

Oct. 8, 2021



# FRIDAY FLASH

## »» 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 at the SkillsUSA Store!



## »» 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. (Available October 2021.)
- **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 “Difficult Conversations at Work,” our latest resource in student-friendly, scenario-based learning.

National dues for professional members are \$20 plus state dues, which vary. [View or download this PDF for 2021-22 state dues and deadlines](#), and you can [find our registration site here](#).

### »» “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](#).

### »» 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](#).

### »» Give Your Chapter’s Local 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.

### »» 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 Elements

within your CEP application. [Schedule your 30-minute Zoom coaching appointment here](#). For questions, contact [Kelli Engelbrecht](#) or 573-321-1322.

### »» Check Out the Wealth of Professional Development This Fall

Please join your fellow advisors at our fall SkillsUSA Professional Development offerings. With upcoming topics like “New Advisor Training,” “Chapter Excellence Program,” “Experiential Activities,” and “SkillsUSA Certification Bundle,” these sessions can launch the new school year in exciting directions. Learn more about SkillsUSA’s offerings on [SkillsUSA's online training calendar](#). Certificates are provided upon completion of each session. [Use this Google Doc](#) to learn how to access your Professional Membership benefits online. [A PDF of the 2021-22 Professional Development Opportunities is available here](#). For questions, contact [Karolina Belen](#).

### »» New Career Cluster Pins on The SkillsUSA Store

Make a statement and showcase pride in your career and technical skills with a new Career Cluster Lapel Pin. The 14 new lapel pins represent many career pathways and can be paired with our new Career Cluster Tees. [Check out these new collections](#) on the SkillsUSA Store.



### »» Join the “Love and Logic” Workshops

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 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](#).



### »» Access to Industry Experts on “Technical Fridays”

Join us for “Technical Fridays,” SkillsUSA's industry-led initiative for workshops helping teachers develop specific technical skills relevant to their career fields of interest. On Oct. 29 at 4 p.m. ET, the focus is on the healthcare cluster, specifically on skills for Nursing Assistants. [Register here](#).

