

Oct. 7, 2022



FRIDAY FLASH

» Register by Nov. 15 for Extra Member Benefits

Becoming a professional member of SkillsUSA is one of the best ways to demonstrate to students the opportunities that membership provides. As a benefit of membership, professional members receive online access to:

- **Framework Integration Toolkit:** The Framework Integration Toolkit has everything you need to ensure career readiness for students, including videos, lesson plans, 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.
- **Jump into Stem:** A chapter curriculum for members to mentor and engage elementary and middle school students in STEM learning while creating an opportunity for future recruitment.
- **SkillsUSA Championships Technical Standards:** The official rules and regulations for each of the 2022 SkillsUSA Championships competitions.
- **E-Courses:** Includes SkillsUSA Framework Certification; CTE Knowledge Certification; Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader; and Building Self-Motivation in Student Leaders.
- **Advisor Professional Development:** A variety of training opportunities, from webinars to classroom to multi-day sessions. You'll find a lot of options for differing training needs.



As a special membership incentive, teachers who register at least 15 student members plus one or more professionals by Nov. 15 will receive a complimentary copy of the SkillsUSA Member Handbook. The SkillsUSA Member Handbook is the official guide to help members run successful chapters. To support chapter officer development, teachers that meet the Nov. 15 deadline will also receive a discount on this resource (buy five SkillsUSA Member Handbooks and get the sixth one free)! A coupon code will be included with your incentive mailing.

National dues for professional members are \$20 plus state dues, which vary. [View or download this PDF for 2022-23 state dues and deadlines](#), and you can [find our registration site here](#).

»» SkillsUSA Week T-shirt Design Challenge

SkillsUSA is seeking student designs for the official T-shirt of SkillsUSA Week 2023. One design will be selected and produced by the SkillsUSA Store. The contest is open to all paid student members. Only one entry per SkillsUSA member is permitted. Designs should be appropriate for use on a red T-shirt and follow the design specifications outlined in the [Challenge Guide](#). The deadline for submissions is **Nov. 7** at 5 p.m. ET.

»» No-Cost Virtual Industry Panels Available to Your Chapter

On Wednesday, Nov. 16, SkillsUSA will host Pour the IndusTEA, an industry panel discussion specific to each career cluster that we cover! 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. [Learn more and register by Nov. 2 here.](#)

»» One-on-One Coaching on the Chapter Excellence Program

Is your chapter strategizing on how to take your Chapter Excellence Program (CEP) application to the next level, or does your chapter need help getting started? SkillsUSA now offers one-on-one coaching sessions with our CEP and Program of Work (PoW) coach, Kelli Engelbrecht. Learn how to integrate the SkillsUSA Framework, articulate your SMART goals and select and evaluate your Essential Element within your CEP application. [Schedule your 30-minute Zoom coaching appointment here.](#) For questions, contact [Kelli Engelbrecht](#).

»» Want to Earn a Google Career Certificate?

SkillsUSA, in partnership with Jobs for the Future (JFF), is looking for affiliate sites interested in offering [Google Career Certificates](#) to their learners as part of an initiative to help under-represented populations enter the high-demand tech field. Google Career Certificates provide job seekers with access to in-demand skills through job training without the need for a college degree or prior experience. These certificates are taught and developed by Google employees with decades of experience. Learners can earn a certificate in three-to-six months, part-time. To participate, learners must be high school seniors or older.

Participating sites will receive free licenses to the Coursera-hosted online curriculum. Learners who complete a certificate will also gain access to a variety of career resources, including simulated interviews, a resume builder, coaching sessions with a local recruiter, and a [job search platform](#) that links certificate completers to employers in [Google's hiring consortium](#). SkillsUSA sites that may be a good fit for this opportunity should have the capacity to develop and implement programming that supports learners to successfully complete the online courses and assist them with job placement. If you would like to participate, fill out this [Google form](#).

»» SkillsUSA Technical Fridays Workshops

Join us for “SkillsUSA Technical Fridays,” a series of virtual workshops led by industry experts to help teachers develop specific technical skills relevant to their career fields. Leave the sessions with new knowledge and skills to implement in the classroom. [Learn more about the workshops here.](#)



- On **Oct. 21**, from 4-5 p.m. ET, offensive security consultant Kyle Boyer will discuss providing vulnerability assessment, pen-testing and red-teaming services to large organizations, helping them assess their security posture as well as proactively identifying security weak points before a potential breach. The workshop will provide a high-level overview of the pen-testing process followed by a deep dive into the reconnaissance and enumeration phases of a penetration test. It will also cover open-source intelligence gathering techniques which can be used to gather general information about a target company.

Workshops are free but space is limited. [Register here.](#) If you have questions, contact [Karolina Belen.](#)

»» A Wealth of Professional Development This Fall

Join other SkillsUSA advisors for our fall Professional Development offerings to assist you in launching the new school year. Register for all sessions at least 24 hours in advance through absorb.skillsusa.org. Here are some upcoming sessions:

- **Oct. 19 at 3:30 and 6:30 p.m. ET — Chapter Excellence Program (CEP).** Explore the 10 phases of CEP planning and guide your SkillsUSA chapter to success by creating relevant activities that encourage student participation. This session will walk you through the CEP application and provide best practice tips.
- **Oct. 20 at 3:30 p.m. and 6:30 p.m. ET — Communicating Value of Career Readiness.** Educators know that career readiness impacts our students’ future, but how do we get our students to see that workforce readiness skills are essential to their success and learning them is worth investing their time? During this session, you will learn ways to communicate the value of the SkillsUSA Framework to students as you discover how to motivate them to prioritize career readiness.

Learn more about all fall professional development offerings from [SkillsUSA's online training calendar.](#) For questions, contact [Karolina Belen.](#)

»» Give Your Chapter’s Service Projects a National Spotlight

SkillsUSA is on the lookout for local community service project stories to publish in the [Spotlight](#) section of our [SkillsUSA Champions digital hub](#). If your chapter has completed a project for your community or plans to complete one this school year, please email information and photos to editors [Jane Short](#) and [Hayley Uffelman](#), and one of them will reach out to you. This is a great assignment for a local chapter reporter. Any story leads are also appreciated.

»» The SkillsUSA Store to Offer Custom T-shirts

Coming Soon to the [SkillsUSA Store](#) are six all-new custom T-shirts. With three men's and three women's designs, you are sure to find a new favorite! The SkillsUSA Store is offering free shipping on every purchase, so it's a great time to outfit your chapter members and advisors. Create a school order and show your SkillsUSA pride!



»» It's Not Too Late to Support the Trades in Fashion

SkillsUSA has once again teamed up with [Tractor Supply Company \(TSC\)](#) and [Carhartt](#) for a “Support the Trades” campaign, designed to raise awareness of the skilled trades while helping SkillsUSA close the skilled trades gap. Carhartt and TSC are offering an expanded “Support the Trades” line of shirts and hats designed by Carhartt, with a portion of the proceeds being donated to SkillsUSA! The exclusive T-shirts and hats for women and men are now available at [Tractor Supply Online](#) or your local TSC store. [Check out this promotional video](#) and follow the campaign on SkillsUSA's social media this fall. This campaign ends soon so order your shirts now.

»» Wolverine and Ram Trucks Support SkillsUSA

Wolverine and Ram Trucks have collaborated again this year on a campaign for their “Wolverine x Ram” line of work boots, built in the USA and inspired by the iconic details of Ram Trucks. To support the next generation of skilled workers, Wolverine and Ram are donating \$10 to SkillsUSA for every order from their line of boots, hats, sweatshirts, T-shirts and socks. [Check out the collection now.](#)

»» How Will You Celebrate Manufacturing Day?

October 7 is Manufacturing Day, but celebrations last all month! Many SkillsUSA chapters participate in [Manufacturing Day](#), a celebration of modern manufacturing meant to inspire the next generation. Consider hosting your own celebration of manufacturing this October. Activities may include a local plant tour, a virtual industry tour or meeting, or an open house or event on campus that highlights manufacturing programs. SkillsUSA chapters should share their Manufacturing Day photos and stories with [Hayley Uffelman, SkillsUSA's social media manager](#).



»» Apply Now for ACTE Teacher and Lifetime Achievement Awards

The Association for Career and Technical Education (ACTE) is still seeking nominations for the National Trade and Industrial Education Division Awards to be presented during the annual CareerTech VISION conference. This year's conference will be held Nov. 30 - Dec. 3 in Las Vegas. The deadline for nominations is next Monday, Oct. 10. Qualified individuals may be nominated for Teacher of the Year, New Teacher of the Year or Lifetime Achievement, and you may nominate yourself. (If you nominate someone else, please be sure to notify the nominee.) Click [here](#) to make nominations. For conference information, visit [ACTE CareerTech VISION 2022](#).