

Oct. 1, 2021



FRIDAY FLASH

»» A Local Chapter Challenge: SkillsUSA 2021 Recruitment Week

Check out [SkillsUSA's 2021 Recruitment Week resources](#) to learn how local chapter leaders can successfully hold a fall recruitment week and engage new members! You'll also find advisor resources to help coach your chapter leaders around recruitment and engagement. After your chapter successfully completes Recruitment Week, apply to earn national recognition and a chance to win a \$500 shopping spree to the SkillsUSA Store!



»» Check Out the Wealth of Professional Development This Fall

Please join your fellow advisors and attend our fall SkillsUSA Professional Development offerings. With upcoming topics like “Jumpstart 2.0,” “Jump Into STEM!”, “Framework 101,” “Business Partner Outreach” and more, these sessions can help launch the new school year in exciting directions. Learn more about all of SkillsUSA's offerings on [SkillsUSA's online training calendar](#). Certificates are provided upon completion of each session. [A PDF of the 2021-22 Professional Development Opportunities is available here](#). For questions, contact [Karolina Belen](#).

»» Registration for Elevate Closes Soon

Plan for your local chapter officer team to attend Elevate, an interactive virtual conference that focuses on building successful chapters by equipping local chapter officers with the skills to lead and serve members. The conference will be held on Oct. 20 from 11 a.m. – 4:30 p.m. ET. Registration is \$10 per participant, and you must sign up by **Oct. 6**. [Register here](#). If you have questions, contact [Taryn Zeigler Erminio](#).



»» The Student Research Foundation Offers Scholarships

The [Student Research Foundation \(SRF\)](#), in partnership with SkillsUSA, will recognize the outstanding community contributions of students through scholarship awards of up to \$7,000. Juniors or seniors in high school who plan to continue their education in a postsecondary program can apply, and SRF guarantees that at least one scholarship will be awarded to a SkillsUSA member. [Learn more and apply here](#). For questions, contact [Megan Flinn](#).

»» New Free Standard Ground Shipping at the SkillsUSA Store

The SkillsUSA Store now offers free standard ground shipping on all online orders in the U.S., with no minimums or exclusions.

Expedited shipping methods are offered at an additional charge, and all orders will be processed and fulfilled within two business days (Monday-Friday) as usual. [Check out the Official SkillsUSA Store.](#)



»» Lowe's Offers \$250,000 in Chapter Grants

SkillsUSA partner Lowe's is offering SkillsUSA chapter grants of up to \$15,000 to upgrade your CTE program tools and equipment or to purchase materials and supplies for students. All funds must be spent at Lowe's. The grants can also be used for equipment, materials or supplies to be used in carrying out a SkillsUSA community service project. Applications are due by **Nov. 1**. Successful applicants will be notified by Dec. 3, and all classroom upgrades or service projects must be completed by Sept. 15, 2022. [Learn more and apply here.](#) For questions, contact [Laura Rauch](#).

»» "Love and Logic" Workshops Starting Oct. 5

SkillsUSA is offering a series of "Love and Logic" sessions to help instructors build relationships as they make teaching more fun and rewarding. Educators will be provided with tools and techniques that will help them achieve respectful, healthy relationships with students. By exploring the nine principles of Love and Logic, you will leave with specific solutions for situations you may face with your students. The registration fee is \$10 per session. [Register here.](#) For questions, contact [Karolina Belen](#).



»» New "Journey of a Jacket" Program Launches

SkillsUSA members belong to a community — from members to alumni to advisors to business and industry leaders — that values their potential and believes in their abilities. Through SkillsUSA's new ["Journey of a Jacket" program](#), selected students will receive a SkillsUSA red jacket (like those pictured) to be worn anywhere on the member's journey through school, work and life. The jacket is a gift from one of the program's generous sponsors and is a symbol that the member is supported and valued. It's also an opportunity for students to showcase their SkillsUSA pride.

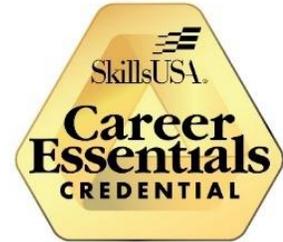


To apply, students must submit an essay and a letter of recommendation from their SkillsUSA advisor. Applications close on **Nov. 1**. [Learn more and apply online here.](#) For questions, contact [Megan Flinn](#).

»» Free Career Essentials Support for Instructors

If you are beginning to teach Career Essentials this school year, support from SkillsUSA is available every step of the way. Instructors can call 844-875-4557 or email careeressentials@skillsusa.org for assistance in these areas:

- Ordering seats for your students in their Career Essentials course.
- Developing an implementation plan.
- Creating administrative accounts for instructors at absorb.skillsusa.org.
- Logging in to your Career Essentials account.
- Using your dashboard to monitor students' progress and performance.
- Learning more about Career Essentials and/or the learning management system.



If you are interested in learning how to use Career Essentials to define, implement and measure the development of career-readiness skills in your classroom, [register for a Career Essentials overview here](#).

»» Support the Trades — and SkillsUSA — in Fashion

SkillsUSA teamed up with [Tractor Supply Company \(TSC\)](#) and [Carhartt](#) for a new “Support the Trades” campaign, designed to raise awareness of the skilled trades while helping SkillsUSA close the skilled trades gap. For the campaign, Carhartt and TSC created a new line of “Support the Trades” shirts, and proceeds from every shirt sold will be donated to SkillsUSA! “Support the Trades” shirts are available at your local TSC store or [online at the TSC site](#).

»» Wolverine and Ram Trucks Put Boots on the Ground for SkillsUSA

To celebrate the skilled trades, Wolverine and Ram Trucks have collaborated on the new “Wolverine x Ram” line of work boots. To support the next generation of skilled workers, Wolverine and Ram are donating \$10 to SkillsUSA for every pre-order for the new line. [Check out the collection now!](#)