middle school to adult learner. Each curriculum option includes project-based learning experiences that engage students in practicing crucial employability skills. Pre- and post-assessments provide an opportunity for both students and instructors to measure the growth of the learner's skill development.

#### NATIONAL CONFERENCE PIN AND T-SHIRT DESIGN CHALLENGE

MARCH

The NLSC pin and T-shirt design challenge is open to all dues-paying student members. The winning designs become the official pin or T-shirt for the SkillsUSA National Leadership & Skills Conference and are produced in a limited quantity. One winner is named for the pin challenge and one winner is named for the T-shirt challenge.

#### PRESIDENT'S VOLUNTEER SERVICE AWARD

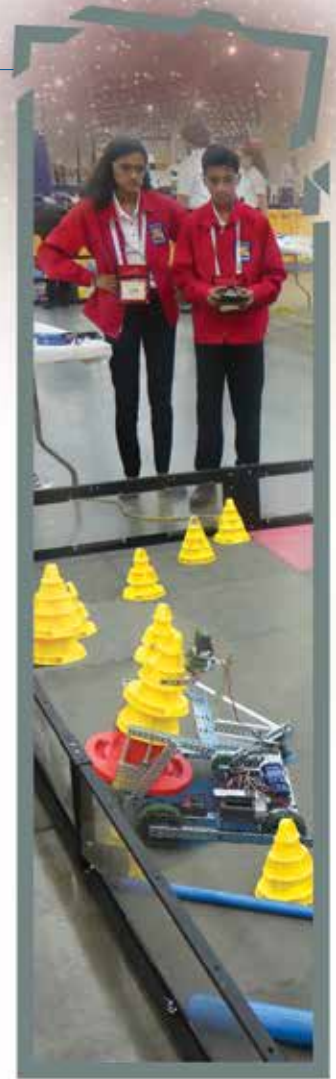
APRIL

The President's Volunteer Service Award (PVSA) is a national honor offered in recognition of sustained community service. The awards program recognizes individuals, families or groups who have achieved a certain standard, measured by the number of hours of volunteer service over 12 months or cumulative hours earned over the course of a lifetime. Recipients of the PVSA can use this national award to strengthen college, scholarship and job applications. Volunteers must be registered members of SkillsUSA to apply for the PVSA through the SkillsUSA national office.

#### SKILLSUSA CHAMPIONSHIPS

JUNE

The SkillsUSA Championships begin at the local level, with competitions held in classrooms nationwide. Winners advance through district, regional, and state competitions. The gold medalists at the state level are eligible to compete in the national event. The state associations manage district, regional, and state competitions and conferences.



M E M B E R S H I P B E N E F I T S

"We hold that our present society has advanced to its current culture through the hands, the minds and the hearts of working men and women. . . . It is about the dignity of work. We are the guarantors of America's future."

— Nick Pinchuk  
Chairman and CEO  
Snap-on Incorporated



## CELEBRATE CHAPTER SUCCESS

*Completing an important project*, conference or a capstone for the year provides the perfect occasion to celebrate and reflect on the experience. Celebrations are a necessary part of the process. Setting aside time to share and enjoy the moment makes the hard work and time involved even more rewarding. It gives students a strong sense of individual and team accomplishment, provides a venue to show off results and builds enthusiasm for future chapter events and projects. It also provides an opportunity for reflection, allowing students to take a closer look at their specific roles and how skills gained can help build their resume. Here are some ideas to help maximize celebrations and reflection.

### Celebration Ideas

- Host an ice cream social.
- Host a banquet and invite parents, administrators and community partners.
- Host a cookout and game night.
- Present a certificate to each student and/or a team or chapter photo.
- Individually or via committees, recognize students for what they specifically accomplished (such as teamwork demonstrated, leadership assumed or organizational skills implemented) in front of the entire SkillsUSA chapter.
- Host an appreciation circle. Individually, each participant takes the chair at the “head” of the circle and all of the other participants recognize that person specifically for his or her contributions to the officer team, committee or chapter. Every member of the group takes a turn at the “head” of the circle.
- Host a fun activity at a local facility (bowling alley, miniature golf, swimming pool).
- Post photos and names of students on a bulletin board in the classroom or around campus.
- Put an announcement in the school bulletin, newsletter, webpage or social media.
- Hang posters in the classroom with photographs and names of students involved.
- Recognize participants at a school assembly or faculty meeting.
- Create a presentation about your big chapter project to present to the school board or school administrators. Be sure to include successes and personal testimonies.
- Conduct a drawing with a cool prize at the wrap-up of the celebration event.

### Reflection Ideas

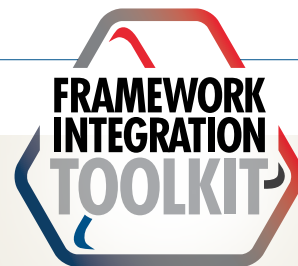
- Have students write a resume that reflects the personal, workplace and technical skills they have gained from being actively involved in SkillsUSA.
- Create “Wordles” or word clouds to help students identify what they have learned by participating the project, serving as an officer or being a member of the chapter.
- As a group, create a “Top 10” list of chapter accomplishments and hang it in the hallway.
- Have the officer team, committee or students create a “what I learned” list of thoughts and ideas that will be opened by the next year’s officer team or committee.
- Have students write a self-addressed letter that shares what they learned about themselves through their chapter work and how they will use it in the future. Mail the letter to them in six months.





# PROFESSIONAL MEMBER BENEFITS

## RESOURCES TO SUPPORT PROFESSIONAL MEMBERS



*Our goal is to support SkillsUSA instructors at a higher level than ever before by delivering curated content, tools and resources that are easy to implement in any learning environment, whether virtual, classroom-based or a hybrid of the two. Our resources and chapter models offer instructors great flexibility on how to integrate learning into the CTE curriculum.*

Becoming a professional member of SkillsUSA is one of the best ways to demonstrate to students the importance of joining a professional organization and the opportunities that membership will provide.



### ■ FRAMEWORK INTEGRATION TOOLKIT —

The Framework Integration Toolkit has everything you need to ensure career readiness for students, including videos, Framework Foundation lesson plans, experiential activities and more.

- **SkillsUSA Framework Essential Elements Definitions and Behaviors** — A quick and easy reference of all 17 Essential Elements, their definitions and behaviors.
- **Essential Element Assessment** — Each student should take the Essential Element Assessment. Once members take the assessment, the tool will share with the chapter the ranking of Essential Elements in the order that students need the most work. This will allow members to select the Essential Element that will be the focus of the Program of Work activity.
- **SkillsUSA Framework Motion Graphic Video** — These short, less than three-minutes-each videos help students gain awareness into each of the 17 Essential Elements in a fast-paced, student-friendly video.
- **SkillsUSA Framework Integration Strategies** — Eight specific strategies have been developed to integrate the Framework into your classroom or laboratory. Each strategy includes two specific activities for integrating the Framework and three suggestions for additional learning opportunities.
- **Experiential Activities to Promote the SkillsUSA Framework** — This guide contains activities to provide students with experiences that illustrate the Essential Elements of the SkillsUSA Framework.

- **SkillsUSA Framework Essential Element Motion Graphic Videos** — Each of the 17 Essential Elements is highlighted with a video, allowing for students to gain a greater awareness of the definition and behaviors related to the Essential Element.
- **SkillsUSA Framework Foundations Lesson Plans** — Lesson plans are available for each of 17 Essential Elements and contain a learning objective, activity, and ability to assess growth.
- **Business Partner Outreach and Preparation Guide** — This resource will streamline the process of welcoming business partners into your classroom. You will find guidance in business partner outreach, resources for business partner preparation, student activities and exercises, and evaluation for measuring student growth.
- **SkillsUSA Framework Kahoot** — Kahoot! games will engage your students in trivia games based on the SkillsUSA Framework and Essential Elements.
- **SkillsUSA Framework Bingo** — SkillsUSA Framework Bingo brings fun to the classroom or a chapter meeting.
- **Framework Story Lesson Plan and More Videos** — As a way for students to articulate their learning in CTE and SkillsUSA, have them create a Framework story using the provided lesson plan. Use the sample videos to demonstrate how students are able to share a personal experience and tie it directly to how they have grown in one specific Essential Element.
- **Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader Certification** — This e-module provides training to ensure that successful leaders and champions of diversity create environments where everyone can participate; promote diversity, equity and inclusion; and create spaces where everyone feels included, valued and respected.
- **Building Self-Motivation in Student Leaders** — In this e-module certification experience, you'll complete a series of learning events that will help you coach and guide students as they build their own self-motivation skills while serving as a leader of other students.
- **SkillsUSA Framework Certification** — This experience is a series of learning events in which you'll learn about SkillsUSA and how it ensures the development of world-class workers, leaders and responsible citizens through the SkillsUSA Framework. You'll know more about the organization and application of the SkillsUSA Framework after completing this short course.
- **CTE Knowledge Certification** — In this experience, you'll learn how SkillsUSA and career and technical education are solutions to the world's skills gap. You're sure to know more about the powerful impact potential of SkillsUSA and career and technical education after completing this short course.

### PROFESSIONAL MEMBERSHIP GRANTS ACCESS

#### *Professional*

*members* can

access the SkillsUSA Framework Integration Toolkit and the Program of Work Toolkit in SkillsUSA Absorb. Once you become a SkillsUSA Professional member you can create an account in Absorb. The directions on how to access the Toolkits in Absorb can be found by downloading a [PDF via this link](#) or scanning this QR code.



# Program of Work TOOLKIT

#### ■ PROGRAM OF WORK TOOLKIT —

The Program of Work Toolkit includes the Program of Work Launch Activity Guides which, in turn, includes the Virtual Classroom edition, videos and resources to help you implement effective activities.

- **Program of Work Launch Activity Guide 1** — This resource, designed to provide context of how to facilitate a SkillsUSA chapter, is written conversationally as two colleagues might share nuggets of wisdom to expedite your success. The information over the first few pages creates a foundation for your work as a SkillsUSA advisor. It is the foundational knowledge and resources that you will need to conduct the Program of Work (PoW) for a SkillsUSA chapter.
- **Program of Work Launch Virtual Activity Guide 1** — This guide is complete with large and small group activities to develop Framework skills and conduct meaningful Program of Work events in a virtual environment.
- **Program of Work Launch Activity Guide 1 Videos** — Related videos parallel what is in the launch book, so if reading just isn't your thing, then use the Launch Guide as a reference book and allow the videos to create the basis of your understanding of chapter management.
- **Program of Work Launch Activity Guide 2** — Created to allow your chapter to grow from the knowledge and structure provided in Launch Activity Guide 1 and introduces the use of committees in conducting Program of Work activities.
- **Program of Work Launch Virtual Activity Guide 2** — This guide will set committees up for success when working with one another via a virtual or hybrid environment.
- **Program of Work Launch Activity Guide 3** — Once your chapter has developed the cadence and structure for developing and delivering impactful Program of Work activities, they are ready to branch out on their own and use Launch Activity Guide 3 as a resource tool in implementing their program.
- **Program of Work Student Video** — This video, developed specifically for students, unpacks the connectivity of the SkillsUSA Mission to the development of Framework skills via the implementation of an active chapter.
- **Program of Work Teacher, Administrator and Parent Video** — It is instrumental that teachers, administrators and even parents understand the value of an active SkillsUSA chapter. This video highlights meaningful connectivity of the SkillsUSA Mission to the development of Framework skills leading to a career-ready student.
- **Program of Work Business Partner Video** — This video, developed specifically for business partners, articulates the ROI to companies and the value of ensuring that students are developing Framework skills via the implementation of an active chapter.



## RESOURCES TO SUPPORT PROFESSIONAL MEMBERS



■ **JUMP INTO STEM!** — The Jump into STEM! curriculum provides an opportunity for SkillsUSA members to engage and mentor elementary- and middle-school students in STEM learning. This interaction also creates an open door to future recruitment into high-school career and technical education programs.

- **Jump into STEM! Elementary Edition**
- **Jump into STEM! Elementary Virtual Classroom Edition**
- **Jump into STEM! Middle School Edition**
- **Jump into STEM! Middle School Virtual Classroom Edition**

## SkillsUSA Championships

■ **SKILLSUSA CHAMPIONSHIPS** —

- **SkillsUSA Championships Technical Standards** — The official rules and regulations for each competition that's part of the SkillsUSA Championships, included as a benefit of professional membership. Along with rules for all national events, the standards include an overview, lists of technical skills and knowledge required, clothing requirements, and eligibility and equipment lists. It also lists the embedded academic skills in math, English and science.
- **Local Career Competition Guide** — Separate guides for each competition provide turnkey information on how to set up and deliver a local competition in an in-person and virtual environment.



M E M B E R S H I P B E N E F I T S

### HOW TO ACCESS THE SKILLSUSA CHAMPIONSHIPS TECHNICAL STANDARDS

The SkillsUSA Championships Technical Standards are located in Absorb, SkillsUSA's Learning Management System. There are four courses available in the Technical Standards Learning Event:

**INTRODUCTION MATERIALS** — Within the Introduction Materials you will be able to access documents such as the SkillsUSA Championships General Regulations, Clothing Classifications and SkillsUSA Career Assessments.

**LEADERSHIP DEVELOPMENT CAREER COMPETITIONS** — The Technical Standards for competitions under the "Leadership Development" category will be found here. Such competitions include Action Skills, Job Interview and Prepared Speech.

**OCCUPATIONALLY RELATED CAREER COMPETITIONS** — Contests under the "Occupationally Related Career Competitions" category include Career Pathways, First Aid/CPR, Medical Math and others.

**SKILLED AND TECHNICAL SCIENCES CAREER COMPETITIONS** — The last category for the SkillsUSA Championships Technical Standards includes the "Skilled and Technical Science" category. Contests such as Additive Manufacturing, Graphic Communications and Welding Fabrication can be found in this category.

A video on how to access the SkillsUSA Technical Standards is available here:



[skillsusa.org/competitions/skillsusa-championships/technical-standards](https://skillsusa.org/competitions/skillsusa-championships/technical-standards)





## TEACHER PROFESSIONAL DEVELOPMENT

- **INSTRUCTOR-LED COURSES** — Instructor-Led Courses provide ongoing professional development throughout the entire year. Virtual classes are offered for advisors on a wide range of topics, including but not limited to:
  - **SkillsUSA Framework integration**
  - **Professional membership benefits (Absorb)**
  - **Best Practices panels**
  - **Building Comprehensive SkillsUSA Chapters**

Each course is 30-90 minutes in length and focuses on one specific topic; a calendar of sessions is available each semester on the SkillsUSA website. Participants choose the session that works for them and register through Absorb. These great sessions are available on the SkillsUSA website and register through Absorb. Come and join us!

- **ENGAGE** — “Engage” is a three-day professional development training conference held in June in conjunction with the National Leadership & Skills Conference each June designed to help advisors and teachers better understand and use SkillsUSA’s leadership development materials and interactive resources. “Engage” is focused on developing Comprehensive SkillsUSA Chapters and integration of the SkillsUSA Framework.

- **ADDITIONAL PROFESSIONAL DEVELOPMENT OPPORTUNITIES** — In addition to supporting teachers in the implementation of the Program of Work, Framework Integration, Chapter Excellence Program, Career Essentials, and educational resources, we will offer two exciting and popular opportunities! Technical Fridays will give access to industry experts in specific career clusters who will teach you industry-specific skills through a one-hour virtual professional development experience. An ongoing training in the nine modules of the Essential Skills of the Love and Logic Classroom will also be offered. Pre-registration will be required for most professional development opportunities, so watch for release of the annual offerings in early August to begin planning your professional development calendar.



### OPPORTUNITIES FOR ADVISORS

*Professional Development* has been created so you can select the training that fits your schedule and aligns best with your interests and needs. You can develop your own customized professional development plan to strengthen your CTE program all year long. For just-in-time training on educational resource use, access online professional development videos and a corresponding integration activity sheet. A robust catalog of virtual instructor-led professional development experiences is provided online with registration happening through [absorb.skillsusa.org](https://absorb.skillsusa.org).



## RECOGNITION PROGRAMS

*Incredible work is done by SkillsUSA student members and advisors in the classroom, in their communities and through the advancement of student member skills. This work deserves to be recognized, which is why SkillsUSA has provided many opportunities for student members to be celebrated. Located on the Awards page on the SkillsUSA website is a listing of SkillsUSA-related awards:*

### *ACTE T&I Division Awards*

#### **Recipient: SkillsUSA Advisors**

*Description:* The Association for Career and Technical Education (ACTE) annually seeks nominations for the National Trade and Industrial Education Division Awards to be presented during the annual CareerTech Vision conference.

### *Advisor of the Year*

#### **Recipient: SkillsUSA Advisors**

*Description:* The SkillsUSA Advisor of the Year Award honors SkillsUSA's most dedicated career and technical education instructors. These talented instructors serve as SkillsUSA advisors and embrace the SkillsUSA Framework and national programming to create career-ready graduates and opportunities for every member. States hold an Advisor of the Year competition, and the state winners advance to the regional competition. The top five regional winners are interviewed during the national conference, and a National Advisor of the Year is selected.

### *SkillsUSA Hall of Champions Award*

#### **Recipient: A member of the SkillsUSA community who has made an impact on youth development**

*Description:* The SkillsUSA Hall of Champions Award is an honor bestowed upon those who have dedicated their lives, at a national level, to helping youth develop the components of the SkillsUSA Framework (personal, workplace and technical skills grounded in academics) necessary to be successful in a changing world. Their legacy on SkillsUSA will continue far beyond their career.

### *SkillsUSA Honorary Life*

#### **Recipient: A member of the SkillsUSA community who has provided outstanding service**

*Description:* SkillsUSA's highest recognition is the Honorary Life Membership. It is awarded for outstanding service that advances the purposes and goals of the national organization.

### *SkillsUSA Outstanding Educator*

#### **Recipient: SkillsUSA Advisor/Educator**

*Description:* Each year, SkillsUSA is proud to honor individual educators for their service and dedication to career and technical education and to SkillsUSA.



SkillsUSA encourages advisors and student members to view the [SkillsUSA Awards page](#) to nominate a candidate or to apply for an award

*Best of luck!*



## CHAPTER 3

# SKILLSUSA MANAGING YOUR CHAPTER



# YOUR ROLE AS AN ADVISOR

*Taking on the role* of an advisor to a SkillsUSA chapter is one of the most intentional steps you can take as part of your professional career. The impact of this decision on your students and their future will be life-changing. You'll find that many of the roles and responsibilities of serving as an advisor support the work you are already doing in the classroom.

As the advisor of your SkillsUSA chapter:

- You serve as a guide, facilitator and advisor to students but allow them to take the lead.
- You serve as a coach and mentor, offering feedback in a safe learning environment that allows students to reflect and grow from their experiences.
- You encourage, motivate and inspire students to be their best selves.
- You believe that all students have value and purpose and that SkillsUSA offers the ability for students to discover and follow their career passions.

- You connect business and industry to classroom learning, bringing relevancy to technical education and SkillsUSA Framework instruction.
- You create meaningful workplace experiences for your students.
- You empower members to be “in charge” of their organization and to lead activities.
- You prepare your students to demonstrate their skills through local championships that are assessed by business and industry.
- You promote SkillsUSA to students, parents, counselors, administrators and the community.
- You provide intentional instruction about the SkillsUSA Framework and Essential Elements, allowing students to define, develop and demonstrate the skills identified.
- You deliver on the mission of SkillsUSA by preparing career-ready graduates.

## BY THE NUMBERS

- More than **17,000** classrooms conducting SkillsUSA training nationwide.
- Over **14.2 million** SkillsUSA members served since 1965, counted annually.
- More than **650** national partners including businesses, trade associations and unions.
- **91%** of revenue directly goes to programs and services for members.
- Over **8.2 million** social media impressions.



# HOW SKILLSUSA IS ORGANIZED

"In SkillsUSA, we challenge you to continue working hard, putting in effort and growing.

Shatter the box you are currently in, feel the thrill of your effort — and ultimately, succeed."

— Caroline Daley  
2021–22 SkillsUSA  
national office

## National Organization

SkillsUSA is a federally-recognized career and technical student organization (CTSO) and is an integral part of a career and technical education (CTE) program. We've been doing this work for more than five decades — always growing, always striving to reach more students and to serve them effectively. SkillsUSA is the largest organization whose purpose is to serve students preparing for technical, skilled and service careers.

SkillsUSA has three divisions: middle school, high school and college/postsecondary. Each has separate bylaws to govern its activities and, except for middle school, annually elects students as national officers.

## Chartered State Associations

SkillsUSA is a federation of 50 states and three territories. The national headquarters in Leesburg, Va., grants charters authorizing each state association to operate.

Each state SkillsUSA association is administered by the authorized state agency for career and technical education. Often, this is the state's department of education through its division of career and technical education, or a college/postsecondary agency.

A state SkillsUSA director is then hired or designated by the state agency to manage the state association. To locate contact information for your state director, visit [skillsusa.org/about/state-directors/](https://skillsusa.org/about/state-directors/).

## Local Chapters

Local chapters affiliate with SkillsUSA through the state association and a charter is issued to the school. Ideally, an instructor from every technical program should be involved in SkillsUSA as an advisor and professional member.

Once you have gathered the support of your administrator, you may request that your school be added to the membership registration site by completing an online form at [skillsusa-register.org/rpts/CreateNewSchool.aspx](https://skillsusa-register.org/rpts/CreateNewSchool.aspx). It is also extremely important to connect on the state SkillsUSA level. Connecting directly with your state SkillsUSA director will ensure you are included in all communications, and they can provide assistance in the successful formation of your chapter.

The first step in establishing a new chapter is to hold a meeting with interested students to form an organizing committee. The students will begin to mold and shape the chapter as they plan and carry out a membership campaign (see section on membership recruitment for ideas). In addition, these students will work, with your guidance, to write a local constitution, complete a chapter charter and submit both to your state SkillsUSA director. These documents are found online and are completed electronically. Once the state SkillsUSA director has accepted your local constitution and chapter charter, your school will be listed as a user on the SkillsUSA registration site so you can enroll members. You are then ready to move forward to take advantage of local, state and national opportunities that await you and your students.

CHAPTER

STATE

NATIONAL



# SKILLSUSA RECRUITMENT

*The key to a successful* SkillsUSA chapter is the ability to recruit and retain members. Recruitment is an ongoing process and should involve as many current members as possible. When starting a new chapter, all it takes is a few interested students to help get the momentum going. When members and advisors focus on the goal of ensuring that every eligible student can be involved in SkillsUSA, it makes recruitment easy.

*Make Recruitment FUN!*

**Set recruitment goals** — As a chapter, establish growth goals for the year. Post these goals where all members can see them and celebrate progress.

**Educate and guide new members** — Create a new member committee to oversee orientation activities. Using a clear-cut plan, the committee will introduce new members to the chapter and help students quickly become engaged in activities.

**Engage all members** — Involving the entire chapter in recruitment keeps motivation high and helps all members feel a sense of responsibility toward the health of the chapter. Encourage members to invite other students to attend meetings or events and to be friendly to newcomers.

**Give a welcome gift** — When students pay SkillsUSA dues, provide a small gift item. Giveaways may include logo T-shirts, water bottles, hats or promotional items. The gift is something tangible that members can hold onto right away. Plus, these items may start conversations about SkillsUSA with other potential members.

**Invite prospects to activities** — A specific event, such as a community service activity, is a great way to recruit. People want to belong to an organization with fun and interesting activities. Allow potential recruits to take part in the activity so they can become immediately involved. Ensure information regarding the chapter, its purpose, meeting times and upcoming events is available at all events. Ask potential members to sign-in, so they can be contacted following the event.

## **Offer top recruiter awards** —

Reward members for sharing information about SkillsUSA and chapter activities. Track membership recruitment throughout the month or year and reward the top recruiters with prizes such as promotional items, free conference registration or gift cards.

**Use social media** — Social media is free, so use it. Throughout the year, post videos and articles about SkillsUSA and local CTE programs. Include activities, community service and student achievements so potential members see how they can benefit from participation.

**Collaborate with others** — By actively involving school counselors and administrators in your program, they can experience SkillsUSA firsthand and will become champions for the chapter. Give them SkillsUSA items such as a T-shirts, pens and cups and invite them to events.

**Create a display area** — Request a hallway bulletin board, display case or other space in the school to promote the SkillsUSA chapter. List the benefits of participation and how to join. Be sure to include pictures of students involved in local, state and national activities.

Ultimately, membership recruitment is a wonderful opportunity to showcase your technical program to the school and community. Don't miss this opportunity to expand support for your program.





# CHAPTER ORGANIZATION

*Consider your SkillsUSA chapter* as the training ground for students to learn personal, workplace and technical skills. A chapter should provide rich experiences that prepare students for career success. To make that a reality, students must be the ones organizing and leading the chapter. The instructor, known as a SkillsUSA advisor, provides support and guidance but allows the students to figure things out for themselves.

Organizing your chapter management structure is one of the most important steps that you can take to ensure a successful chapter. By following the key points below, you will set yourself and your students up for success.

## Chapter Meetings

It is essential to hold meetings on a regular basis and to inform students when meetings are scheduled. The meeting times and locations can take a variety of forms to meet the needs of your student body. Because of the integral nature of SkillsUSA to CTE programs, many chapters will hold their meetings during the school day within each class period to give everyone an opportunity to be involved. However, it is fine to get creative and hold chapter meetings when they work best for your students and their school day.

- Mirror the chapter meeting by holding it once in the morning and again in the afternoon so all students can participate in one of the meetings.
- Assemble the chapter members for a large group meeting in the cafeteria, common area or gym, and then schedule committee meetings so smaller teams can work on projects.
- Conduct chapter meetings before school or after school.
- Conduct evening meetings.
- Gather the group for a virtual meeting outside of school hours using Zoom, Microsoft Teams or a similar technology.

Meetings are where the work of the chapter is accomplished, and decisions are made by the members. To keep members engaged and regularly attending, chapter meetings should be meaningful, productive and purposeful.

Goals for chapter meetings may include:

- Provide an opportunity for chapter members to participate in decision-making processes to determine Program of Work activities, officer elections and recognition programs.
- Set up committees to plan, implement and report on the Program of Work activities.
- Have FUN! Conduct activities that allow members to get to know one another and have a good time.

## Chapter Officers

Chapter officers are essential to the success of a local chapter. Officers serve and guide the membership and ensure that all members are actively participating. The steps to establish a quality chapter officer team are simple:

- Ensure that all candidates understand the officer roles.
- Follow a step-by-step process to elect the officers.
- Provide training for newly-elected officers.

To begin the step-by-step process to elect officers, you must first determine which offices should be part of the chapter. There are six suggested offices: president, vice president, secretary, treasurer, reporter and parliamentarian. Chapters can be flexible on this number and should consider how many roles are adequate to support the chapter. In some cases, that number may be more or less than six.

Things to consider:

- How many total SkillsUSA members will be represented by the officer team?
- Will each individual technical program elect officers, or will there be one team for the school?
- If you have one team, will the team represent all technical programs?
- What officer structure do members prefer to have?
- Is this plan aligned with the chapter constitution and bylaws?

Ensure candidates fully understand the duties of the office for which they desire to campaign. Below are a few of the roles and duties that officers may perform.



## **PRESIDENT**

- Guides the chapter and officer team in setting goals
- Presides over meetings
- Keeps members informed and maintains order
- Signs chapter certificates and important documents

## **VICE PRESIDENT**

- Presides over meetings when the president cannot
- Responsible for managing the chapter's committees to complete the work of the chapter
- Carries specific responsibility for program planning
- Assists the president and assumes the presidency if the position is vacant before end of the term

## **SECRETARY**

- Keeps all chapter records
- Advises the president on agenda matters and prepares meeting agenda
- Takes notes and prepares minutes of each meeting
- Oversees all chapter correspondence

## **TREASURER**

- Maintains membership records
- Keeps a record of all chapter funds
- Maintains records of chapter income and expenses
- Oversees the chapter budget

## **REPORTER**

- Communicates news to chapter members, administrators, school community and the public
- Captures photographs and videos of chapter activities
- Uses a variety of communication tools to manage the image of the chapter including social media, local newspapers, radio, television stations and SkillsUSA websites
- Writes news releases or blogs, creates vlogs or videos and writes captions for photos

## **PARLIAMENTARIAN**

- Be familiar with and refer to *Robert's Rules of Order* during meetings
- Has a working knowledge of parliamentary procedure or a willingness to learn
- Works with the president to ensure parliamentary procedure is followed
- Offers guidance to members during meetings for effective and efficient meetings

## **Chapter Officer Elections**

It is important to run an open, fair and orderly officer election process. It should be made clear who is eligible to run for office, how to apply, the campaigning rules and the election process.

- Procedures must be fair for all candidates
- Establish an application process that all candidates follow. This may include:
  - Completing an application
  - Writing an essay on why they would make a good officer
  - Getting a teacher recommendation
  - Preparing an interview or campaign speech
- Additional guidelines may include:
  - Requiring a specific GPA, signing a code of conduct for behavior and following a spending limit for campaign materials

Within the election process, all candidates campaign for their desired office. Campaigning provides a great opportunity for personal and workplace skill development, especially when clear guidelines are established. All chapter members are eligible to vote in the elections. Consider establishing an election committee so it can determine, prior to voting, the most appropriate balloting procedure.

Balloting procedure options can include:

- One vote per member
- A rubric to evaluate candidates based on votes as well as their essay, interview and speech

After election results are determined, announce and install the officers.

Follow the election and installation of new officers with training. Training ensures officers understand their roles and can perform their duties effectively. Some ideas for training topics include roles and responsibilities, working as a team, meeting basics, creating an agenda, use of committees and how to make meetings fun for attendees. This is invaluable professional development for these students.



# SKILLSUSA PROGRAM OF WORK



Advocacy and  
Marketing



Community  
Engagement



Financial  
Management



Leadership  
Development



Partner and Alumni  
Engagement



Workplace  
Experiences

*Why should your chapter* be involved in the full SkillsUSA Program of Work (PoW)? When a chapter provides rich experiences in all six categories, it empowers students to become career-ready. The Program of Work is a road map for the kinds of activities your chapter will conduct every year. From project management to creating a budget, advocacy efforts or event coordination, the Program of Work is a laboratory in which students can experiment, reflect and receive coaching and feedback while gaining knowledge and new transferable skills.

## The Program of Work in Action

Below you will find the definition of each Program of Work category, a description of how active participation and engagement in this category will prepare a student to be career-ready, plus tangible examples of activities that support the definition.

### ADVOCACY AND MARKETING

Promote SkillsUSA chapter and CTE programs, public relations initiatives and experiences to build social responsibility.

- Participation in advocacy and marketing creates a career-ready student who is able to:
  - Identify characteristics of effective marketing.
  - Promote the organization.
  - Advocate for themselves and their ideas.
- Activities conducted in the area of advocacy and marketing might include:
  - Participation in SkillsUSA Week.
  - A presentation about SkillsUSA to the local school board.
  - A recruitment activity.
  - Regularly-scheduled social media posts about SkillsUSA.

### COMMUNITY ENGAGEMENT

Assess community needs, identify services and employ skills to meet needs that develop long-lasting partnerships.

- Participation in community engagement creates a career-ready student who is able to:
  - Assess and analyze needs.
  - Develop and foster a heart for service.
  - Apply technical skills for the benefit of others.

- Activities in the area of community engagement might include:
  - Culinary students holding a teacher appreciation breakfast.
  - Automotive students providing oil changes for members of the military.
  - Construction students building or repairing a community playground.
  - Cosmetology students visiting a senior center to provide hair services.

### FINANCIAL MANAGEMENT

Develop personal financial literacy and entrepreneurship skills through relevant work experience, project management and chapter fundraising.

- Participation in financial management creates a career-ready student who is able to:
  - Work efficiently and effectively within a budget.
  - Effectively manage personal finances.
  - Manage resources efficiently.
- Activities in the area of financial management might include:
  - Hosting an entrepreneurial fair.
  - Hiring a financial management expert as a guest speaker.
  - Creating and carrying out a chapter fundraiser.
  - Students tracking chapter expenditures on a spreadsheet.

### LEADERSHIP DEVELOPMENT

Establish interpersonal relationships, individual and team development through chapter operations, leadership competitions and individualized growth plans.

- Participation in leadership development creates a career-ready student who is able to:
  - Communicate vision.
  - Inspire others to action to reach a common goal.
  - Equip and empower team members.
- Activities in the area of leadership development might include:
  - Conducting a leadership workshop for all members.
  - Attending a Fall Leadership Conference.
  - Holding a chapter officer retreat.



## PARTNER AND ALUMNI ENGAGEMENT

Engage former members, parents, advisory committees, administrators, faculty and business and industry partners in SkillsUSA chapter and classroom activities.

- Participation in alumni and partner engagement creates a career-ready student who is able to:
  - Appreciate the contributions of others.
  - Build a personal and professional network.
  - Recognize and value the expertise of others.
- Activities in the area of partner and alumni engagement might include:
  - Conducting program advisory committee meetings.
  - Partners serving as mentors.
  - Recognizing contributions of partners and alumni.

## WORKPLACE EXPERIENCES

Participation in career exploration, planning and work-based learning opportunities including the SkillsUSA Championships.

- Participation in workplace experiences creates a career-ready student who is able to:
  - Gain relevant work experience.
  - Develop job-seeking skills.
  - Understand workplace expectations.
- Activities in the area of workplace experiences might include:
  - Conducting local championships.
  - Going on an industry tour.
  - Holding a resume and mock job interview day.

Implementing the Program of Work is fairly simple. To begin, refer to the *Program of*

*Work Launch Activity Guide 1* online at [www.skillsusa.org](http://www.skillsusa.org). This resource is turnkey and provides step-by-step instructions to completing six activities for the year. Each activity includes these five steps:

**Planning** — Developing the plans needed to ensure successful completion of an activity. This will include budgeting, creating timelines and planning for needed materials and resources. It also focuses on establishing the partnerships necessary to complete the activity.

**Implementation** — Carrying out the plans made by identifying the steps that must be taken for the successful completion of the activity.

**Evaluation** — Evaluating the activity once complete including outcomes, the impact of the focus on the targeted Essential Element and recommendations for next year's chapter or committee. It also includes a member reflection on the development and demonstration of the targeted Essential Element.

**Celebration** — Celebrating the achievements and completion of the activity by planning a celebration and recognizing the learning that took place and the impact on the members, chapter, campus and community.

## SkillsUSA Chapter Excellence Program

— Once completed, record the activity in your Chapter Excellence Program online application to ensure your chapter receives recognition and honor for the work it is doing.



## PROGRAM OF WORK BENEFITS

- The six Program of Work categories support a balanced chapter and allow students to focus on their passions.
- It is a chapter management tool.
- It helps to engage students in their school and community.
- The six categories organize into a chapter committee structure, creating a simulated workplace where teams interact.
- This type of real-world experience accelerates a student's growth and development.
- It allows students to define and demonstrate the 17 Essential Elements of the Framework.
- It brings relevancy to a student's future by ensuring they are career ready.



# SAMPLE CHAPTER ACTIVITIES



Many activities will engage and educate SkillsUSA student members throughout the year. Consider these activities as suggestions of how to plan out your year.

AUGUST	SEPTEMBER	OCTOBER
<ul style="list-style-type: none"> <li>Plan for fall activities</li> <li>Organize the chapter</li> <li>Hold a SkillsUSA kickoff event</li> <li>Elect chapter officers</li> </ul>	<ul style="list-style-type: none"> <li>Attend the Washington Leadership Training Institute (WLTi)</li> <li>Participate in Recruitment Week</li> <li>Elect chapter officers</li> <li>Collect SkillsUSA dues</li> <li>Have first chapter meeting</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a fundraiser</li> <li>Attend a state fall leadership event</li> <li>Host a chapter officer training</li> <li>Form committees, establish a budget and develop a Program of Work</li> <li>Hold a meeting with a guest speaker on professional development</li> </ul>
NOVEMBER	DECEMBER	JANUARY
<ul style="list-style-type: none"> <li>Submit membership to SkillsUSA by Nov. 15</li> <li>Hold a chapter meeting</li> <li>Conduct a chapter activity</li> <li>Encourage student members to apply for scholarships listed on the SkillsUSA website</li> </ul>	<ul style="list-style-type: none"> <li>Hold a chapter meeting</li> <li>Conduct a community service project</li> <li>Conduct a holiday party or other social activity</li> <li>Register and begin to prepare for upcoming competitive events</li> </ul>	<ul style="list-style-type: none"> <li>Hold a chapter meeting</li> <li>Continue to prepare for competitive events</li> <li>Begin preparation for SkillsUSA Week</li> </ul>
FEBRUARY	MARCH	APRIL
<ul style="list-style-type: none"> <li>Submit any remaining SkillsUSA membership by the state deadline</li> <li>Hold a chapter meeting</li> <li>Participate in SkillsUSA Week</li> <li>Complete the Chapter Excellence Program application</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate public relations efforts to promote chapter activities</li> <li>Hold a program open house and invite parents and industry partners</li> <li>Submit applications for the National Conference Pin and T-Shirt Design Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a fundraiser</li> <li>Hold a chapter meeting</li> <li>Attend the SkillsUSA State Leadership and Skills Conference</li> <li>Complete the President's Volunteer Service Award Application</li> </ul>
MAY	JUNE	JULY
<ul style="list-style-type: none"> <li>Hold a chapter meeting</li> <li>Plan for an end-of-the-year banquet</li> <li>Evaluate activities that were conducted during the school year</li> </ul>	<ul style="list-style-type: none"> <li>Attend the SkillsUSA National Leadership &amp; Skills Conference (NLSC)</li> <li>Participate in Activate and Engage</li> </ul>	<ul style="list-style-type: none"> <li>Send photos of results of NLSC to local media and SkillsUSA</li> <li>Attend summer training/camps</li> <li>Plan for next school year</li> </ul>

# JOIN SKILLSUSA

## REGISTER YOUR CHAPTER

Now that you have officially established your SkillsUSA chapter, you can register yourself and your students as members by using the link below.

The official membership year runs from August 1 through July 31. SkillsUSA national dues for student members are \$8 plus state dues, which vary. For instructors, national dues are \$20 plus state dues, which vary.

You can view the complete listing of state dues and deadline here [skillsusa.org/membership-resources](https://skillsusa.org/membership-resources).

## THE IMPORTANCE OF REGISTERING

Why is it important to register yourself as a member of SkillsUSA? Becoming a professional member is one of the best ways you can demonstrate to your students the importance of the organization and the opportunities that membership will provide. As a professional member, you will receive online access to several educational resources, including the following:

### SkillsUSA Championships Technical Standards

The Technical Standards are competition guidelines that only professional members have access to. Use the SkillsUSA Championships Technical Standards to prepare your student members for the region, state and national competitions. Look for contests marked for middle school eligibility.

### SkillsUSA Framework Integration Toolkit

The Framework Integration Toolkit includes everything that you need to ensure career readiness for students including videos, lesson plans, experiential activities and more.

### Program of Work Toolkit

The Program of Work Toolkit includes the *Program of Work Launch Activity Guides*, videos and resources to help you implement effective activities.

As a special membership incentive, instructors who register at least 15 student members in one technical program plus one or more professionals by November 15 will receive a free SkillsUSA resource.

For details and step-by-step instructions on registering your members, look for the Quick Start and Access Guide. If you need assistance or have questions on starting a SkillsUSA chapter, call the SkillsUSA Customer Care team: 844-875-4557.





# ONLINE RESOURCES

*Visit our many web resources* that are built to specifically meet the needs of advisors and students. Use these resources to connect to programming, build career-readiness skills, advocate for CTE and SkillsUSA, shop for educational resources and merchandise, celebrate the inspirational stories of our members and so much more!



 **Absorb**

SkillsUSA's Learning Management System, housing curriculum, including the SkillsUSA Championships Technical Standards and professional member benefits.

[absorb.skillsusa.org](https://absorb.skillsusa.org)



SkillsUSA's website, providing information about the organization for stakeholders and the general public.

[skillsusa.org](https://skillsusa.org)

 **BRAND PORTAL**

SkillsUSA's interactive brand resource site, providing logos, templates and more.

[brand.skillsusa.org](https://brand.skillsusa.org)

 **advocate**

SkillsUSA's advocacy site, allowing members to contact elected officials and media with messages.

[congressweb.com/susa](https://congressweb.com/susa)

 **champions**

The digital hub for "SkillsUSA Champions" magazine, providing inspiring stories and relevant news.

[skillsusachampions.org](https://skillsusachampions.org)

 **REGISTER**

SkillsUSA's secure, online portal for membership and conference registration.

[skillsusa-register.org](https://skillsusa-register.org)

 **Career Essentials**  
Foundations • Experiences • Assessments

SkillsUSA's website for Career Essentials curriculum and assessments.

[careeressentials.org](https://careeressentials.org)

 **Shop**

SkillsUSA's webstore, offering the latest merchandise and educational resources.

[skillsusa.org/shop](https://skillsusa.org/shop)





Have questions about SkillsUSA membership or conference registration, SkillsUSA Career Essentials, or need online support?

### Customer Care Team Hours

Monday/Wednesday/Friday: 8 a.m. – 5 p.m. (ET)

Tuesday/Thursday: 11 a.m. – 7 p.m. (ET)

- **CALL** 844-875-4557
- **CHAT** on the membership registration page.
- **EMAIL** [customercare@skillsusa.org](mailto:customercare@skillsusa.org) for membership, Absorb (SkillsUSA's Learning Management System) and general support questions.



[www.skillsusa.org](http://www.skillsusa.org)

In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.