



FRIDAY FLASH

»» A Local Chapter Challenge: SkillsUSA 2021 Recruitment Week

Check out [SkillsUSA's 2021 Recruitment Week resource hub](#) to learn how your chapter leaders can successfully plan a local recruitment week to engage potential new SkillsUSA members. There are also advisor resources to help coach your chapter leaders around recruitment and engaging potential new members. 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.



»» New "Journey of a Jacket" Program Launches Oct. 1

As emerging world-class workers, leaders and responsible citizens, SkillsUSA members belong to a community that values their potential and believes in their abilities. Through SkillsUSA's new "[Journey of a Jacket](#)" program, students can represent their SkillsUSA pride to the world! Selected applicants will receive an official SkillsUSA red jacket (like those pictured) to be worn anywhere on the member's journey through school, work and life.



Thanks to the support of sponsors, SkillsUSA members who are chosen via the Journey of a Jacket application process will receive a SkillsUSA jacket free of charge. To apply for a jacket, students must explain in 500 words or less why they joined SkillsUSA, what their SkillsUSA goals are and how their involvement supports those goals. In addition, SkillsUSA must receive a letter of recommendation from a SkillsUSA advisor that includes their level of participation in the chapter. Upon receipt of the jacket, the student agrees to submit a video thanking program sponsors (further information will be provided). Applications open Oct. 1 and close Nov. 1. [Students can read more about the program and apply online here.](#) If you have questions, contact [Megan Flinn](#).

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

SkillsUSA partner Lowe's is offering up to \$15,000 in SkillsUSA chapter grants. The grants can be used to upgrade your CTE program's tools or equipment or to purchase additional 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 planning and 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. For more information and to apply, go [here](#). If you have questions, contact [Laura Rauch](#).

»» A Wealth of Professional Development This Fall

Please join your fellow SkillsUSA advisors and attend SkillsUSA's new Fall Professional Development offerings in the coming weeks. With upcoming topics like "Jumpstart 2.0," "Jump Into STEM!," "Framework Integration Strategies and Lesson Plans," "Career Essentials Implementation Training" and more, these sessions can help launch the new school year in exciting directions. Learn more about all of SkillsUSA's Fall Professional Development offerings on [SkillsUSA's online training calendar](#). We also encourage you to check out the [new PDF of the Professional Development opportunities](#). Register for sessions through [absorb.skillsusa.org](#). If you have questions, contact [Karolina Belen](#), SkillsUSA's senior manager of professional development.

»» Share Your Success Stories with SkillsUSA Nation

The [SkillsUSA Champions digital hub](#) provides new content weekly, from inspiring features to "Spotlight" stories about the great work chapters and partners are doing. We now even have a "Podcasts" section! To get a SkillsUSA member's story considered for publication on the site (even if that story is yours), just click the ["Submit a Story"](#) link at the top of every page.



»» Early Membership has its Privileges

The SkillsUSA registration site is officially open for the new school year, and we encourage advisors to join early so they receive all mailings and emails. Professional members receive many benefits when they submit membership with a valid email address: the **Framework Integration Toolkit** ensures career readiness within your classroom, training program and chapter; the **Program of Work Toolkit** includes resources to help implement an effective and successful Program of Work; the **"Jump into STEM!"** curriculum provides an opportunity to engage elementary and middle school students in STEM learning; and the **SkillsUSA Technical Standards** are the official regulations for the SkillsUSA Championships competitions. 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](#).

»» 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, 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 pre-order for the new line. [Check out the collection now!](#)



»» “Technical Fridays” Industry Expert Workshops in September

Join us for “Technical Fridays,” SkillsUSA’s new industry-led initiative for workshops that help teachers develop specific technical skills relevant to their career fields of interest.

- On **Sept. 24 at 4 p.m. ET**, focus on the automotive industry continues as we’re joined by Joe Clarke, Toyota master technician. Clarke will preview the content and benefits of Toyota Technician Educated College Support (TECS), a free learning course for students 16 and up. The course is designed to help students interested in a career with Lexus or Toyota gain a head start in their training while becoming certified through the completion of 16 e-learning modules. Clarke will also demonstrate the use of Toyota-specific tools.



The registration fee for each event is \$10. [Register here](#). If you have questions, contact [Karolina Belen](#).