



# FRIDAY FLASH

## »» New Year, New Theme: “Our Time is Now”

As we begin a new school year, SkillsUSA would like to thank our dedicated advisors for helping the organization reach 393,357 members in 2021-22! We also held our first in-person National Leadership & Skills Conference since 2019, an event that drew 13,664 attendees and 5,177 SkillsUSA Championships competitors from across the nation. In fact, the Championships boasted a record 108 career competition events, and 1,150 national bronze, silver and gold medals were awarded. Click the video above to relive it all, then get ready for even bigger success in 2022-23. In case you haven't heard, our theme for the new school year is “[SkillsUSA: Our Time is Now.](#)” Visit the link for theme art and talking points. This theme will be the topic for the 2023 SkillsUSA Chapter Display, Prepared Speech and Promotional Bulletin Board competitions. It's time to make the next school year the best in SkillsUSA history for our students, advisors, partners and all our stakeholders!



## »» SkillsUSA Launches New Brand Portal

Part of keeping SkillsUSA's brand strong is keeping it consistent. That's why SkillsUSA has just launched our new Brand Portal at [brand.skillsusa.org](http://brand.skillsusa.org), your resource for official SkillsUSA brand assets. From the portal, you'll have easy access to logos, photos, videos, PowerPoint templates, virtual backgrounds and more. You'll also find our brand guidelines, links to our social media channels, forms to share story ideas for SkillsUSA Champions magazine and other valuable resources. Explore the new Brand Portal and use these assets to help promote your SkillsUSA chapter throughout the year! Look for more content — including customizable templates — coming soon.



## »» SkillsUSA Membership is Open — Join Early as a Professional

The SkillsUSA member registration site is open for the 2022-23 school year! We encourage advisors to join early so they receive all mailings and emails. Professional members receive these benefits when they join, all delivered to you via email. Be sure to sign up using a valid email address you regularly check!

- **Framework Integration Toolkit** ensures career readiness within your classroom, training program and chapter with videos, lesson plans, experiential activities and more.
- **Program of Work Toolkit** includes activity guides, videos and resources to help implement an effective and successful Program of Work.
- **“Jump into STEM!”** curriculum provides an opportunity for members to mentor and engage elementary-school and middle-school students in STEM learning.
- **SkillsUSA Championships Technical Standards** are the official regulations for the SkillsUSA Championships career competitions (available in early October).
- **E-Courses** and **Advisor Professional Development** provide a variety of training options.

National membership dues for professional members are \$20 plus state dues, which vary. [State dues and deadlines can be found here](#) (download the PDF).

## »» SkillsUSA Membership Guides — The Year Ahead

SkillsUSA offers many events, programs and training opportunities throughout the year geared toward professional development, chapter officer training and student member growth. These conferences and programs take place at the local, state and national levels. Some programs help student members achieve individual recognition while others honor the entire chapter for its accomplishments. All programs support the development of SkillsUSA Framework skills and can be woven into the existing classroom curriculum, making them truly integral to instruction.

The SkillsUSA Membership Guides provide a preview for the year ahead for middle-school, high-school and college/postsecondary students and advisors. We encourage you to check them out here: [HS-MS Membership Guide](#) and [CPS Membership Guide](#).

## »» Registration Now Open for WLTI

The annual Washington Leadership Training Institute (WLTI) will be held Sept. 17-21 at the Hilton Alexandria Mark Center in Alexandria, Va. WLTI is a conference for **all SkillsUSA students and advisors** who want to grow in the essential elements of professionalism, communication and leadership while passionately advocating for career and technical education. The registration fee is \$500 per person and hotel rooms are \$180/night + tax. Registration closes Aug. 25 at 11:59 p.m. ET. [A promo video and additional information can be found here.](#)

## »» Fall Professional Development Offerings

Are you ready to take your SkillsUSA knowledge to the next level? SkillsUSA’s Fall Professional Development offerings include new advisor training, workplace communication, adult learning theory and conflict resolution. [Check out the Fall 2022 Professional Development flyer!](#)

## »» Research on High School Students and Future CTE Careers

SkillsUSA and the Student Research Foundation — with the help of the Manufacturing Institute, National Alliance for Partnerships in Equity, and the Hispanic Heritage Foundation — are collaborating on new research about high school students' perceptions of their education and career opportunities. The goal is to stimulate a dialogue on career pathways among parents, teachers and students. By including your students as part of this important research project, you can help them gain access to postsecondary scholarship opportunities, research their career options and connect with schools looking for students with their specific skill sets. To participate, watch for a package by mail from the National College and Career Pathways Study (Research Consortium on CTE Career Pathways). To make sure you are on the mailing list, [fill out this form](#) or send an email to: [info@studentresearchfoundation.org](mailto:info@studentresearchfoundation.org). Packages are in the process of being mailed. [Download the infographic for last year's research.](#)

## »» “SkillsUSA Technical Fridays” Workshops Start in September

Join us for “Technical Fridays,” SkillsUSA’s workshops led by industry experts helping teachers develop specific technical skills relevant to their career fields of interest. Leave the sessions with a new skill and be ready to implement it in your classroom. [Learn more about the workshops here.](#) On Sept. 30, from 3-4 p.m. ET, we will be focusing on criminal justice and will be joined by



Linnell Burton, a certified crime scene investigator, anti-terrorist crime scene instructor, and a founder of Blueprint Camp LLC. Her session was delivered at the 2022 SkillsUSA University in Atlanta and had a 98% “highly recommended” rate. Workshops are free of charge. [Register here](#) (limited spots are available). If you have questions, contact [Karolina Belen](#).

## »» SkillsUSA Champions Feature on Loretta Cabuyadao

SkillsUSA membership helped Loretta Cabuyadao grow as a leader, discover a career passion and achieve success in a field she loves. Now, she’s helping other SkillsUSA California students ignite the power of their own dreams. [Read the newest feature on the SkillsUSA Champions Magazine Digital Hub.](#)

## »» Share Your Champions

The SkillsUSA Champions magazine staff is always looking for potential Feature or Spotlight stories. If you know of a SkillsUSA student, advisor, industry partner or graduate whose story would be motivating and inspirational, please submit the information [through our online form](#).

## »» Save the Date for ELEVATE!

SkillsUSA Elevate’s Chapter Officer Development Conference is Oct. 19 from 11 a.m.-4:30 p.m. ET. Plan now to attend this virtual interactive experience for local officer teams that focuses on building successful chapters by equipping officers with the skills to lead and serve their local members. Elevate is open to all SkillsUSA local chapter officers. At least one advisor is required to participate with each registered team. Participate right from your classroom. The cost is \$10 per participant. Additional information will be provided soon.