



STORM

Student Training for Officer Responsibilities and Management *Membership Drives*

Purpose

- a. Planning and conducting a successful membership drive
- b. Locating resources to assist in recruiting SkillsUSA members

Key Points

- 1. SkillsUSA is built upon a strong foundation of engaged and excited members.**
 - a. The membership base of SkillsUSA is vital to the success of the organization.
 - b. A strong recruitment plan is crucial for a successful chapter to grow, not only in numbers, but also in its' value to the students.
- 2. A solid recruitment effort is built with the following building blocks:**
 - a. Getting to know students and their specific wants and needs.
 - b. Customizing a chapter based on student needs.
 - c. Creating a plan of action for recruitment.
 - d. Making recruitment fun and informative.
 - e. Maintaining an excited and engaged membership.
- 3. An effective SkillsUSA chapter understands its members and is created with the specific wants and needs of the students in mind.**
 - a. Sampling the opinions of students is often beneficial when determining the specific needs and wants of a group of students.
Examples of sampling include the following:
 - Administering student and/or parent surveys
 - Conducting interviews with students
 - Analyzing how students allocate their time (sports, school, work, etc.)
 - b. Use sampling techniques to gauge student interest in the following:
 - Leadership activities
 - SkillsUSA Championships
 - Community Service
 - Professional Development Programs
 - Social Activities

Key Points Continued

4. Another building block to use in creating a solid recruitment strategy involves customizing the chapter's program of work to match student wants and needs.

a. Students will be more apt to join SkillsUSA if they can easily see how the organization benefits them individually.

For example

- Students who share an interest in competitive events will find personal value in SkillsUSA Championships.
- Students who are looking for opportunities to better prepare for their careers will find personal value in the SkillsUSA Professional Development Program.

There are many valuable SkillsUSA programs to consider implementing in your chapter:

- Professional Development Program
- Student2Student Mentoring
- SkillsUSA Championships
- Workforce Ready System™

In addition to nationally sponsored SkillsUSA programs, chapters have the freedom to be creative and implement additional opportunities.

- Holiday Parties
- Trips to Amusement Parks
- Picnics
- Inviting in a guest speaker
- Field trip to a local business

Customize your chapter program of work to match students' interests and goals.

5. An effective plan of action is another building block for a strong recruitment effort.

a. Based on student interests, an effective plan of action for the recruitment process should be developed. *A plan of action is simply an outline and timeline of the recruitment activities your chapter will conduct to expose potential members to the organization.*

b. A student's decision to join SkillsUSA is largely based on their perception of the organization. *When creating a plan of action for recruiting students consider the following:*

- What kind of image does the recruitment activities selected portray to potential members?
- What other involvement opportunities will compete with SkillsUSA for a student's time?
- What can we do to create a sense of belonging in the organization for potential members?
- What role will the advisor play in forming the image of SkillsUSA among potential students? What role will current students play in forming the image of SkillsUSA with potential members?
- What types of students are to be targeted to become members of SkillsUSA?

How can we reach those students through this plan of action?

When reviewed, the activities included in the recruitment plan of action should clearly illustrate the kind of organization to which students will want to commit their time and talents.

Key Points Continued

6. Another building block for an effective recruitment effort is balancing information about key opportunities available to members with a fun and lively introduction to the organization.

a. When executing specific recruitment activities, it is important to highlight key messages about the benefits of involvement in the organization.

A few key points of interest to bring to the students' attention include:

- Opportunities to learn and practice leadership and employment skills.
- Opportunities to compete in the SkillsUSA Championships at the local, regional, state and national levels.
- Scholarship opportunities totaling over \$1 million.
- Subscription to *Champions* magazine.
- Access to SkillsUSA employment resources
- Opportunities to travel and meet new people
- It is also important to add an element of fun to the recruitment activities.

Examples of ways to spice up a recruitment activity are:

- Serving pizza at recruitment activities
- Showing a SkillsUSA video
- Inviting alumni and current members to speak about their experiences with SkillsUSA
- Sharing fun facts and statistics that accurately depict SkillsUSA and its' purpose

7. It is important to begin with the end in mind when recruiting. The desired end result should be not only to grow in numbers, but also to have excited members who remain actively engaged in the organization.

a. Members who enjoy being a part of the program will have the desire to give back to the organization.

b. Retention rates are much better when members are excited and engaged in the organization.

c. To ensure that your new and existing members are able to enjoy the benefits of full membership, be sure to complete a membership roster each year.

8. There are a variety of resources available for you to find additional information on effectively recruiting SkillsUSA members. Consider using the following:

- Membership Kit SkillsUSA Enrollment Instructions
- Advisor's Success Kit Chapter 4 Conduct a Membership Campaign
- Sample Instructor Script: Introducing SkillsUSA to Your Students – available online at <http://www.skillsusa.org/educators/chapmanage.shtml>
- Advisor's Success Kit "SkillsUSA: An Overview" PowerPoint presentation
- List of Member Benefits shown online > Join link off main page.

Review

1. A solid recruitment plan does the following:

- a. Reveals potential members' specific wants and needs.
- b. Customizes a chapter program of work based on student needs.
- c. Creates a plan of action for conducting recruitment.
- d. Makes recruitment fun and informative.
- e. Encourages an excited and engaged membership.

2. Start building a solid foundation for the future of your SkillsUSA chapter by creating a plan of action to recruit new members today

