

2021-2022



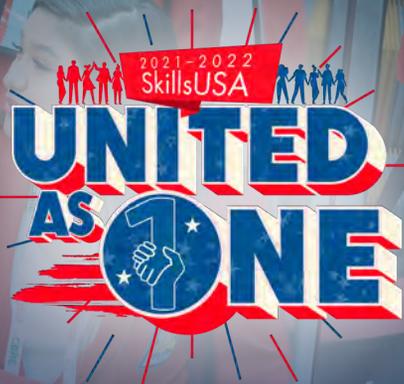
SkillsUSA®

MEMBERSHIP

BENEFITS

GUIDE

College/Postsecondary

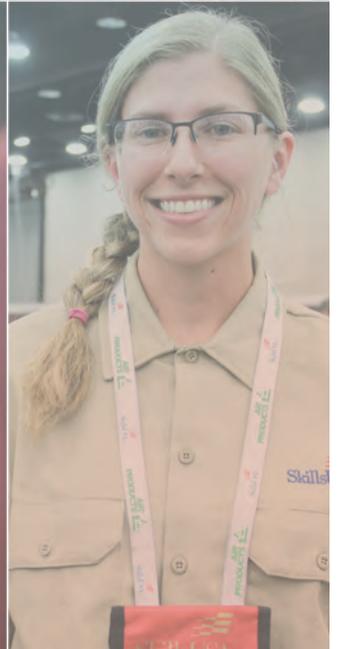


MEMBERSHIP **BENEFITS** GUIDE

SINCE 1965, SKILLSUSA HAS BEEN AN INTEGRAL PART of career and technical education with an unwavering commitment to improving the quality of our nation's skilled workforce. Our mission is to prepare students for career success. We've been doing this work for more than five decades — always growing, always striving to reach more students and to serve them effectively. SkillsUSA is the largest organization whose purpose is to serve students preparing for technical, skilled and service careers. Serving as an advisor to a SkillsUSA chapter is one of the most intentional steps you can take as part of your professional career. The impact of this decision on your students and their future will be life-changing. You'll find that many of the roles and responsibilities of serving as an advisor support the work you are already doing in the classroom.

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KEY PHILOSOPHIES THAT SKILLSUSA EMBODIES

- **SkillsUSA believes** that every student has value and purpose. Our goal is to connect every student we serve to meaningful career opportunities that can lead to economic security.
- **SkillsUSA exists** to prepare career-ready students. There are many additional benefits from active participation in SkillsUSA that often define why students join. However, when graduates can provide for themselves, they have the freedom to live the life they choose.
- **SkillsUSA is a student-led** and advisor-facilitated organization. This is important to know and really understand. The student should work the hardest in accomplishing student and chapter goals. To develop the employability and technical skills needed in the workplace, students must do the leading, planning and the implementation work. The advisor serves as a supervisor to guide and provide feedback when needed, to keep the students safe and to reinforce the transferable skills for the student's success. The student does the work and is able to unpack any failures for growth and celebrate successes. Learning by doing is the key. There may be a few mistakes along the way, but better for the students to learn from the projects and work they do than to do it perfectly the first time.

This SkillsUSA philosophy guides the resources provided to advisors. Take time to think about why you enjoy being an advisor and focus on the development of students so that they can be the future of our workforce, our communities and our country. This is enormously important work, and you are up for it. SkillsUSA is your partner in the pursuit of student and chapter success.



Mission

SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation's future skilled workforce through the development of Framework skills that include personal, workplace and technical skills grounded in academics.

SkillsUSA Framework

The SkillsUSA Framework defines the mission of the organization



Integration Locations

SkillsUSA Framework instruction is integrated into these three locations



Program of Work

The delivery mechanism of the SkillsUSA Framework



Member Success

Assessments to measure students' career readiness



UNPACKING THE SKILLSUSA INFOGRAPHIC

The SkillsUSA mission is what we are called to do in students' lives every day. Whether you are a local SkillsUSA advisor, a state SkillsUSA director or have another paid or volunteer role, this mission guides your work.

However, the mission does not stand alone. The SkillsUSA Framework actualizes what opportunities need to be created for students to enact the mission. The Framework defines the mission and enables the organization to develop programming and assessments that build skills in students that prepare them for life. It also provides a common language for students to be able to articulate how they are different because of their participation in SkillsUSA.

No matter how a student arrives to SkillsUSA in terms of knowledge and abilities, the 17 Essential Elements outlined in the Framework enable students to develop the skills that business and industry demand from employees. The Framework has three components that develop the whole person: personal skills, workplace skills and technical skills grounded in academics. The Framework Essential Elements are the skills needed to be career ready as determined by research from over 1,000 employers. It is critical that the Framework be the basis for your SkillsUSA chapter work. If you would like to learn more or view additional resources to integrate the Framework into your classroom and chapter, please visit the SkillsUSA website at www.skillsusa.org/about/skillsusa-framework/.

SkillsUSA is an integral part of career and technical education. Why is that important? It means that the chapter isn't separate from the classroom experience. Not only are you able to integrate SkillsUSA chapter work into your classroom, but it is essential that you do so. The work of building career-ready students isn't a "once and done" activity or event. Students need to work on building skills

over time through multiple experiences and receive coaching along the way. For instance, building decision-making skills in the classroom might focus on diagnostic work while in the chapter, and/or it might focus on committee decision making for a community service project. Students must see the relationship and how these skills transfer from one situation to another. What they experience in the classroom should be reinforced in their SkillsUSA chapter and vice versa so that it becomes common practice in conducting themselves and their work. Students connect what they are learning and practicing today to the world of work.

How does the Program of Work fit into this equation? Approximately 13.8 million members have participated in SkillsUSA since its inception in 1965. Over time, the organization has learned that not only do students need to participate in skill building around the SkillsUSA Framework Essential Elements, but the chapter should provide rich meaningful experiences in six categories that reflect the situations they will encounter in the workplace. A well-planned Program of Work provides intentional instruction of the Essential Elements. It is how SkillsUSA delivers the skill-building opportunities to students through active participation. Think of the PoW as a chapter management tool, an individual growth plan and as a student engagement tool. It allows students to define, develop and demonstrate the Essential Elements.

SkillsUSA has developed multiple ways to measure student growth and career readiness. One is the SkillsUSA Chapter Excellence Program (CEP). This standards-based program recognizes chapter achievement in developing the Essential Element skills in its members. When your students complete each of the six PoW activities, they can apply for CEP recognition. It is the celebration of the students' achievement! For more information about CEP please go to: www.skillsusa.org/programs/chapter-excellence-program/.

EVENTS **CONFERENCES** AND...



EVENTS AND PROGRAMS FOR SKILLSUSA

take place on the local, state and national levels. Student members can achieve individual recognition by participating in some national programs, while others honor the entire chapter for its accomplishments. These programs are designed to support the development of SkillsUSA Framework skills, and can be woven into existing classroom curriculum, making them truly integral to instruction.

RECRUITMENT WEEK

Membership recruitment week is designed to empower chapter leaders to recruit new members through challenges and experiences with other students from across their state and country. Make sure to utilize the Recruitment Week posters offered digitally online and included in the mailing.

WASHINGTON LEADERSHIP TRAINING INSTITUTE (WLTi)

SkillsUSA offers a hands-on, high-energy experience called the Washington Leadership Training Institute (WLTi) for local, district or state leaders that focuses on leadership skill development. This training is held each September in Washington, D.C., and allows members the opportunity to explore the city and learn advocacy skills while discovering their personal leadership potential.

ELEVATE

“Elevate” is a chapter officer development conference that focuses on building a Program of Work for the year and showing how chapters can be recognized through the Chapter Excellence Program.

SKILLSUSA WEEK

SkillsUSA Week gives state associations, advisors and student members the opportunity to promote CTE and SkillsUSA at the local, state and national levels. SkillsUSA Week is celebrated annually in February during CTE month and resources are provided online.

CONNECT TO MY FUTURE

SkillsUSA’s Connect to My Future conference is a virtual conference designed to allow students to explore career pathways and connect directly with employers within specific, age-appropriate tracks designed to meet learning objectives. Connect to My Future is unique in that it puts SkillsUSA members together with employees of partners and affiliate organizations to hold important conversations which connect students with their future.

ACTIVATE

“Activate” is a two-and-a-half-day leadership conference held in conjunction with the National Leadership and Skills Conference each June. It is open to all SkillsUSA student leaders and focuses on developing the following Framework skills: leadership, planning, organization and management and service orientation.

LEVERAGE

“Leverage” is an intensive, two-and-a-half-day leadership experience held in conjunction with the National Leadership and Skills Conference each June, open to SkillsUSA state officers and designed to develop targeted Framework skills: leadership, communication, job-specific skills.

ENGAGE

“Engage” is a two-and-a-half-day professional development training conference held in conjunction with the National Leadership and Skills Conference each June designed to help teachers better understand and use SkillsUSA’s leadership development materials and interactive resources. Engage is focused on developing the following Framework skills: job-specific skills and professional development.

NATIONAL LEADERSHIP AND SKILLS CONFERENCE (NLSC)

The National Leadership and Skills Conference (NLSC) is a showcase of career and technical education. More than 16,500 people including students, teachers and business partners participate in the week-long event, which is one of the largest hands-on workforce development events in the world.

PROGRAMS FOR MEMBERS

CHAPTER EXCELLENCE PROGRAM

The Chapter Excellence Program (CEP) recognizes achievement as it relates to the integration of the SkillsUSA Framework in Program of Work activities. As a chapter's yearly action plan, the Program of Work is at the heart of student learning and employability development. By using the Framework as a guide, chapters have a blueprint for creating relevant activities that encourage participation and foster an understanding of the student learning attained during each activity.

IMPACT

As part of the recommended programming for SkillsUSA state officers, IMPACT is offered as a virtual experience for state officer teams to engage local chapter officer teams. The program includes live interactions with national facilitators to prepare state officer teams to host local chapter officer trainings.

JUMP INTO STEM!

"Jump into STEM!" provides an opportunity for SkillsUSA members to engage and mentor elementary- and middle-school students in STEM learning while creating an open door to future recruitment into high-school career and technical education programs. The program highlights engaging, hands-on learning provided by current SkillsUSA members for younger students.

NATIONAL CONFERENCE PIN AND T-SHIRT DESIGN CHALLENGE

The national conference pin and T-shirt design challenge is open to all dues-paying student members. The winning designs will become the official pin or T-shirt for the SkillsUSA National Leadership and Skills Conference and will be produced in a limited quantity. One winner each for the pin and T-shirt will be selected.

PRESIDENT'S VOLUNTEER SERVICE AWARD

The President's Volunteer Service Award is a national honor offered in recognition of sustained community service. The awards program recognizes individuals, families or groups who have achieved a certain standard, measured by the number of hours of volunteer service over a 12-month period or cumulative hours earned over the course of a lifetime.

SCHOLARSHIPS

One of the greatest benefits of student membership in SkillsUSA is the opportunity to earn scholarships. Students must be registered and have paid both state and national dues to be eligible for scholarships through SkillsUSA or its partners. Scholarships are offered in several areas. Some are based on merit, others are related to financial need and many are presented to the medalists of the SkillsUSA Championships at the state and national levels.

SKILLSUSA CAREER ESSENTIALS SUITE

Career Essentials is a suite of curricular resources including Foundations, Experiences and Assessments. Foundations includes instructor-led classroom lesson plans that help students define the employability skills of the SkillsUSA Framework. Experiences are hybrid project-based learning courses that engage students in implementing their employability skills. Assessments provide an opportunity for students to measure their employability skill development and proficiency.

SKILLSUSA CHAMPIONSHIPS

The SkillsUSA Championships begin at the local level with contests held in classrooms nationwide. Winners advance through district, regional and state competitions, and only the gold medalists at the state level are eligible to compete in the national event. State and local competitions and conferences are managed by the state associations. In total, SkillsUSA supports more than 10,000 competitive events each year at all levels.

STUDENT2STUDENT MENTORING

Student2Student is a national mentoring program that connects SkillsUSA members with younger students to introduce them to careers in STEM. The aim is to encourage younger students to explore future careers and make decisions that will lead to career-readiness skills and productive futures. Resources are available online.





SPECIALIZED RESOURCES FOR INTEGRATION

Our goal is to support SkillsUSA

instructors at a higher level than ever before by delivering curated content, tools and resources that are easy to implement in any learning environment, whether virtual, classroom-based or a hybrid of the two. Our resources and chapter models offer instructors great flexibility on how to integrate learning into the CTE curriculum.

Becoming a professional member of SkillsUSA is one of the best ways to demonstrate to students the importance of joining a professional organization and the opportunities that membership will provide.



■ **FRAMEWORK INTEGRATION**

Toolkit — The Framework Integration

Toolkit has everything you need to ensure career readiness for students, including videos, Framework Foundation lesson plans, experiential activities and more.

- **SkillsUSA Framework Essential Elements Definitions and Behaviors** — A quick and easy reference of all 17 Essential Elements, their definitions and behaviors.
- **SkillsUSA Framework Motion Graphic Video** — These short, less than three-minute videos help students gain awareness into each of the 17 Essential Elements in a fast-paced, student-friendly video.
- **SkillsUSA Framework Integration Strategies** — Eight specific strategies have been developed to integrate the Framework into your classroom or laboratory. Each strategy includes two specific activities for integrating the Framework and three suggestions for additional learning opportunities.
- **Experiential Activities to Promote the SkillsUSA Framework** — This guide contains activities to provide students with experiences that illustrate the Essential Elements of the SkillsUSA Framework. These activities can be used to introduce any of the Essential Elements and provide an opportunity for reflection on the experience and determine real-world application.
- **SkillsUSA Framework Essential Element Motion Graphic Videos** — Each of the 17 Essential Element is highlighted with a video, allowing for students to gain a greater awareness of the definition and behaviors related to the Essential Element.
- **SkillsUSA Framework Foundations Lesson Plans** — Lesson plans are available for each of 17 Essential Element and contain a learning objective, activity, and ability to assess growth.
- **Business Partner Outreach and Preparation Guide** — This resource will streamline the process of welcoming business partners into your classroom. You will find guidance in business partner outreach, resources for business partner preparation, student activities and exercises, and evaluation for measuring student growth.
- **SkillsUSA Framework Kahoot** — Kahoot! is a game-based learning platform that makes it easy for instructors to create, share and play learning games. These games will engage your students in trivia games based on the SkillsUSA Framework and Essential Elements.
- **SkillsUSA Framework Bingo** — SkillsUSA Framework Bingo brings fun to the classroom or a chapter meeting. Three types of cards are available for any number of students. Basic Bingo can be used in class, during a meeting or even virtually. Interactive Bingo is perfect for in class, during a meeting or workshop, or can be given as an assignment to complete outside of class. Action Bingo challenges students to practice the skills of the Framework by putting them into action.
- **Framework Story Lesson Plan and More Videos** — As a way for students to articulate their learning in CTE and SkillsUSA, have them create a Framework story using the provided lesson plan. Use the sample videos to demonstrate how students are able to share a personal experience and tie it directly to how they have grown in one specific Essential Element.
- **Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader Certification** — This e-module provides training to ensure that successful leaders and champions of diversity create environments where everyone can participate; promote diversity, equity and inclusion; and create spaces where everyone feels included, valued and respected.
- **Building Self-Motivation in Student Leaders** — As an adult leader of SkillsUSA student leaders, you play a critical role in their success. In this e-module certification experience, you'll complete a series of learning events that will help you coach and guide students as they build their own self-motivation skills while serving as a leader of other students.



Professional members receive these great benefits:

Program of Work

TOOLKIT

PROGRAM OF WORK TOOLKIT —

The Program of Work Toolkit includes the Program of Work Launch Activity Guides which, in turn, includes the Virtual Classroom edition, videos and resources to help you implement effective activities.

- **Program of Work Launch Activity Guide 1** — This resource, designed to provide context of how to facilitate a SkillsUSA chapter, is written conversationally as two colleagues might share nuggets of wisdom to expedite your success. The information over the first few pages creates a foundation for your work as a SkillsUSA advisor. It is the foundational knowledge and resources that you will need to conduct the Program of Work (PoW) for a SkillsUSA chapter.
- **Program of Work Launch Virtual Activity Guide 1** — Does your chapter need to conduct activities this school year in a virtual environment? Don't let that slow you down. This guide is complete with large and small group activities to develop Framework skills and conduct meaningful Program of Work events in a virtual environment.
- **Program of Work Launch Activity Guide 1 Videos** — Related videos parallel what is in the launch book, so if reading just isn't your thing, then use the Launch Guide as a reference book and allow the videos to create the basis of your understanding of chapter management.
- **Program of Work Launch Activity Guide 2** — Created to allow your chapter to grow from the knowledge and structure provided in Launch Activity Guide 1 and introduces the use of committees in conducting Program of Work activities.

- **Program of Work Launch Virtual Activity Guide 2** — Business teams are productively working across the country in a virtual setting and so can chapter committees. This guide will set committees up for success when working with one another via a virtual or hybrid environment.
- **Program of Work Launch Activity Guide 3** — Once your chapter has developed the cadence and structure for developing and delivering impactful Program of Work activities, they are ready to branch out on their own and use Launch Activity Guide 3 as a resource tool in implementing their program.
- **Program of Work Student Video** — This video, developed specifically for students, unpacks the connectivity of the SkillsUSA Mission to the development of Framework skills via the implementation of an active chapter.
- **Program of Work Teacher, Administrator and Parent Video** — It is instrumental that teachers, administrators and even parents understand the value of an active SkillsUSA chapter. This video highlights meaningful connectivity of the SkillsUSA Mission to the development of Framework skills via the implementation of an active chapter leading to a career-ready student.
- **Program of Work Business Partner Video** — This video, developed specifically for business partners, articulates the ROI to companies and the value of ensuring that students are developing Framework skills via the implementation of an active chapter.

Professional members receive these great benefits:



UNITED AS ONE



VALUE OF PROFESSIONAL MEMBERSHIP



SkillsUSA Championships TOOLKIT

- **JUMP INTO STEM! UPDATED TO INCLUDE VIRTUAL CLASSROOM EDITION AND FACILITATOR VIDEOS** — The Jump into STEM! curriculum provides an opportunity for SkillsUSA members to engage and mentor elementary- and middle-school students in STEM learning while creating an open door to future recruitment into high-school career and technical education programs. The program highlights engaging, hands-on learning provided by current SkillsUSA members for younger students. Four resources are included, each containing a teacher's guide, lesson plans and PowerPoint:

- **Jump into STEM! Elementary Edition.**
- **Jump into STEM! Elementary Virtual Classroom Edition.**
- **Jump into STEM! Middle School Edition**
- **Jump into STEM! Middle School Virtual Classroom Edition.**

- **SKILLSUSA CHAMPIONSHIPS TOOLKIT** —

- **SkillsUSA Championships Technical Standards** — The official rules and regulations for each competition that's part of the SkillsUSA Championships, included as a benefit of professional membership. Along with rules for all national events, the standards include an overview, lists of technical skills and knowledge required, clothing requirements, and eligibility and equipment lists. It also lists the embedded academic skills in math, English and science.
- **Local Career Competition Guide** — Separate guides for each competition provide turnkey information on how to set up and deliver a local competition in an in-person and virtual environment.

TEACHER PROFESSIONAL DEVELOPMENT

OPPORTUNITIES FOR ADVISORS

Professional Development has been created so you can select the training that fits your schedule and aligns best with your interests and needs. You can develop your own customized professional development plan to strengthen your CTE program all year long. For just-in-time training on educational resource use, access online professional development videos and a corresponding integration activity sheet. A robust catalog of virtual instructor-led professional development experiences is provided online with registration happening through absorb.skillsusa.org.

- **NEW UPCOMING PROFESSIONAL DEVELOPMENT** — In addition to supporting teachers in the implementation of the Program of Work, Framework integration, Chapter Excellence Program, Career Essentials and educational resources, watch for two new types of professional development during the 2021–2022 school year! Final Fridays at Four (Eastern Time) will include access to industry experts in specific career clusters who will teach you industry-specific skills through a one-hour virtual professional development experience. Throughout the year, SkillsUSA will also offer training on all nine modules of the Essential Skills of the Love and Logic Classroom. Pre-registration will be required for most professional development opportunities, so watch for release of the annual offerings in early August to begin planning your professional development calendar.

ONLINE RESOURCES



OUR WEB RESOURCES for advisors and students support active participation and the development of SkillsUSA Framework skills.



Absorb

SkillsUSA's Learning Management System, housing curriculum, including the SkillsUSA Championships Technical Standards and professional member benefits.

absorb.skillsusa.org

SkillsUSA

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

skillsusa.org

Career Essentials

Foundations • Experiences • Assessments

SkillsUSA's website for Career Essentials curriculum and assessments.

careeressentials.skillsusa.org

BRAND CENTER

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

brand.skillsusa.org

advocate

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

advocate.skillsusa.org

CONNECT

SkillsUSA's virtual community, providing members with opportunities for connection, growth and recognition.

connect.skillsusa.org

SkillsUSA champions

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

champions.skillsusa.org

REGISTER

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

register.skillsusa.org

Shop

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

shop.skillsusa.org

JOIN TODAY

REGISTER YOURSELF AND YOUR STUDENTS

as members: www.skillsusa-register.org/Login.aspx.

The official membership year runs from Aug. 1 through July 31. SkillsUSA national dues for student members are \$8 plus state dues, which vary. For instructors, national dues are \$20 plus state dues, which vary.

Student members must meet both the state deadline and the national deadline of March 1 to be eligible for national competition, serve as voting delegates or national officer candidates. While the national membership deadline is March 1, please note that many state deadlines fall earlier. The complete listing of state dues and deadlines is located here: www.skillsusa.org/membership-resources.

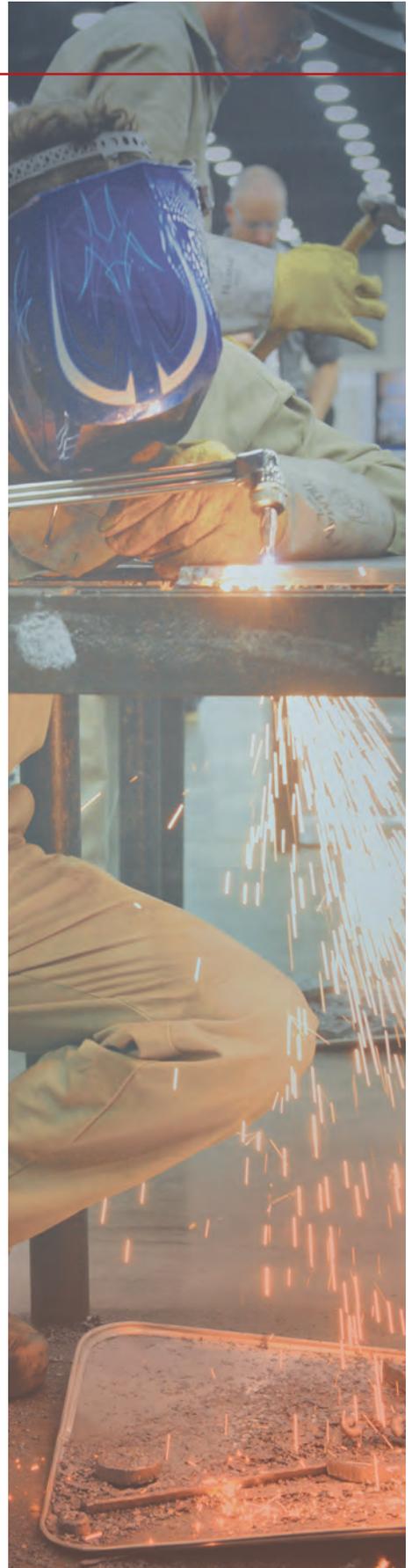
Why is it important to register yourself as a member of SkillsUSA? Becoming a professional member is one of the best ways you can demonstrate to your students the importance of the organization and the opportunities that membership will provide. As a professional member, you will receive online access to the following as a member benefit when you submit membership with a valid email address. All items are delivered digitally:

- *SkillsUSA Championships Technical Standards* (competition guidelines).
- *Jump into STEM!* curriculum.
- *SkillsUSA Career Essentials: Foundations*.
- *Framework Integration Toolkit*.
- *Program of Work Toolkit*.

As a special membership incentive, instructors who register at least 15 student members in one technical program plus one or more professionals by Nov. 15 will receive a free SkillsUSA resource.

For details and step-by-step instructions on registering your members, look for the Quick Start and Access Guide in your Membership Kit or on the SkillsUSA membership site. If you need help or have questions on starting a SkillsUSA chapter, engaging chapter members or discovering strategies to strengthen an existing chapter, call the SkillsUSA Customer Care Team toll-free: 844-875-4557.

In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.



NEED HELP?

The SkillsUSA Customer Care Team is Here to Serve.

THE CARE TEAM CAN ASSIST NEW CHAPTERS OR NEW ADVISORS WITH:

- Establishing and operating chapters.
- Creating log-ins, adding training programs, and adding and joining members.
- Registering for local, state and national conferences.
- Retrieving pin codes and access of online resources.

THE CARE TEAM CAN HELP ALL CHAPTERS AND ADVISORS WITH:

- Recruiting members and chapter operations.
- Navigating the registration system.
- Navigating the SkillsUSA website.
- Discovering more about new products, resources, programs and materials:
 - Career Essentials.
 - Chapter Excellence Program.
 - SkillsUSA Store.

THE CARE TEAM CAN PROVIDE TECHNICAL SUPPORT:

- Navigation of LMS via virtual, phone and email.
- Establishing and setting-up new user accounts.
- Assistance with making or completing a purchase.
- Assigning student keys.
- Assistance with student account set-up.
- Assistance with all reporting needs.
- Troubleshooting technology issues.

THE CARE TEAM CAN PROVIDE CURRICULUM SUPPORT:

- Assistance with determining the most appropriate course.
- Walkthrough of course layout and functionality.
- Guidance on development of classroom implementation plans.
- Virtual demonstration of the learning management system and curriculum features.



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

3 WAYS TO CONNECT WITH THE CUSTOMER CARE TEAM

■ **CALL** 844-875-4557

■ **CHAT** on the membership registration page.

■ **EMAIL** customercare@skillsusa.org
for membership, Absorb (SkillsUSA's Learning Management System) and general support questions.

Care Team Hours

Monday/Wednesday/Friday: 8:00 a.m. – 5:00 p.m. (ET)

Tuesday/Thursday: 11:00 a.m. – 7:00 p.m. (ET)

We look forward to hearing from you!


SkillsUSA®