

**SkillsUSA Georgia, Inc.**  
**STRATEGIC PLAN FY 2006 - 2007**

**SECTION A: MISSION, GOAL & OBJECTIVES**

**Mission Statement**

The mission of SkillsUSA Georgia is to develop leadership skills and workplace competencies in secondary career/technical students that will be necessary to succeed in a constantly changing global workplace, through an integrated SkillsUSA state curriculum.

**Five – Year Goals**

1. To operate an efficient and cost-effective state organization that adheres to sound practices of fiscal management and governance.
2. To increase student and professional membership in SkillsUSA Georgia annually.
3. To enhance the quality of the programs provided to career/technical education students, sponsors and advisors by SkillsUSA Georgia, in order to provide greater value and service, and to promote and reinforce the recruitment and retention of members.
4. To provide skill enhancement and leadership programs as an integral component of the Georgia GPS.
5. To expand and enhance business and industry participation in SkillsUSA Georgia programs.
6. To diversify the private and public sources of support necessary to underwrite programs, services and administration.

**\*\*Note:** Revised and adopted by the Board of Directors, July 11, 2006.  
Objectives are established for a two-year period.

**Goal 1:** To operate an efficient and cost-effective state organization that adheres to sound practices of fiscal management and governance.

**FY / 03**

1. Review board policies to determine if they can be improved through use of standing committees.
2. Review FY/02 progress and accomplishments.
3. Conduct financial reviews.
4. Review operational efficiency.
  - a. Liability insurance to be renewed every fiscal year
  - b. Continue to develop State Director's duties and responsibilities guide book
  - c. Update inventory list
5. Procure equipment and supplies as needed.
  - a. Procure projector
  - b. Procure new printer
  - c. Procure new computer

**FY / 04**

1. The board will review the organizations policies and make recommendations for needed changes.
2. The board will conduct a yearly review of the CPA's annual report.
3. The State Director will procure needed equipment & supplies.
  - a. All major purchase of equipment and supplies will require board approval.
4. The State Director's major responsibilities will be further defined by including subcategories and supporting documentation of each major responsibility in the director's handbook.
5. During the summer retreat, the State Director will report the organizations 2003-2004 accomplishments.

**FY / 05**

1. The board will review and make revisions to the organizations policies/ bylaws, and make recommendations as needed.
2. The board will conduct a yearly review of the CPA's annual report.
3. The State Director will procure needed equipment & supplies.
4. The State Director will bring new ideas on how to improve and streamline the fiscal management and governance of the organization.
5. During the summer retreat, the State Director will report the organizations 2004-2005 accomplishments.

**FY / 06**

1. The board will review and make revisions to the organizations policies/ bylaws, and make recommendations as needed.
2. The board will conduct a yearly review of the CPA's annual report.
3. The State Director will procure needed equipment & supplies.
4. The State Director will bring new ideas on how to improve and streamline the fiscal management and governance of the organization.
5. During the summer retreat, the State Director will report the organizations 2004-2005 accomplishments.
6. Director will use sound, fiscal judgment based upon availability of funds to include establishing a reserve fund which will be determined each year by the Board of Directors.

**FY / 07**

1. The board will review and make revisions to the organizations policies/ bylaws, and make recommendations as needed.
2. The board will conduct a yearly review of the CPA's annual report.
3. The State Director will procure needed equipment & supplies.
4. The State Director will bring new ideas on how to improve and streamline the fiscal management and governance of the organization.
5. During the summer retreat, the State Director will report the organizations 2006-2007

accomplishments.

6. Director will use sound, fiscal judgment based upon availability of funds to include establishing a reserve fund which will be determined each year by the Board of Directors.

**Goal 2:** To increase student and professional membership in SkillsUSA Georgia annually.

**FY / 03**

1. Promote membership increase by sending CT Administrators a letter encouraging support.
2. Promote conference participation by giving one free conference registration per ten paid participants.
3. Use National Skills USA-VICA video as promotional tool at GACTE In-Service conference.
4. Setup workshop at GACTE for CT Supervisors and new teachers concerning their responsibilities as Skills USA-VICA Advisors.
5. Raise conference and membership fees to accommodate a higher level of excitement at conferences.

**FY / 04**

1. Annually promote membership by sending Career/Technology administrators a letter encouraging support.
  - a. Career/Technology administrator list can be accessed on line.
2. Promote conference participation by giving one free conference registration per ten paid participants.
  - a. Fall & Spring conference.
3. Use National Skills publicity tools for publicity at GACTE In-Service conference.
  - a. Tim Lawrence (State Director) will present 2003
  - b. Use State or National officers, or alumni to man booth.
4. Provide workshop at GACTE for Career/Technology Supervisors and new teachers concerning their responsibilities as Skills USA-VICA advisors.

5. Provide database to promote networking and professional contacts.

**FY / 05**

1. Annually promote membership by sending Career/Technology administrators a letter encouraging support.

2. Promote conference participation by giving one free conference registration per ten paid participants at Fall & Spring conference.

3. Use SkillsUSA publicity tools at GACTE In-Service conference.

4. Provide workshops at GACTE to promote local chapter involvement in SkillsUSA Georgia.

5. Provide database to promote networking and professional contacts.

6. Continue recognizing all chapters with membership increases.

**FY / 06**

1. Annually promote membership by sending Career/Technology administrators a letter encouraging support.

2. Promote conference participation by giving one free conference registration per ten paid participants at Fall & Spring conference.

3. Use SkillsUSA publicity tools at GACTE In-Service conference.

4. Provide workshops at GACTE to promote local chapter involvement in SkillsUSA Georgia.

5. Provide database to promote networking and professional contacts.

6. Continue recognizing all chapters with membership increases.

7. Continue Georgia VIP Tour for selected Legislators/DOE personnel to Nationals and to State Conferences.

8. Provide GVSDC SkillsUSA workshops during Camp T&I.

9. Continue to develop T&I data base to include all T&I Teachers, Administrators, Legislators, Business and Industry, and others that could support SkillsUSA Georgia.

10. Provide additional funding, from State and others, to SkillsUSA Georgia for PDP

and other SkillsUSA activities.

11. Continue expanding promotional programs to build visibility for SkillsUSA Georgia.

**FY / 07**

1. The Executive Director will annually promote membership by sending Career/Technology administrators a letter encouraging support.
2. Use SkillsUSA publicity tools at GACTE In-Service conference.
3. Provide workshops at GACTE to promote local chapter involvement in SkillsUSA Georgia.
4. Continue to develop and provide a database via SkillsUSA Georgia Web-Site, to promote networking and professional contacts.
5. Continue recognizing all chapters with membership increases.
6. Continue Georgia VIP Tour for selected Legislators/DOE personnel to Nationals and to State Conferences.
7. Provide GVSDC SkillsUSA workshops during GACTE and TIEGA / HSTEA conferences.
8. Continue expanding promotional programs to build visibility for SkillsUSA Georgia, to include Georgia Public Television.

**Goal 3:** To enhance the quality of the programs provided to career/technical education students, sponsors and advisors by SkillsUSA Georgia, in order to provide greater value and service, and to promote and reinforce the recruitment and retention of members.

**FY / 03**

1. Recognize student successes by placing pictures and points of interest on Georgia Skills USA-VICA web site.
2. Place information on web site to promote involvement with GVSDC training programs.
3. Set up statewide database to promote teacher communication with other teachers in like training areas.

**FY / 04**

1. Recognize student successes by placing pictures and points of interest on Georgia Skills USA-VICA web site.
2. Place information on web site to promote involvement with GVSDC training programs.
3. Set up statewide database to promote teacher communication with other teachers in like training areas.
4. Offer extra-curricular activities such as NASCAR, NHRA, Braves game, and Six-Flags to promote membership and student interaction.
5. Create a Thank-You page on the web site to promote sponsor recognition.

**FY / 05**

1. Increase recognition of student successes by placing pictures and points of interest on SkillsUSA Georgia web site.
2. Place information on web site to promote involvement with GVSDC training programs.
3. Set up statewide database to promote teacher communication with other teachers in like training areas.
4. Offer extra-curricular activities such as NASCAR, NHRA, Braves game, and Six-Flags to promote membership and student interaction.
5. Create a Thank-You page on the web site to promote sponsor recognition.
6. Provide information concerning promotional billboard advertisement through National SkillsUSA.

**FY / 06**

1. Continue program evaluation by conference participants (advisors and students).
2. Maintain a SkillsUSA Georgia web page to include student recognition and learning opportunities for advisors.
3. Cooperate with the State Department of Education in establishing Chapter Management Institute (CMI).
4. Present the SkillsUSA story to the "new" CTAE administrators at the Supervisors'

Workshop during the summer.

5. Continue to offer extra-curricular activities such as NASCAR, NHRA, Braves game, and Six-Flags to promote membership and student interaction.

6. Seek opportunities to display promotional billboard advertisements provided by National SkillsUSA.

#### **FY / 07**

1. Continue program evaluation by conference participants (advisors and students).

2. Improve the SkillsUSA Georgia web page to include student recognition, learning opportunities for advisors, a thank-you page.

3. Continue to offer social activities such as NASCAR, NHRA, Braves game, and Six-Flags to promote membership and student interaction.

4. Seek opportunities to display promotional billboard advertisements provided by National SkillsUSA.

5. Maintain frequent communications with Advisors and Administrators.

6. A Promotional Brochure will be created annually through a SkillsUSA State Contest, and posted on the SkillsUSA Georgia Web-Site.

**Goal 4:** To provide skill enhancement and leadership programs as an integral component of the Georgia GPS (QCC).

#### **FY / 03**

1. Encourage use of the PDP to satisfy QCC requirements & the new Skills Track student record keeping system.

2. Continue involvement with New Teachers Institute as requested.

3. Encourage region-planning sessions at the beginning of the school year.

#### **FY /04**

1. Encourage use of the PDP to satisfy QCC requirements & the new Skills Track student record keeping system.

a. Explore possibility of including PDP materials on State textbook adoption list.

2. Mandate Georgia Skills USA-VICA participation in New Teacher Workshops at UGA, Valdosta State, Georgia State.
3. In the future Georgia Skills USA-VICA will participate in professional workshops to promote our organization.
  - a. We will create a professional display for Georgia Skills USA-VICA.
4. Our organization will promote Trade & Industry training on our website "Promotional Development Page".
5. Create clinics for leadership competition training.

**FY / 05**

1. Encourage use of the PDP to satisfy GPS (QCC) requirements.
2. Mandate SkillsUSA Georgia participation in New Teacher Workshops at UGA, Valdosta State, Georgia State.
3. In the future SkillsUSA Georgia will participate in professional workshops to promote our organization and we will create a professional display.
4. Our organization will promote Trade & Industry training on our website. "Promotional Development Page.
5. Encourage Region Chairpersons to create clinics for leadership training.
6. Encourage National SkillsUSA to pursue placing the PDP Materials on all state textbook adoption lists.

**FY / 06**

1. Continue encouraging use of the PDP to satisfy GPS (QCC) requirements.
2. Mandate SkillsUSA Georgia participation in New Teacher Workshops at UGA, Valdosta State, Georgia State.
3. Continue to participate in professional workshops to promote our organization.
4. Continue promoting Trade & Industry training on our website. "Promotional Development Page."
5. Encourage Region Chairpersons to create clinics for leadership training.
6. Continue to encourage National SkillsUSA to pursue placing the PDP Materials on all state textbook adoption lists.

7. (We are awaiting development and distribution of the new "PSC's" to include them in our planning.)

**FY / 07**

1. Continue encouraging use of the PDP to satisfy GPS (QCC) requirements.
2. The State Director will present at New Teacher Institutes and in other professional workshops to promote our organization.
3. Encourage Region Chairpersons to create clinics for leadership training.
4. Continue to encourage National SkillsUSA to pursue placing the PDP Materials on all state textbook adoption lists.

**Goal 5:** To expand and enhance business and industry participation in SkillsUSA Georgia programs.

**FY / 03**

1. Create sponsorship package, to include levels of sponsorship.
2. Using Georgia Skills USA-VICA advisors create a team to secure industry sponsorship per contest.
3. Continue linkage with National SkillsUSA-VICA programs.
4. Develop Industry Council.
5. Update existing support of business and industry at State competition.

**FY / 04**

1. Create sponsorship promotional package, to include levels of sponsorship through use of letter and PowerPoint presentation.
2. Using Georgia SkillsUSA-VICA advisors, create a team to secure industry sponsorship per contest.
3. Continue linkage with National SkillsUSA-VICA programs.
4. Develop Industry Council.
5. Update existing support of business and industry at State competition.

6. All award recipients will be responsible for initiating notes of appreciation for sponsors.

#### **FY / 05**

1. Create sponsorship promotional power-point presentation.
2. State contest winning students advisor will be responsible for securing \$100.00 or more of national travel sponsorship for their contest for the upcoming year.
3. Continue linkage with National SkillsUSA programs.
4. Expand support of business and industry at State competition.
5. Create SkillsUSA Georgia thank-you cards.

#### **FY / 06**

1. Continue sponsorship promotional power-point presentation designed to "run" pre-conference at the general sessions.
2. Continue linkage with National SkillsUSA programs.
3. Expand support of business and industry at State competition.
4. Create SkillsUSA Georgia thank-you cards.
5. Place list of contest sponsors and judges in registration packets at each conference with the request that advisors send them thank-you notes.
6. Place list of contest sponsors and judges on web site.
7. Encourage sponsors to be at awards ceremony to be recognized and to assist with medal presentation.
8. Ask retired drafting teachers to donate to that contest.
9. Ask retired drafting teachers to serve as judges for that contest.

#### **FY / 07**

1. A Promotional Power Point will be created annually through a SkillsUSA State Contest, and posted on the SkillsUSA Georgia Web-Site.
2. Continue linkage with National SkillsUSA programs.

3. Expand support of business and industry at State competition.
4. Continue use of SkillsUSA Georgia thank-you cards.
5. Encourage sponsors to be at awards ceremony to be recognized and to assist with medal presentation.

**Goal 6:** To diversify the private and public sources of support necessary to underwrite programs, services and administration.

**FY / 03**

1. Adjust financial needs as required.
2. Continue to launch initiatives to secure resources.
3. Set industry participation goals-donation of materials, tools, prizes, judges, etc.
4. Consider establishment of endowment fund to award travel scholarship to National Skills USA-VICA conference.
5. Obtain industry support for procurement of equipment (computer, printer, copier, and scanner).

**FY / 04**

1. Adjust financial needs as required.
2. Continue to launch initiatives to secure resources.
3. Set industry participation goals-donation of materials, tools, prizes, judges, etc.
4. Consider establishment of endowment fund to award travel scholarship to National SkillsUSA-VICA conference.
5. Obtain industry support for procurement of equipment.
6. Continue partnership with Advisors Association to provide resources.
7. Partner with Alumni Association to provide resources.

**FY / 05**

1. Adjust financial needs as required.

2. Continue to launch initiatives to secure resources.
3. Provide recognition to judges and donors of materials, tools, and supplies.
4. Establish a fund to award registration scholarships to National SkillsUSA conference, of which 10% will be placed in endowment.
5. Obtain industry support for procurement of equipment.
6. Continue partnership with Advisors Association to provide resources.
7. Partner with Alumni Association to provide resources.

**FY / 06**

1. 1. Adjust financial needs as required.
2. Continue to launch initiatives to secure resources.
3. Provide recognition to judges and donors of materials, tools, and supplies.
4. Continue to solicit funding for registration scholarship to National SkillsUSA conference.
5. Obtain industry support for procurement of equipment.
6. Continue partnership with Advisors Association to provide resources.

**FY / 07**

1. Continue to launch initiatives to secure resources for SkillsUSA Georgia.
3. Continue providing recognition to judges and donors of materials, tools, and supplies.
4. Continue to solicit funding for registration scholarship to National SkillsUSA conference.
5. Continue to obtain industry support for procurement of equipment.
6. Continue partnership with Advisors Association, Alumni Association, and CTAE.