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| **Advocacy and Marketing*** **We will use the monthly national SkillsUSA Social Media Toolkits to support national activities on our state social media sites.**
* **We will attend national events.**
* **We will post Motivational Monday, Tik Tok Tuesday, Framework Friday, and Spotlight Sunday on alternating weeks, so that at least 2 posts per week are scheduled, beginning August 28th and ending May 1, 2021.**
* **We will increase Post-Secondary membership by 200 members by March 1, 2021.**
* **Each state officer will conduct at least 5 virtual and/or live person chapter visits between September 1, 2020, and March 15, 2021.**
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| **Community Engagement** * **We will participate in a national SkillsUSA Virtual Community Service event by state officer team participation and marketing the event to our members; we will also recognize chapters who participate with us.**
* **We will actively engage on SkillsUSA Connect at least twice a week, starting on September 8, 2020.**
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| **Financial Management** * **We will create an online store to sell vintage and new AZSkillsUSA merch to our members in a fully virtual environment. We will launch the store by September 11, 2020.**
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| **Leadership Development** * **We will implement a mock interview event that will take place during fall semester.**
* **We will increase PVSA applications to 30+ by May, 1, 2021, and provide support to interested members by hosting 3 webinars/Zoom meetings between January 16th, January 20th, January 30th.**
* **State Officers will be teaching members something specific to their CTE program in 30 second snippets and will upload them onto our Instagram. We will have two uploaded per month, on the 7th and the 21st of each month, starting November 7, 2020.**
* **Each state officer will submit a report monthly that highlights work accomplished and reflects on personal leadership growth.**
* **Each state officer will complete an online module in Leverage training by September 1, 2020, and Career Essentials online modules by December 15, 2020.**
* **Each state officer will earn their Framework Certification and National and Arizona Statesmen by December 1, 2020.**
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| **Partner and Alumni Engagement** * **We will work with the podcast representative to produce three podcasts to be led by state officers and will schedule them based on the overall podcast schedule. Our first podcast will be done by October 19th, and will continue to upload a new podcast episode every other week.**
* **We will work with business and industry representatives in a variety of ways in conjunction with the state director.**
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| **Workplace Experiences** * **We will host two Zoom meetings prior to State Championships to provide virtual tour guide experiences and general question/answer topics related to logistics of Championships.**
* **Each state officer will record a video for the Fall Leadership Experience video series by October 15, 2020.**
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