



SkillsUSA has worked this summer to develop innovative educational resources and new professional development materials that support teachers and students regardless of where learning takes place — in the classroom and lab, at home or a hybrid of the two. We realize that teachers are more successful and students are more engaged when provided with rich content and meaningful experiences. We also know that students and teachers value consistency and need greater support than ever before.

THE VALUE OF MEMBERSHIP

As a SkillsUSA community, we are committed to helping students attain the highest levels of academic achievement and personal transformation while developing their personal, workplace and technical skills grounded in academics through the SkillsUSA Framework. SkillsUSA will help students and teachers find new ways to connect while remaining engaged and motivated.

In focus group settings, students shared three consistent themes of what they were seeking from their SkillsUSA membership:

- “Community that creates a sense of being involved in something bigger than myself.”
- “Growth that provides an opportunity to connect to my career in a greater way and discover more about myself.”
- “Recognition received through excellent work.”

Through Empowering Experiences, students will be encouraged to engage in at least eight activities over the next four months. Specific activities have been developed to serve subsets of students with primarily chapter members and chapter officers being the focus.


STUDENT MEMBERS









SEPTEMBER

- **VIRTUAL SKILLSUSA GAME SHOW** — a national game show that is designed around SkillsUSA knowledge and awareness. 
- **MEMBERSHIP RECRUITMENT WEEK** — a national week of excitement that empowers chapter leaders to recruit new members through challenges and experiences from across their state and across the country. 
- **REAL TALK** — a video series focused on things a SkillsUSA member needs to know that month. This will highlight national programs, experiences, and activities that chapter members can participate in. 
- **SKILLSUSA SPOTLIGHT MEMBER OF THE MONTH** — a toolkit provided to chapters highlighting a local SkillsUSA leader with an opportunity to be recognized on the national level.
- **EMPOWERED MOMENTS BLOG** — a blog that national officers write bi-weekly on how they grew in a specific Essential Element on the chapter level through their CTE program or SkillsUSA. 
- **ALUMNI ASK ME ANYTHING SERIES** — an Instagram Live monthly series that connects members with alumni who are working in the field or continuing their education. 




OCTOBER

- **VIRTUAL SKILLSUSA GAME SHOW** — a national game show that is designed around SkillsUSA knowledge and awareness. 
- **SKILLSUSA CLASSROOM ACTIVITIES** — SkillsUSA Jeopardy, Kahoot! And Bingo resources will be released to chapters to help them engage members.
- **SOCIALIZING WITH YOUR CHAPTER** — an animated motion graphic video on how to have fun social experiences virtually with your chapter.
- **FALL LEADERSHIP CONFERENCE** — a conference for all SkillsUSA members to attend that focuses on Framework skill development with the charge to learn and grow more through their chapter. 
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NOVEMBER

- **POUR THE INDUSTEA** — a panel discussion for each career cluster that allows members to get the scoop on industry trends. 
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- **VIRTUAL COMMUNITY SERVICE WEEK** — a week that promotes virtual community service and recognizes the work of chapters. 

DECEMBER

- **VIRTUAL CONCERT** — a concert provided to members that features a high-quality artist and performance.
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CHAPTER OFFICERS



SEPTEMBER

- **CHAPTER OFFICER ELECTIONS** — a toolkit including a step-by-step guide, resources and sessions on the value of chapter officers and how to elect them.
- **CHARGE: A SKILLSUSA CHAPTER OFFICER VIDEO SERIES** — highlights individual growth and team bonding to effectively run a SkillsUSA chapter as a leader.



- **GETTING TO KNOW YOUR TEAM**

OCTOBER

- **CHAPTER GROWTH SERIES** — a series of promos, workshops, and resources to get chapter officers equipped with the tools to run a successful chapter (planning chapter meetings, membership recruitment, Program of Work, CEP).
- **ELEVATE** — 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.



- **CHARGE: A SKILLSUSA CHAPTER OFFICER VIDEO SERIES** — highlights individual growth and team bonding to effectively run a SkillsUSA chapter as a leader.



- **WORK HARD: DANCE HARDER!** Join chapter officers from across the country for this invitation-only dance party with live interactive Zoom DJ.
- **FRAMEWORK INTRODUCTION**
- **OFFICER ROLES**
- **BEING A FOUR PILLARS CHAPTER OFFICER**
- **PERSONAL COMMUNICATION STYLES**
- **PERSONAL GROWTH SMART GOALS**

NOVEMBER

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- **TRIVIA NIGHT: CHAPTER OFFICERS ONLY!** A trivia night exclusively for chapter officers. Compete against other chapter officer teams from across the country!
- **PERSONAL CONTRIBUTIONS TO THE TEAM**
- **WORK ETHIC AS AN OFFICER**
- **TEAM VALUES/MISSION**
- **TEAM CODE OF CONDUCT**

DECEMBER

- **RECOGNITION OF CHAPTER OFFICERS** — work for the fall including social activities to interact with other chapter officers from across the country, celebrate their work at the Elevate, Officer Development Conference, and begin plugging into their future career.
- **CHARGE: A SKILLSUSA CHAPTER OFFICER VIDEO SERIES** — highlights individual growth and team bonding to effectively run a SkillsUSA chapter as a leader.



- **CAREER CHAT LIVE!** Connect with a panel of HR professionals to discover how to be an all-star employee!
- **TEAM SMART GOALS**
- **COMMUNICATING AND CELEBRATING AS A TEAM**

FRAMEWORK CERTIFICATION

- A video from a national officer, challenging chapter officers to complete their Framework Certification.
- Instructions for how to participate.

MEMBERSHIP RECRUITMENT WEEK

- Promotional video from the national officer team for chapter officer teams.
- Chapter checklist for participation in Membership Recruitment Week.

A SKILLSUSA CHAPTER GROWTH VIDEO SERIES

PLANNING CHAPTER MEETINGS

- Encouragement video from national officer on tips for planning engaging chapter meetings both in-person and virtually.

CHAPTER DEVELOPMENT OF PROGRAM OF WORK

- Encouragement video from national officer to chapter officers.

PLANNING AND COMPLETING CHAPTER EXCELLENCE PROGRAM APPLICATION

- Encouragement video from national officer to chapter officers.
- Zoom: Office hours with CEP hotline coaches.
- Zoom: Conversations with MOE chapters.

CELEBRATE SUCCESS!

- Encouragement video from Cameo special guest.
- Toolkit: How to plan and host a virtual celebration with your chapter.

CREATING A HEALTHY, SAFE AND WELCOMING CHAPTER ENVIRONMENT

- How-to video from national officer on how to create a healthy, safe and welcoming chapter environment both in-person and virtually.
- Playbook: A resource for chapters to use to create a healthy, safe and welcoming chapter environment.

SEPTEMBER

- **FRAMEWORK 101** — collection of three 3-minute videos (with integration activity sheet) to promote Framework integration in the classroom (Teaching Strategies for Essential Elements, Thumball, Results to Honor cards).
- **CAREER ESSENTIALS IMPLEMENTATION VIDEOS AND COMPANION GUIDES** — created to guide critical thinking process for creating a unique Career Essentials Suite implementation plan.
- **CAREER ESSENTIALS SCREENCASTS AND USER GUIDES** — step-by-step instructions for the Top 13 most frequently asked technical support questions.
- **PROGRAM OF WORK** — 50-minute, virtual instructor-led professional development opportunity.
- **FRAMEWORK INTEGRATION TOOLKIT SERIES** — three 30-minute, virtual instructor-led professional development experiences (Framework Experiential Book, Business Partner Outreach Preparation Guide, Integration Strategies and Foundations).
- **CAREER ESSENTIALS CERTIFIED STATE OFFICER TRAINER** — four 30-minute, virtual instructor-led professional development experiences for trainers who are implementing Career Essentials Experiences with their state officer team.
- **GET TO KNOW JUMPSTART 2.0** — 30-minute, virtual instructor-led professional development session.
- **CAREER ESSENTIALS OVERVIEW** — 60-minute overview of the four Experience courses and basic functionality of the learning management system.
- **CAREER ESSENTIALS IMPLEMENTATION TRAINING** — a three-hour course designed for teachers who have purchased the Experiences courses and are planning to implement in the year ahead. Teachers have the opportunity to become a Career Essentials Certified Teacher by completing four assignments following the training.
- **CHAPTER OFFICER ELECTION GUIDE** — 75-minute, virtual instructor-led professional development session on electing local officer teams.
- **WHAT IS SKILLSUSA?** — 30-minute, virtual, instructor-led professional development session.

TEACHER PROFESSIONAL DEVELOPMENT

OCTOBER

- **MINI-TRAINING COLLECTION** — a series of three 3-minute videos (with integration activity sheet) designed to support engaging classroom instruction and chapter activities (Ignite, Propel, JumpStart).
- **LEVERAGING YOUR LEADERSHIP** — a series of four 3-minute videos (with integration activity sheet) focused on student leadership development
- **CHAPTER EXCELLENCE PROGRAM** — 60-minute, virtual instructor-led professional development opportunity.
- **JUMP INTO STEM!** — 30-minute, virtual instructor-led professional session.
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- **WHAT IS SKILLSUSA?** — 30-minute, virtual, instructor-led professional development session.
- **GET TO KNOW JUMPSTART 2.0** — 30-minute, virtual, instructor-led professional development session.

NOVEMBER

- **MINI-TRAINING COLLECTION** — a series of three 3-minute videos (with integration activity sheet) designed to support engaging classroom instruction and chapter activities (Impact, Accelerate, Resolute).
- **CHAMPIONS COACHING GUIDES** — 30-minute, virtual instructor-led professional session.
- **LOCAL CHAMPIONSHIP GUIDES** — 30-minute, virtual instructor-led professional session.
- **AT WORK SERIES** — 30-minute, virtual instructor-led professional session.
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DECEMBER

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VALUE OF PROFESSIONAL MEMBERSHIP



In spite of the pandemic, our goal for the 2020-2021 school year 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.

Professional members receive these great benefits:



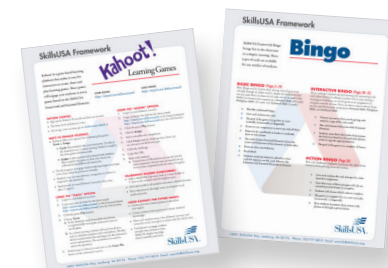
■ **FRAMEWORK INTEGRATION TOOLKIT** —

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-minutes-each 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 Essential Element (17) is highlight per 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 Essential Element (17) 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 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.



VALUE OF PROFESSIONAL MEMBERSHIP

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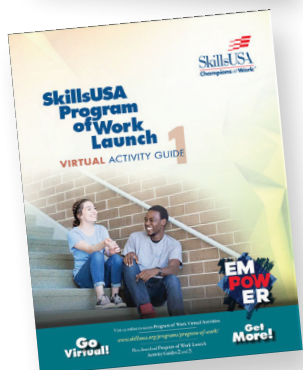


Program of Work TOOLKIT

■ PROGRAM OF WORK TOOLKIT —

The Program of Work Toolkit includes the Program of Work Launch Activity Guides, which in turn include 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.

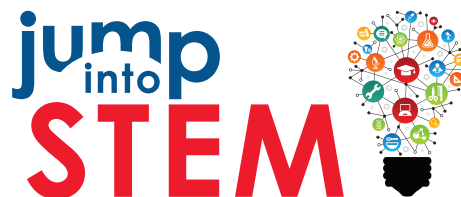


- **Program of Work Launch Activity Guide 1 Videos** — Related videos parallel what is in the launch book, so if reading just isn't your thing, then use the Launch Guide as a reference book and allow the videos to create the basis of your understanding of chapter management.
- **Program of Work Launch 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.

VALUE OF PROFESSIONAL MEMBERSHIP

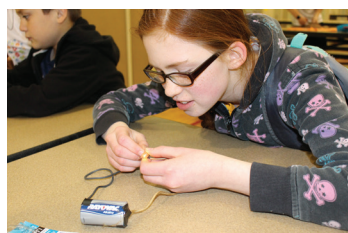


Professional members receive these great benefits:



- **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.

