

SkillsUSA:

*The Building Blocks
of Your CTE Program*



HOW TO
*Ensure SkillsUSA is
Integral to Your
CTE Program*

*It's as easy as
1,2,3*

STEP 1

ADOPT THE SKILLSUSA FRAMEWORK

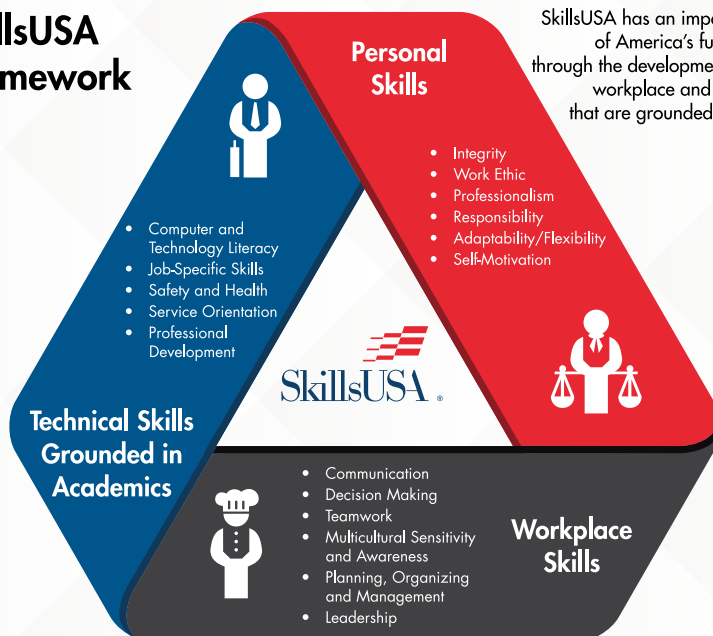
EMPOWER EVERY STUDENT TO ACHIEVE CLASSROOM AND CAREER SUCCESS

SkillsUSA is an integral part of career and technical education (CTE). Teachers infuse the organization's activities into their instructional programs, enabling students to gain real-world applications to their studies. When SkillsUSA is integrated into the CTE program, all students develop the personal, workplace and technical skills that comprise the SkillsUSA Framework. For example, the SkillsUSA Career Essentials: Experiences are available through SkillsUSA to embed into curriculum, offering your students experiences to better prepare them for career success. Your classroom will come to life as students see the connection between what they are learning today and their futures. Just as your lab provides contextual moments, your classroom can provide relevancy in developing leadership, communication and teamwork skills that develop the whole student.

- Ensure all stakeholders from administrators to parents, students and other teachers understand the integral nature of SkillsUSA to your CTE program.
- Ensure parents and families understand that SkillsUSA is integral to your program by placing information directly into the syllabus. Use the Parent Letter and SkillsUSA Brochure template as guides.
- Introduce your students, parents, administrators and advisory committee members to the SkillsUSA Framework. The framework supports the mission of the organization “to empower members to become world-class workers, leaders and responsible American citizens.” In a few short statements, you can explain the value of the SkillsUSA Framework to others: “The SkillsUSA Framework is the source for the development of the organization’s educational programs, resources and products.

The framework was created in 2014 because SkillsUSA realized the need for students — future employees — to be able to intentionally develop and communicate their abilities with respect to employability skills. In a survey, more than 1,000 employers stated that their greatest need when seeking new hires is to have access to job candidates who possess the skills identified within the SkillsUSA Framework.”

SkillsUSA Framework



STEP 2

CONDUCT MEMBERSHIP RECRUITMENT ACTIVITIES

ENSURE EVERY STUDENT HAS THE CHANCE TO EXPERIENCE SKILLSUSA

The key to a successful chapter is the ability to recruit and retain members. Recruitment is an ongoing process and should involve as many current members as possible. If you are starting a new chapter, then all it takes is a few interested students to help get the momentum going. When members and advisors focus on the goal of ensuring that every eligible student has the opportunity to be involved in SkillsUSA, it makes recruitment easy.

- The heavy lifting has already been done for you. Check out the top 10 recruitment ideas that are tried and true from experienced SkillsUSA advisors, found in the Membership Recruitment Ideas document.

- Have students take the lead by personalizing the Meeting Promotional Fliers with information specific to your chapter and then hanging the fliers around the school. Encourage students to talk with other students and teachers about the benefits of SkillsUSA as they travel the campus.



- Using the posters from the Membership Kit, create a bulletin board in a prominent location in the school. Get a few of your members involved. They will have an incredible time working together and create something that will have an impact on membership recruitment. Incorporate the SkillsUSA theme for the year into your recruitment activities:

- Using SkillsUSA's Brand Center will guarantee that you create a strong visual identity within the school. The interactive website makes it easy for members to download existing SkillsUSA logos (national, state and slogan art) as well as the SkillsUSA Framework art. One particular function allows local members to create their own personalized SkillsUSA logo with the name of the chapter. Members will be asked to register when first visiting the Site, which enables them to save specific sections as favorites. This will be a unique login and password and is not tied to our registration system. Learn more at: www.skillsusabrandcenter.org

- Capture students' attention with the Kickoff Video and Student Message by Executive Director Chelle Travis. Post these on social media or your campus website. Seek creative ways to get the word out about SkillsUSA.

- Hold a membership recruitment drive. Create incentives for students to join, including door prizes, drawings and special snacks. It is amazing what motivates students, so consider putting together a committee to organize and run the membership recruitment drive. Their ingenuity and excitement for SkillsUSA will quickly spread.

- Ultimately, membership recruitment is an opportunity to showcase your CTE program to the school and community. Don't miss the opportunity!



TAKE ADVANTAGE OF SKILLSUSA RESOURCES

WE'VE GOT THE RESOURCES YOU NEED TO MAKE YOUR CHAPTER SUCCESSFUL

SkillsUSA has resources for just about every need your CTE program could have. SkillsUSA is proud to provide high-quality educational resources available to you on the SkillsUSA website. SkillsUSA programs are developed for implementation on the local, state and national level. Student members can achieve individual recognition by participating in programs, while several programs actually honor the entire section or chapter for their accomplishments. Programs are designed to support the development of framework skills and can be seamlessly woven into existing classroom curriculum so that they are truly integral to instruction.

The Career Essentials Suite

SkillsUSA will provide revised Foundations lessons that will be in a more digestible format for students to complete virtually during the school year.

Career and technical education and SkillsUSA exist because we believe every student deserves career success. It's that simple. We're in the business of ensuring students are ready to excel in the workplace and as leaders of their communities. It's an awesome responsibility, but one to embrace because it defines our legacy of positively influencing student lives. As a CTE instructor and SkillsUSA advisor you are at the forefront of this purposeful tradition—you are an essential link between your students and career readiness. So what do students need for career readiness? We believe the answer lies in the SkillsUSA framework in which every student has an opportunity to develop personal, workplace and technical skills. This trifecta for student success centers on industry demands and builds the foundation for relevant and intentional student learning and leadership development. The framework gives students exposure to the whole package offered by career and technical education and SkillsUSA. What's more, the framework provides a pathway to a better life. That is why we have used the SkillsUSA framework to create the Career Essentials: Foundations. This practical and flexible standards-based curriculum seamlessly integrates framework components into classroom instruction. It offers 27 user-friendly lessons that incorporate employability skills, engaging activities and proven teaching methods for effective learning. What's more, it's presented in a format that makes your job easier. The Career Essentials: Foundations is the perfect tool for linking framework objectives to student success!