

# 12 STEPS TO START YOUR SKILLSUSA YEAR!



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# 12 STEPS TO START YOUR SKILLSUSA YEAR!



*Want to ensure a great start* to your school year? One that will engage students in program opportunities that will increase their personal, workplace and technical skills? SkillsUSA programs are integral to the career and technical education classroom and lab. It is the perfect fit to support you academically and provide students with leadership opportunities. The following steps will ensure that you successfully start the school year and engage students in leading the chapter. If you already have your chapter started, jump ahead to Step #3.

## Secure support from your school administration.

- Successful SkillsUSA chapters work with school administrators from the onset. It is essential to receive permission and support from your administration to start a SkillsUSA chapter.
- If you haven't already started your chapter, then resources to assist you in securing support from your school administration can be found on the SkillsUSA website.

NEW CHAPTER!

## Connect to your state SkillsUSA director

- Connecting to the SkillsUSA Customer Care Team will ensure that your questions on how to start a new chapter, engage chapter members and strengthen an existing chapter are answered. The Customer Care Team will also connect you with your state director who will ensure that you are included on future mailing lists and are up to date on all upcoming events and activities.
- A complete listing of state SkillsUSA directors and their contact information can be requested from the Customer Care Team. Use the QR code or this link for the [Customer Care Team contact info](#).
- Once you have received support from your administration and connected with your state SkillsUSA director, it is time to make the formation of your chapter official if it is a new chapter. Both a charter and constitution must be submitted to your state SkillsUSA director.
- The Chapter Charter Application and Local Constitution Template can be found on the SkillsUSA website on the Start a Chapter webpage.



## Incorporate SkillsUSA into your syllabus, and include Membership Form, Parent Letter and SkillsUSA Brochure that showcases the value of SkillsUSA for students.

- Don't miss this fundamental opportunity to start the year off right. Ensure that the students' families understand that SkillsUSA is an integral component of your career and technical program by placing information directly into your syllabus to illustrate its importance.
- SkillsUSA activities and programs develop students in three distinct areas: personal skills, workplace skills and technical skills that are grounded in academics. Families will appreciate that their students are becoming more employable and gaining a competitive advantage in the job market through their SkillsUSA experiences.

## Create excitement and awareness by showing students the "What is SkillsUSA?" video.

- Create excitement and awareness by utilizing SkillsUSA's recruitment tools, such as the "What is SkillsUSA?" (for students) video on the "Start a Chapter" webpage.
- Hold a membership recruitment drive and encourage everyone to join. Create incentives for students to join (door prizes, drawings, special snacks). Get creative and have fun!

## Select your first meeting date and advertise the meeting.

- Don't lose a minute in getting your students engaged in SkillsUSA activities. After you have made them aware of the opportunities and created excitement around SkillsUSA, then set your first meeting date and promote it!
- Customize a promotional meeting flyer with specific information. Display the flyers through your classroom, school or campus so members and potential members are aware of the upcoming meeting.
- For SkillsUSA logos, brand guidelines and other SkillsUSA Brand Center resources available to your chapter, go to: [SkillsUSA Brand Center.org](#).
- Creating and using a SkillsUSA chapter social media account is a great way to share information. Instagram and Facebook are popular platforms for students to access information.
- If possible, arrange for refreshments at your meeting. A few soft drinks and chips go a long way in making students feel welcomed or try orange juice and doughnuts if it's a morning meeting.
- Create an agenda for this meeting that includes upcoming dates of SkillsUSA state-related activities or conferences. Also discuss the upcoming election of officers, their responsibilities, and any other pertinent information.



## Hold officer elections, select committee chairs and dive into the Program of Work.

- Once officers are elected, your chapter moves from advisor-led to advisor-supported. Students take the lead with SkillsUSA. Serving as a chapter officer is one of the best ways for students to hone their workplace and leadership skills.
- Allow officers to organize the agenda and manage the chapter meeting. Ensure all parts of the Program of Work are built into your yearly calendar.
- Train your local chapter officers to lead their organization. You will be so impressed by how training your officers becomes a win-win for everyone as they develop into professionals and you, as the advisor, are able to be a facilitator of their learning. Consider purchasing the Leveraging Your Leadership with Effective Chapter Meetings, Teacher's Kit. In six short lessons, your officers will be able to plan an agenda, organize and run a meeting, and operate committees to create a successful chapter. You will be amazed at their progress and skills!

## Promote student achievement recognition.

- Validate your students' involvement in SkillsUSA. Students gain valuable professional development and leadership skills through participation in chapter activities. Acknowledge the importance of those skills by linking them to a point system that recognizes and honors your chapter.
- The Chapter Excellence Program actualizes the SkillsUSA mission on the local level. The chapter experience makes intentional leadership development a reality for every student. This program has the potential to influence students in all areas of each of the three categories within the SkillsUSA Framework — Personal Skills, Workplace Skills and Technical Skills. Specific characteristics defined within each category help ensure tangible benchmarks are achieved by students involved in chapter programming.
- Ensure students are leading the cause in completing the Chapter Excellence Program. Students will reap the benefits connected to growing their personal, workplace and technical skills through the activities.

## Display the SkillsUSA theme poster, "SkillsUSA: Our Time is Now."

- Introduce your students to the theme and place the poster in a prominent location either in the classroom or hallway outside. Host a discussion with your students about what the theme means to them and their experience in SkillsUSA.
- Throughout the year, ensure you use the theme in promotional materials, presentations and programs, and when you reach out to stakeholders. Garner their excitement for your SkillsUSA chapter with a consistent message.

## QUESTIONS?

- VISIT [skillsusa.org](#)
- CALL 844-875-4557
- EMAIL [customercare@skillsusa.org](mailto:customercare@skillsusa.org)

## Attend Professional Development opportunities.

- Throughout the fall, SkillsUSA will offer free, online e-learning courses. These online sessions are designed to teach participants to immediately strengthen their chapters. Topics include starting a chapter, membership recruitment, managing successful chapter meetings and how to maneuver the online registration system. Whether you are a new or veteran teacher, these trainings can have an exciting impact on your chapter.
- Registration information can be located by using the QR code or this link to the [SkillsUSA webpage](#).



## Recruit SkillsUSA student members.

- Host a SkillsUSA Open House night. Invite current SkillsUSA student members to "meet and greet" any potential members and speak about their SkillsUSA experience.
- Show the SkillsUSA video series during the SkillsUSA Open House event to showcase the many benefits and opportunities that are available through joining SkillsUSA.
- Consider this a recruitment opportunity for your technical program and SkillsUSA chapter.
- An extra bonus is to have SkillsUSA members give short testimonials on why they benefit from being involved in SkillsUSA.

## Include administrators in your early chapter success.

- As you kick off your year and get everyone engaged in your chapter, be sure to share the excitement and success with your administrators and guidance counselors.
- Chapter officers can send an official invitation to administrators, deans or faculty members asking that they bring greetings to the members during an upcoming chapter meeting. This will give administrators an opportunity to see the student members in action and using their leadership skills. Have a chapter officer follow up by sending a thank-you card.
- Your students are the stars of your organization, so don't miss any opportunity to spread the message about their success and involvement in SkillsUSA activities and programs. Local newspapers appreciate positive stories to share with their communities.
- Continuously consider ways to keep all your stakeholders involved and aware of your chapter.

## Register yourself and your students as members of SkillsUSA!

- The Membership Quick Start & Access Guide provides step-by-step instructions on how to register as a SkillsUSA member. You can access the [Quick Start Guide via this link](#), or by using this QR code.
- Once you have the Membership Quick Start & Access Guide pulled up on your device, you can access the [SkillsUSA Registration site](#) (step 2 in the Quick Start Guide) via this link or QR code.
- Celebrate the incredible opportunities that you, as an advisor, are making available to your students. You are changing students' lives — one student at a time!



# 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](http://absorb.skillsusa.org)

 **SkillsUSA**

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

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

 **BRAND CENTER**

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

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

 **advocate**

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

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

 **Career Essentials**

Foundations • Experiences • Assessments

SkillsUSA's website for Career Essentials curriculum and assessments.

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

 **champions**

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

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

 **REGISTER**

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

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

 **Shop**

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

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

## QUESTIONS? WE'RE HERE TO HELP



### 3 WAYS TO CONNECT WITH THE CUSTOMER CARE TEAM

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

*We look forward to hearing from you!*

- **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.

### Care Team Hours

Monday/Wednesday/Friday

8 a.m. – 5 p.m. (ET)

Tuesday/Thursday

11 a.m. – 7 p.m. (ET)