



SkillsUSA
GEORGIA

2021
-
2022



ADVISOR'S GUIDE

Featuring all of the important information you need to make your chapter successful

Letter From the Executive Director

Welcome to a new school year, where the word “virtual” is no longer in our vocabulary! SkillsUSA Georgia is looking forward to hosting safe in-person events this year. Champions Rally is a GO at the Georgia National Fairgrounds and we are thrilled to see everyone in person at this kickoff event. One of the most exciting events, Fall Leadership Conference will be held at the Georgia FFA - FCCLA Center and the one day event will include team building exercises, framework exploration, and friendly camp competitions. Then the real competition begins with Region Championships which will take place throughout the months of December and January. Finally, the biggest event of the year is the State Leadership and Skills Conference where competitors throughout the state show off their skills. SkillsUSA Georgia has an entire exhibit hall at the Georgia World Congress Center dedicated to this event, and opening and closing ceremonies unlike any other. Those students who medal at SLSC will move on to compete at the National Leadership and Skills Conference which will be held in Atlanta. There is so much to look forward to this year, and we cannot wait to see you in person!

We encourage each of you to use this exciting digital resource to drive your chapter’s development, plans and growth for the 2021- 2022 school year. We also encourage you to read our materials and publications as thoroughly as possible. There have been, and there will be many changes to our usual events and contests. By reading the materials you ensure that you and your students are prepared for a great year in SkillsUSA. Included in this new format of our annual Advisors Guide are SkillsUSA Georgia’s conference updates and resources to set your chapter up for success in this new school year.

Wishing you the best during this new school year!

How to use this Guide

SkillsUSA Georgia has adapted to the times and has adapted this advisors guide as well. In lieu of our usual printed, foldable advisors guide, we have produced the first ever SkillsUSA Georgia Interactive Advisors Guide! Throughout this guide you will find links and call to actions that will allow you to access the information that is being referenced on each page. We encourage you to not only explore this advisors guide and its content, but to explore all of the secondary content that is linked throughout this guide. In addition to all of the exciting content, we hope that you find this all new format to be easy to use and digest. We hope you enjoy your SkillsUSA Learning Journey!



LOOK FOR THE RED CIRCLE

These circles highlight exciting resources and tools that are available to advisors. We encourage all advisors to take the chance to explore the content highlighted for each section. In addition to these special features, you will also find links to other important information scattered throughout this guide.

New Resources

SkillsUSA Georgia has created several free resources that you and your chapter members can use throughout the school year. These resources are meant to enhance your chapter's experience.

BOLT

BOLT is an exciting new chapter officer training tool designed to equip your chapter officers with the tools they need to lead a successful, high-quality, highly-impactful chapter. BOLT features content in areas that advisors and student leaders have identified as crucial to chapter success. This digital platform gives advisors the opportunity to engage their chapter officer teams in a guided and interactive format that is customizable to your local schedule, learning needs and learning speed.

Chapter Recruitment

The Recruitment Challenge is designed to aid chapters in developing their own creative recruitment strategy while simultaneously allowing them to put their strategy up against similar chapters from across the state of Georgia. This strategy is all about the who, when, why, and how. Who are you trying to recruit? When do you want to recruit them? Why should they join SkillsUSA? How will your chapter seek to answer these questions? The Recruitment Challenge allows SkillsUSA members to think outside the box and use their creative skills to get potential new members excited about SkillsUSA!

Virtual Engagement

SkillsUSA Georgia is focusing on how members can stay engaged while staying safe! Virtual Engagement opportunities such as a Virtual Service Day, Virtual Mentoring, Virtual Teacher Appreciation, and an exciting new Advocacy Program will be released this school year.

NEW FOR
2021
-
2022



***A Look
Ahead...***

*Check out SkillsUSA Georgia's
Brand New Content to make
your year a success!*

SkillsUSA Georgia Electronic Communications

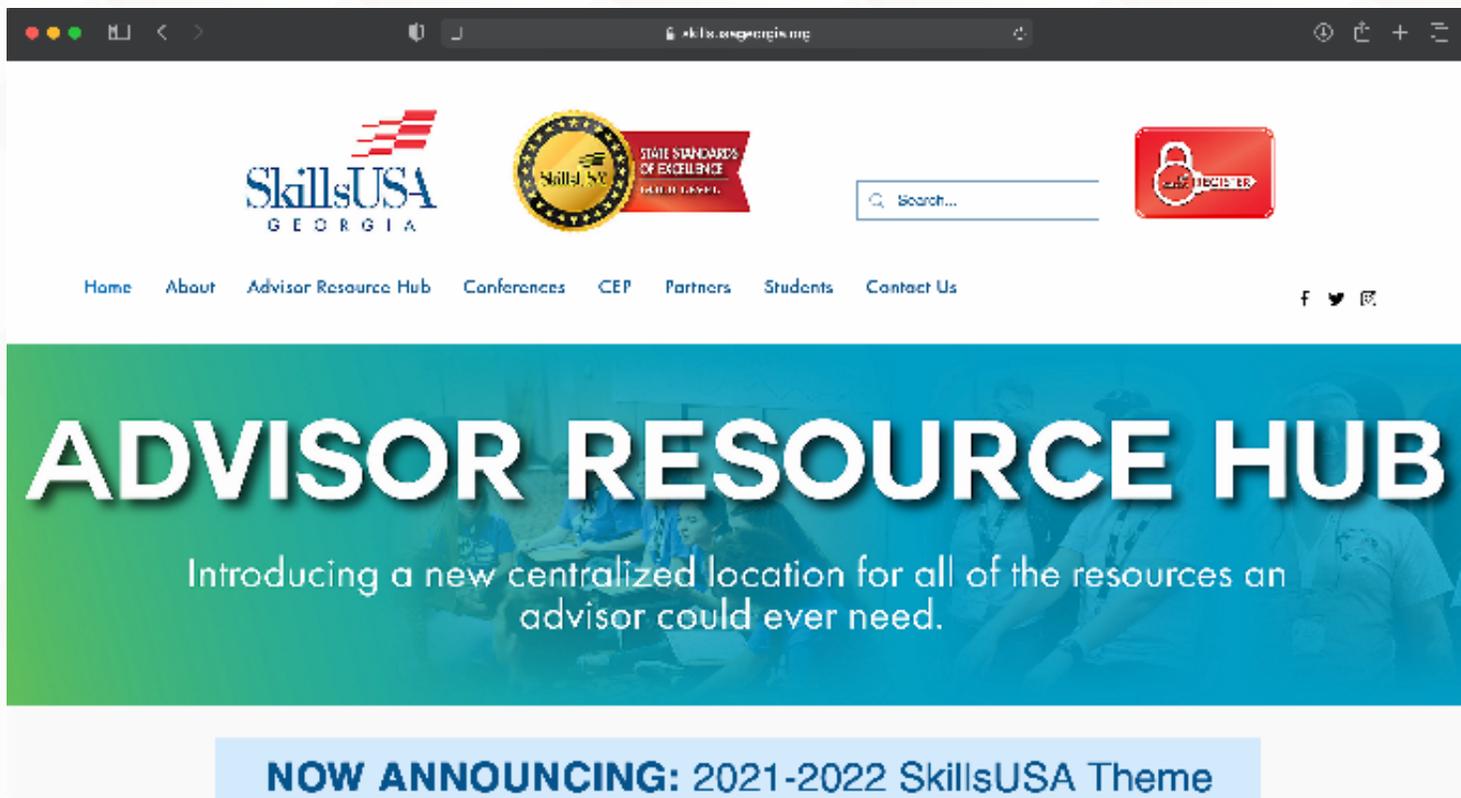
Make sure you are receiving the most up to date information on conference, deadlines and more!

Signing up for SkillsUSA Georgia's Monday Madness emails is the single best way to keep up to date on all things SkillsUSA Georgia. This weekly email features announcements, events, deadlines, and more.

Already signed up? Update your information by clicking the button below.

JOIN OUR EMAIL LIST

The SkillsUSA Georgia Website is the most valuable resource that an active advisor can have. The new skillsusageorgia.org has just passed it's 2 year anniversary! Updates are made almost daily (and sometimes hourly!) to keep you up to speed on the latest and greatest about everything SkillsUSA Georgia. We recommend that advisors take advantage of this resource by checking it regularly for updates!



*Got a question about how to use the site, having problems, or have a suggestion for the site?
Email webmaster@skillsusageorgia.org*

MEET THE 2020-2021 SKILLSUSA GEORGIA



Back row

Joseph Price

School: Union Grove High School

My name is Joseph Price and I am in the Architectural Drafting pathway at Union Grove High School. One of the many things I look forward to doing this year is to encourage more of our members to compete in our vast competitions. There are many opportunities and benefits that come to competing along with a fun and enjoyable experience. Competitions will serve as one of my major focus points for the following year, so we can all grow together in a healthy way.

Raven Ridley

School: Haralson County High School

Hi, my name is Raven Ridley and I am a cosmetology student at Haralson County High School. In the next year of service I want to help small local chapters gain membership and become more involved in the Skills community.

Sareena Lidhar

School: Cambridge High School

Hi! My name is Sareena Lidhar and I am apart of the law and justice pathway! This year as a state officer I hope to expand chapters across the state as well as help underfunded chapters succeed! I also want to make sure everyone feels included because SkillsUSA is a massive family and we all are here for each other to reach our goals!

Ambuja Sharma

School: Cambridge High School

Ambuja is a proud student of the Law, Public Safety, Corrections, and Security pathway. Through her term as a National Officer, she hopes to continue her advocacy for equity and bring innovative ideas to grow membership! She also hopes to grow local chapter engagement nationwide!

Joseph Jacobson

School: Alliance Academy of Innovation

My pathway is Criminal Justice and Law, and I hope to make SkillsUSA's community grow as a State Officer.

Front row

Darlyn Morales

School: Rome High School

Within my first year of SkillsUSA, I discovered that film is my passion. I am currently in the process of completing the Audio Visual Tech and Film pathway. As a state officer, I would love to help other members find their passion and encourage them to pursue it as a career.

Claudia Whitlow

School: West Forsyth High School

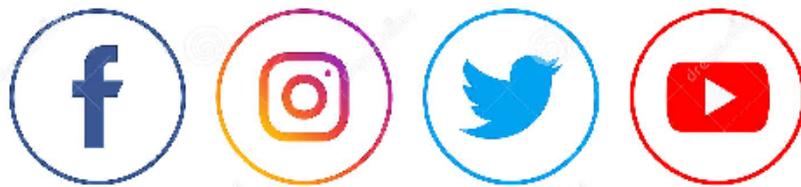
My pathway is Cosmetology, and I specialize in hair, skin and nails. The biggest thing I hope to accomplish this year is establishing a secure sense of community. I want to be approachable, accepting, present and enthusiastic, in order to kick this year off right!

TO BECOME A 2022-2023 STATE OFFICER

LEARN MORE

LOCAL CHAPTER SOCIAL MEDIA TOOLKIT

NOW AVAILABLE



Are you wondering how to connect with students during this chaotic time?

SkillsUSA Georgia has launched the all new Local Chapter Social Media Toolkit! This digital resource contains professionally designed social media posts to enhance your chapter's social media presence. The toolkit contains posts centered around meeting promotion, event announcements, holidays and more! SkillsUSA Georgia will also be continuously updating the kit with new resources centered around new programming and events throughout the school year. Be sure to check back often for updates!

[**VIEW THE TOOLKIT**](#)

2021 SkillsUSA Competition Theme

SkillsUSA: United as One

The topic to be addressed by contestants in the 2021 SkillsUSA Chapter Display, Prepared Speech and Promotional Bulletin Board competitions is our theme, "SkillsUSA: United as One." Theme artwork is available for download below:

DOWNLOAD THEME ARTWORK



ADVISOR RESOURCE HUB



SkillsUSA Georgia is excited to announce an all-new, centralized digital resource hub for advisors! The new advisor resource hub is your one stop location for all SkillsUSA Georgia resources. From lesson planning and educational resources to branding and marketing materials, we've got you covered! This brand new digital hub is in response to feedback that SkillsUSA Georgia has received from advisors all over the state and is intended to make the job of being a SkillsUSA Georgia advisor simple and easy, while also increasing the visibility of the resources that SkillsUSA and SkillsUSA Georgia currently provide to advisors.



The Advisor Resource Hub is updated constantly with new tools and resources. Be sure to check back often so that you don't miss a thing! Also, be sure to subscribe to our weekly email list so that you can receive updates on new postings to the Advisor Resource Hub.

RESOURCES INCLUDE

- Lesson Plans
- Competitive Resources
- Chapter Planning Tools
- Framework Resources
- Conference Forms
- Topic Guides
- Reference Materials
- CEP Resources
- And More!

UPDATED FREQUENTLY

Check Back Regularly For
Updates & New Postings

skillsusageorgia.org/advisor-resource-hub



THE PERFECT STORM. COMING SOON.

BOLT is an exciting new training opportunity for SkillsUSA Chapter Officers. This advisor-led, locally customizable training program equips chapter officers with the skills and tools they'll need to lead highly effective and intentionally impactful local SkillsUSA chapters. BOLT takes SkillsUSA curriculum and concepts and combines them with real-world leadership scenarios to brew The Perfect Storm.



BOLT BUILDS COMMUNITY

BOLT is the perfect tool to foster a community culture in your local SkillsUSA Chapter, starting with your chapter officers. Studies show that community focused teams built on trust and unity leads to more effective and productive outcomes.



BOLT FEATURES THE SKILLSUSA FRAMEWORK

BOLT uses the proven foundation of the SkillsUSA Framework to set the stage for deeper dives into each of the three core skill areas within the SkillsUSA Framework. Furthermore, the BOLT curriculum helps chapter officers make connections between the SkillsUSA Framework and real world leadership scenarios.



BOLT IS EASILY DELIVERED

BOLT is set up in a user friendly system that allows local advisors and officer teams to facilitate the content at their own pace while simultaneously customizing the content to fit the needs of their local chapter. BOLT can be accessed from any device connected to the Internet at anytime.

LAUNCHING AUGUST 1

LEARN MORE ABOUT BOLT & GET YOUR CHAPTER STARTED:
BOLTTRAINING.IO

TRAIN YOUR OFFICER TEAM

WITH AN EXCITING NEW CHAPTER OFFICER TRAINING TOOL

BOLT is an exciting new chapter officer training tool designed to equip your chapter officers with the tools they need to lead a successful, high-quality, highly-impactful chapter. BOLT features content in areas that advisors and student leaders have identified as crucial to chapter success. This digital platform gives advisors the opportunity to engage their chapter officer teams in a guided and interactive format that is customizable to your local schedule, learning needs and learning speed.

WHO IS ELIGIBLE?

BOLT is a free resource for submitted SkillsUSA Georgia professional and student members. BOLT's content is centered around chapter officer development and engagement. With this said, BOLT can be presented to other chapter members outside of the chapter officer team as well.

HOW DO I GET MY CHAPTER STARTED?

We are excited that you are ready to start your chapter's BOLT journey! BOLT will be officially launched August 1! In the meantime, we suggest identifying your chapter officers who will be completing BOLT and preparing them for their experience. Each student completing BOLT will need an email address and a three ring binder in which they will store their Student BOLT Guide, the blueprint for their year of leadership.



2021-2022 SKILLSUSA GEORGIA

RECRUITMENT CHALLENGE



STRATEGIZE. DEVISE. IMPLEMENT.

MEMBERSHIP RECRUITMENT STRATEGY

THE STEPS TO YOUR STRATEGY'S SUCCESS

SkillsUSA Georgia is challenging all chapters to Strategize, Devise and Implement a recruiting strategy to recruit new members to your chapter. We'll walk you train you to develop a successful recruiting strategy for your local chapter and then challenge you to create your own and implement it. Awards will be presented for each of the following components as well as the top 10% of recruit strategies from across the state!



STUDENT ENGAGEMENT OPPORTUNITIES

CHAPTERS ARE CHALLENGED TO ENGAGE POTENTIAL MEMBERS BY BUILDING RELATIONSHIPS THAT TRANSFORM INTO MEMBERSHIP. THIS CHALLENGE CAN BE MET IN SEVERAL WAYS. THERE IS NO WRONG WAY TO ENGAGE STUDENTS OUT OF YOUR LOCAL SKILLSUSA CHAPTER.

INFORMATIONAL MATERIALS

CHAPTERS ARE CHALLENGED TO PRODUCE THE BEST INFORMATIONAL MATERIAL TO TARGET POTENTIAL MEMBERS IN THEIR SCHOOL. THESE MATERIALS CAN BE PRODUCED TO BE DISTRIBUTED IN PRINT, DIGITAL (OR BOTH!). CUSTOMIZE THESE PIECES TO FIT YOUR LOCAL SCHOOL ENVIRONMENT.



SOCIAL MEDIA CAMPAIGNS

YOUR CHAPTER IS CHALLENGED TO DEVELOP THE BEST SOCIAL MEDIA POST(S) TO TARGET POTENTIAL MEMBERS IN YOUR SCHOOL. IF YOUR CHAPTER ISN'T CURRENTLY UTILIZING SOCIAL MEDIA; SKILLSUSA GEORGIA CHALLENGES YOU TO GET IN THE GAME! SOCIAL MEDIA IS A GREAT WAY TO KEEP YOUR MEMBERS UP TO DATE!

VIDEO ENGAGEMENT OPPORTUNITIES

CHAPTERS ARE CHALLENGED TO CREATE A VIDEO (OF ANY PRODUCTION VALUE) TO REACH POTENTIAL MEMBERS. THESE VIDEOS CAN BE AS SIMPLE AS A FACEBOOK, INSTAGRAM OR TIK TOK VIDEO OR AS COMPLICATED AS A FULLY PRODUCED COMMERCIAL, AND EVERYTHING IN BETWEEN. DECIDE HOW TO BEST REACH POTENTIAL MEMBERS WITHIN YOUR SCHOOL.



TOP 10% OF CHAPTERS AWARDED

SkillsUSA Georgia will distinguish the top 10% of chapters submitting recruitment strategies as "Master of Recruitment" Chapters for the school year. Click Below to learn more about the requirements and how your chapter can participate:

GET STARTED TODAY

Welcome To **ATLANTA**

2021 NATIONAL LEADERSHIP AND SKILLS CONFERENCE • JUNE 20-24, 2022

**A NEW
NLSC**

*SkillsUSA Georgia welcomes
SkillsUSA & The National
Leadership And Skills
Conference to*

ATLANTA

NEW LOCATION. SAME GOAL.

SkillsUSA Georgia is excited to welcome SkillsUSA's National Office and the 2021 National Leadership and Skills Conference to Atlanta. The 2021 National Leadership and Skills Conference will take place June 21-25, 2021 at the Georgia World Congress Center. With a brand new location, students and advisors can expect NLSC will soar to all new heights all while delivering the same world class competitive and leadership development experience as in year's past.

The National Leadership and Skills Conference is expected to draw attendance of 20,000+ participants with an estimated economic impact to the city of Atlanta of \$30 million+.

SkillsUSA Georgia can't wait to greet all of our advisors, competitors and observers in Atlanta! Mark your calendar and set your goals! We hope to see you there June 20-24, 2022!

**SEE
YOU
THERE**
Champions

\$30 MILLION

Estimate Economic Impact to the City of Atlanta



20,000 +

Expected attendees across all capacities

6 YEARS

Of National Leadership & Skills Conferences in Atlanta



The Chapter Excellence Program

CEP recognizes achievement as it relates to the integration of the SkillsUSA Framework in chapter program of work activities. As a chapter's yearly action plan, the program of work is at the heart of student learning and employability development. By using the framework as a guide, chapters have a blueprint for creating relevant activities that encourage participation and foster an understanding of student learning attained during each activity. The framework's focus on intentional learning turns the program of work into more than just a planning tool. Using the framework, the program of work becomes the vital conduit that links students to the application of personal, workplace and technical skills demanded by industry, the SkillsUSA trifecta for student success! Within the personal, workplace and technical skills components, there are specific Essential Elements tied to each. The Essential Elements are high-demand employability skills as defined by industry, and the benchmark for measuring student success during an activity. If students learn the Essential Element of responsibility during a personal component activity, the framework requires that a chapter be specific regarding the how and why students learned responsibility. This conscientious approach gives added meaning to the valuable experience gained by students in the planning, organization and implementation of activities. Most importantly, this approach actualizes SkillsUSA's mission to "empower members to become world-class workers, leaders and responsible American citizens" on the chapter level.

CEP Recognition Levels



Models of Excellence Chapter

- Chapters are selected via committee to attend NLSC
- Receive travel stipend**
- Students participate in sponsor interviews



Gold Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Banner



Silver Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Certificate



Bronze Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Certificate



Quality Chapter

- Complete Level 1 of Application
- Achieve Quality Indicators
- Receive Certificate

BUILD
a
SUCCESSFUL
SKILLSUSA CHAPTER

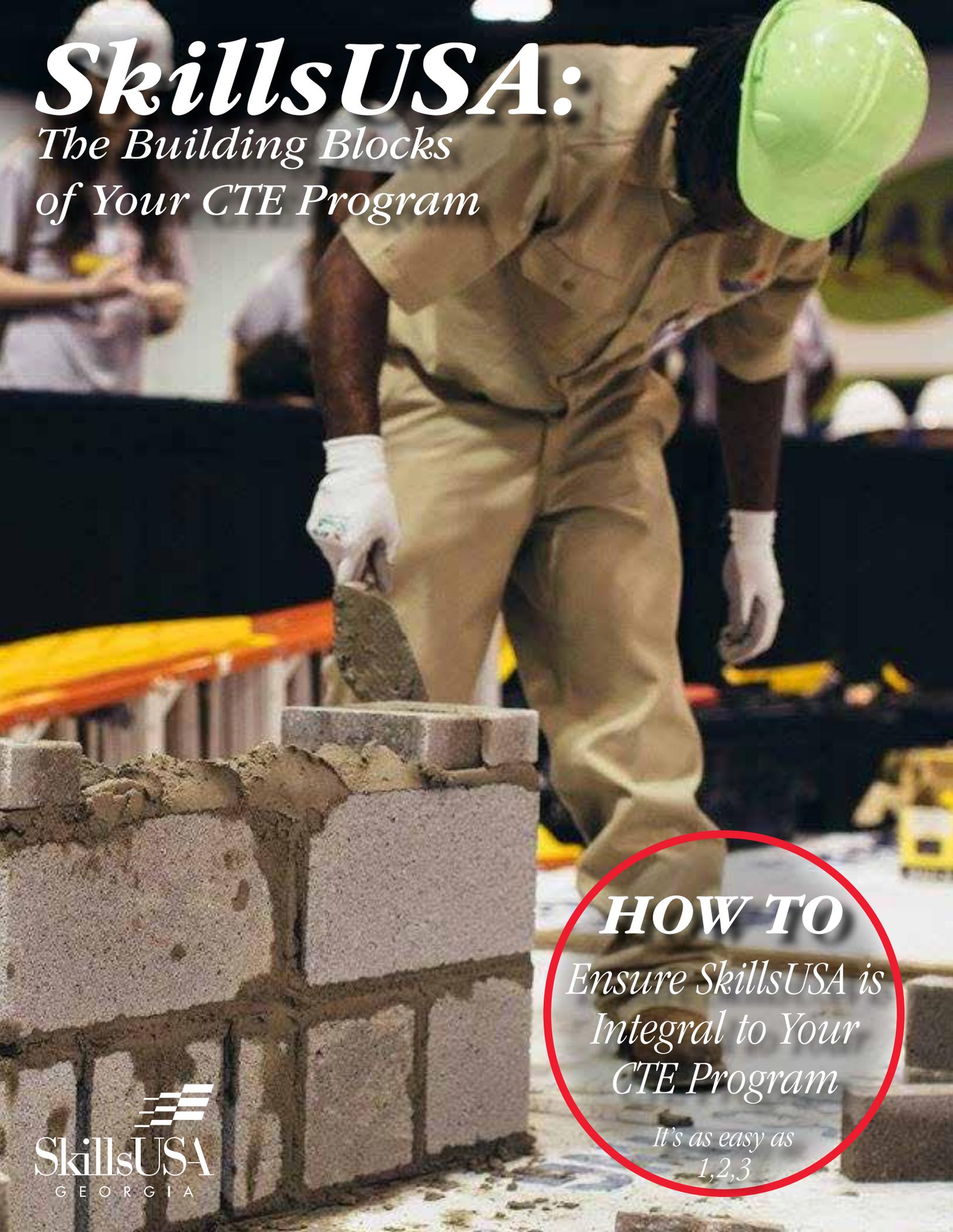
*Download
Resources*

[https://www.skillsusa.org/programs/
chapter-excellence-program/](https://www.skillsusa.org/programs/chapter-excellence-program/)

- CEP 2.0 Guide
- CEP Lesson Plans

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.

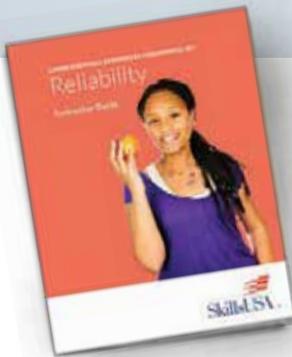
The Career Essentials Suite

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!

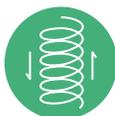
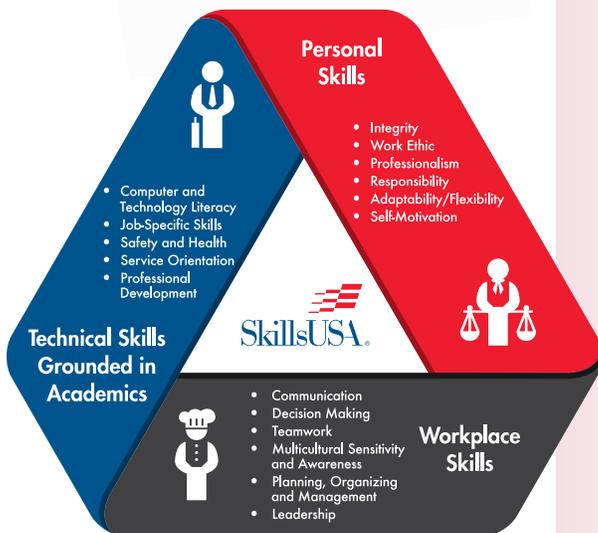
Fundamental *Experiences* Course

The fundamental *Experiences* course provides a comprehensive structure for supporting secondary students in exploring, developing and practicing essential career-readiness skills, practices and mindsets. Each course unit provides a mix of independent and group-based activities that promote reflection, self-discovery and growth in personal, workplace and technical skills. The course is designed to be flexible to meet the needs of students exploring all career fields or occupations. The fundamental *Experiences* course lays the groundwork for and complements the advanced *Experiences* course, which includes the Career Readiness Capstone authentic assessment.



SkillsUSA Career Essentials: Experiences fundamental course has everything you need to give your students what they need to be career-ready.

- Designed for students ages 14-16
- Nine *Experience* units that are project-based and include online and offline learning events
- Include a 30-minute instructor-led kickoff, student instruction sheets, instructor guides, online e-learning events, offline learning events, pre- and post-tests, and scoring rubrics
- Begin with a unit pre-test and an instructor-led kickoff and continue with individualized and differentiated pacing opportunities
- Include formative and summative assessments in each *Experience* unit
- May be taught synchronously or asynchronously in an online environment, face-to-face, or in a hybrid approach
- Through a systematic approach that includes face-to-face as well as virtual training opportunities, teachers develop Career Essentials implementation plans that allow them to feel both confident and competent in their delivery
- Badges are earned following successful completion of each *Experience* unit
- Earn the Fundamental micro-credential, when course and post-assessment are passed at 80%





YOU ASKED...
...WE ANSWER

Answers to your questions from the Advisor Round Table Session at the 2019 Fall Leadership Conference

ON THE TOPIC OF...

Chapter Meetings

One of the key hallmarks of a successful chapter is how well it is managed. Advisors should consider the SkillsUSA chapter as the training ground for students to learn personal, workplace and technical skills. A chapter only exists to provide rich experiences that prepare students for career success. To make that a reality, students must be the ones organizing and leading the chapter at the advisement of their SkillsUSA advisor.

Chapter Meetings

Meetings are where the work of the chapter is accomplished, and decisions are made by the meetings. Students should utilize meeting agendas to keep track of meetings, events, and important dates.

1. Conduct well-planned, regularly scheduled chapter meetings.
 - a. Mirror the chapter meeting by holding it once in the morning and again in the afternoon so that students can be involved in one of the meetings.
 - b. Assemble the chapter members for a large group meeting in the cafeteria, commons area or gym, and then schedule committee meetings for smaller team work on projects.
 - c. Conduct chapter meetings either before school or after school on a regular basis.
 - d. Conduct evening meetings.
 - e. Gather the group for a virtual meeting using a webinar or similar setting.

Chapter Officers

Chapter officers are essential to the success of the local chapter. They will conduct executive council meetings to plan for full chapter meetings. Officers serve and guide the membership and ensure that all members are actively participating.

Steps to establish a chapter officer team:

- There are six suggested offices (president, vice president, secretary, treasurer, reporter, and parliamentarian). Local chapters should consider the number that is adequate given the size and scope locally. Consider the following:
 - o How many members will be represented?
 - o Will each school program have an officer team, or will there be one officer team for the entire school?
 - o Will the team be representative of all programs?
 - o What structure do members desire to have?
 - o Is it in line with the chapter constitution and bylaws?

Program of Work

Each chapter is encouraged to complete at least one activity from each of the seven areas of the National Program of Work. This ensures each member participates and gets the most out of SkillsUSA membership. A balanced program of work is essential for a chapter to function effectively. A successful program of work assists a SkillsUSA chapter in succeeding through:

- Selecting activities that are meaningful to the students
- Establishing a chapter calendar to be used as a plan of action for the year
- Evaluating chapter progress to ensure continued success and improvement

CHAPTER MEETINGS CONTINUED...

The following seven major goals outlined in the National Program of Work serve as a guide for identifying and selecting a balanced calendar of activities for your chapter. The seven areas and example events in each include:

1. Professional Development - attend a local government meeting, invite local professionals to speak to the chapter
2. Community Service- conduct a coat drive, collect can goods for a shelter
3. Employment - host a career fair, hold a resume writing workshop
4. Ways and Means - host a fundraiser that uses student technical skills
5. SkillsUSA Championships - participate in a local, regional, state, and/or national championships
6. Public Relations - submit articles and photographs to local media, present to the local board of education
7. Activities - sponsor a picnic or pizza party, host a teacher appreciation luncheon

SkillsUSA Georgia Website

Chapter officers and student members can stay up to date on SkillsUSA Georgia events, deadlines, and resources through the “Students” page on the SkillsUSA Georgia website. This page includes items such as:

- Chapter Activity Planner
- Chapter Recruiting
- Chapter Fundraising
- Conferences
- Officer Duties
- Contest Descriptions

Students can also sign up for student updates. Signing up will allow them to receive SkillsUSA news, reminders on deadlines, updates on conference, chapter resources, and more.

BOLT

BOLT is SkillsUSA Georgia’s new online chapter officer training experience. This program is designed to empower chapter officers to lead high-quality, highly-effective local SkillsUSA Chapters. Are chapter meetings something that your chapter struggles with? if so, we encourage you sign your chapter officers up for BOLT. The training is 100% digitally based and can be done anywhere, at any time. More information is available on the web at: boltraining.io



ON THE TOPIC OF...

SkillsUSA Championships

Winning a SkillsUSA competition and becoming a SkillsUSA Champion is an exciting prospect when becoming a SkillsUSA member! But what does the road to Nationals look like?

STEP 1: Region Championships

Contests begin locally through region competitions. Region competition takes place between December and February. The specific region competition date is dependent on what region your school is in. Contests that are offered on the region level include both skilled and leadership competitions. Only a selected number of contests are available on the regional level. There are many additional national contests that begin at SLSC.

Who Qualifies for Advancement?

Region competition determines who in the region will advance to the State Leadership and Skills Conference (SLSC). A competitor who places 1st and 2nd at region competition will advance to compete at SLSC.

There are several exceptions to who qualifies to compete at SLSC:

- TeamWorks top ten teams from across the state will advance to SLSC.
- Welding Fabrication's top eight teams from across the state will advance to SLSC.
- Broadcast News Productions top sixteen teams will advance to SLSC.
- Automotive Service Technology's first place winner will advance to SLSC.

Where to Find Region Competition Information

Specific regional information is located in the region packet which can be found on the "Region" page of the SkillsUSA Georgia website. Each packet is specific to that region, so it is crucial that you are looking at the correct region.

How to Prepare for Region Competition

Region competitive events are modeled after the national technical standards. We advise competitors to be familiar with the technical standards, however, they will not be asked to complete every aspect of the technical standards.

Middle School Eligibility

Middle school members can compete in selected region competitions. Middle school competitors will also need to familiarize themselves with the technical standards.

STEP 2: State Leadership and Skills Conference

The State Leadership and Skills Conference offers competitions that include Georgia specific competitions and National competitions. Georgia specific competitions are known as "Georgia Only" and these contests do not advance to the national competition. National competitions are governed by a different set of rules than "Georgia Only" contests, and these competitions do advance to the National Leadership and Skills Conference (NLSC).

"Georgia Only" Contests

Georgia Only contests are held at the State Leadership and Skills Conference and do not advance to NLSC. These contests are governed by their own guidelines, meaning that they cannot be found within the technical standards. These guidelines are updated each year and can be found on the "Contest Info" page of the SkillsUSA Georgia website. Students are eligible to win bronze, silver, and gold in these contests!

CHAMPIONSHIPS CONTINUED...

Region Contests

If a competitor placed first or second at region competition, their next step is to prepare for SLSC by reviewing the Technical Standards. If they place first at SLSC in a National Contest (not a Georgia Only contest), then they will move on to compete at NLSC. Only a selected number of contests are available on the regional level. There are many additional national contests that begin at SLSC.

National Contests

National contests allow students to advance to the National Leadership and Skills Conference if they win gold (first place) at the State Leadership and Skills Conference. Unlike Georgia Only contests, the guidelines for the national contests cannot be found on the SkillsUSA Georgia website. The national guidelines are known as technical standards and advisors and competitors can only access the technical standards by logging into the National Registration site using your professional membership login credentials.

Technical Standards

Technical standards are the rules and guidelines of a contest and they are updated annually by Business and Industry Professionals. It is crucial that competitors are familiar with the technical standard for their contest. However, competitors will not be tested on every aspect of the technical standard at the State Leadership and Skills Conference. Competitors should keep in mind that SLSC is a one-day competitive event, whereas NLSC occurs over multiple days. Competitors should review the technical standards knowing that judges will only test them on several aspects of the competition in the span of a day. At NLSC, students will be tested on every aspect of the technical standards over a period of several days.

SkillsUSA Georgia Website

The SkillsUSA Georgia website contains many resources that can assist advisors and students as they prepare for SLSC.

Contest Info Page

This webpage contains a contest chart which will tell you whether the contest is a Georgia Only contest or if it is a National contest. This is to help the advisor and competitor understand if the contest requires Georgia Only guidelines, or if the contest is a National contest and technical standards will need to be accessed.

STEP 3: Advancement to the National Leadership and Skills Conference

Georgia Only contests will not advance to the National Leadership and Skills Conference. If a competitor who competed in a national contest places first at the State Leadership and Skills Conference, then they will advance to NLSC. The NLSC packet with details is emailed two weeks post SLSC. This packet will contain all pertinent details to competing at the National Leadership and Skills Conference

Download Resources

The SkillsUSA Georgia Conference Progression Guide is a great resource to guide you on the different level of SkillsUSA Championships

***Download
HERE***

ON THE TOPIC OF...

Chapter Excellence Program

What is CEP 2.0?

The Chapter Excellence Program establishes a quality baseline that all chapters will be encouraged to attain with extra incentive for exemplary chapter performance. SkillsUSA has now rolled out CEP 2.0. How is it different? In a word, it's intentional. At every phase, CEP 2.0 is designed with the intentional implementation of the SkillsUSA Framework Essential Elements into chapter activities. This ensures all student members develop the needed employability skills and are career ready. Employers across our great nation are struggling to find qualified workers who demonstrate these skills. Following the phases of CEP, your members will intentionally develop and demonstrate SkillsUSA Framework skills that prepare them for future employment. Go for the gold and gain the recognition your chapter deserves through CEP participation!

Why get involved in CEP?

CEP recognizes achievement as it relates to the integration of the SkillsUSA Framework in chapter Program of Work (POW) activities. As a chapter's yearly action plan, the program of work is at the heart of student learning and employability development. By using the framework as a guide, chapters have a blueprint for creating relevant activities that encourage participation and foster an understanding of student learning attained during each activity. The framework's focus on intentional learning turns the program of work into more than just a planning tool. When you use the framework, the program of work becomes the vital conduit that links students to the application of personal, workplace and technical skills demanded by industry, the SkillsUSA trifecta for student success!

Within personal, workplace and technical skills components, there are specific Essential Elements tied to each. The Essential Elements are high-demand employability skills as defined by industry, and the benchmark for measuring student success during an activity. If students learn the essential element of responsibility during a personal component activity, the framework requires that a chapter be specific regarding the how and why students learned responsibility. This conscientious approach gives added meaning to the valuable experience gained by students in the planning, organization and implementation of activities. Most importantly, this approach actualizes SkillsUSA's mission to "empower members to become world-class workers, leaders and responsible American citizens" on a chapter level.

Does the student or the advisor complete the application?

Students should work together to complete the CEP application. Advisors can assist students with activities and should supervise student work.

What tools can help us throughout the 3 levels?

The Chapter Excellence Program 2.0 guide can be found [here](#).

ON THE TOPIC OF...

Region Championships

When was the last time region lines were re-drawn?

The last time that SkillsUSA Georgia Region lines were drawn was over 15 years ago. Since then, Region Championships have grown, host locations have changed, and membership has increasingly become uneven. SkillsUSA Georgia state staff reconfigured the region lines so that schools will not have to drive further than 2 hours to their Region Championships location. SkillsUSA Georgia staff also created new names for each region!



Region 1 Re-Name:
Northwest



Region 2 Re-Name:
Northeast



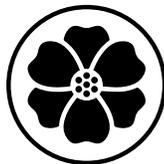
Region 3 Re-Name:
Metro



Region 4 Re-Name:
Central



Region 5 Re-Name:
East

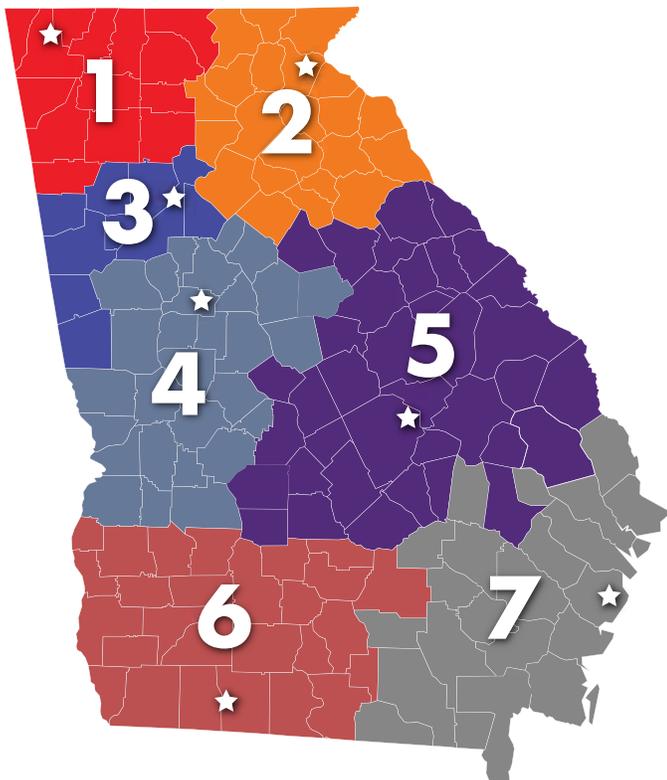


Region 6 Re-Name:
Southwest



Region 7 Re-Name:
Southeast

Updated Map



Your Region may have changed! Take a look at the new SkillsUSA Georgia region map to see where your school is located. Check our website for more details!

[VIEW MAP](#)

MARKETING YOUR CHAPTER

HOW TO
REACH
YOUR POTENTIAL
MEMBERS



MARKETING IS BLACK AND WHITE

Good Chapter Marketing can Make a Night and Day Difference in Your Chapter

Students, parents, administrators and industry professionals all have choices regarding where to invest their time and resources. As a teacher and SkillsUSA advisor, you want to ensure that these key stakeholders consider SkillsUSA, as well as career and technical education as a place to invest their limited amount of time and resources. To that end, it's important to expose them to the program in a way that allows them to see just how impactful a CTE program can be.

“How do I reach potential student members?” is a question we get all too frequently. In order to reach potential new members we must first set some basic context around the marketing of a SkillsUSA Chapter:

Reputation and marketing go hand-in-hand. The stronger your program, the more marketing opportunities you will have. Building demand for your educational program will, in turn, build demand for your SkillsUSA chapter.

SkillsUSA and technical programs are interchangeable. Involvement in SkillsUSA is the leadership extension of the technical curriculum you're teaching in your classroom. Make it clear to students that SkillsUSA is an avenue that allows them to put their technical skills to work.

Approach your program like a business. Determine what makes it unique; put your students (your product) out in front; and whenever you have the chance to tell someone about your program, do it. Just as relationships make or break a business, they can make or break your SkillsUSA chapter's marketing efforts. Everyone likes being a part of something that makes them the focus, your students included.

Marketing is an ongoing activity and there are always opportunities. Even if your chapter is consistently the largest chapter in the state, there are still areas in which you can improve. Also, understand that marketing is a need, not a want. If you want your program to grow and your students to succeed, it's an absolute necessity.

STEP 1: BUILD RELATIONSHIPS

Identify your target audience and foster relationships within that audience

The first step in recruiting new members is to build a relationship with them. Take the opportunity to get to know your students and give them the chance to get to know you. Students are a lot more likely to want to join your chapter if they view it as a chance to interact with someone they already know. Some other ideas to build relationships within your chapter include:

- Participate in curriculum nights or similar events to showcase your program to incoming students
- Create a mentor program for existing students to support incoming students (*freshman, new students*)
- Host a breakfast or luncheon, with some of your students attending, for your school administrators and counselors at least twice a year (*The more you inform them, the sooner they will become allies*)
- Invite parents to various events and activities, and promote student accomplishments within your program to your students and their parents
- Invite guest speakers from the community on a regular basis (*Not only does this create a network for your students, but it also exposes the speaker to your program*)

STEP 2: CREATE DEMAND

Supply and Demand is more than just something you learned about in economics class

Make your classroom the starting point for marketing your SkillsUSA chapter. Create demand for your class. Make it known from the beginning that your class is unique and exceptional. Not only will this benefit the class, but it will also present marketing opportunities. Some ideas:

- Create positive energy in your classroom by combining curriculum with life skills and leadership training, including study skills, interviewing techniques, writing thank-you notes, making proper introductions and creating an agenda. Build them up!
- Promote membership in SkillsUSA by offering extra credit or professional development points through participation in various activities
- Come up with unique classroom experiences based on your student's skills (*Using your students to produce a unique product for your school is a great way to build pride and community within your chapter and instructional program*)
- Provide opportunities for out of the classroom experiences. Promoting SkillsUSA conferences and competitions to students gives them the chance to experience hands on development in new and exciting environments.
- Give students a vision, and keep them focused on their career path. Use championships, community service and other opportunities as a way for them to build their résumés



STEP 3: THINK OUTSIDE THE BOX

Staying creative and thinking outside the box can lead to successes

New and creative ideas can payoff. When marketing your chapter, always think about the items within SkillsUSA that students can most easily relate to. Relatable content and marketing creates a relationship, which in turn creates membership. Some outside the box ideas:

- When promoting the value of your class and SkillsUSA to students, find facts relevant to them (Prepare a PowerPoint presentation on the value of education, showing how much a high school diploma is worth vs. a GED vs. a college diploma. Show them skills needed for their career interests.)
- When talking to school officials, share the academic success and statistics of your students (I have students at Ivy League schools and military academies. Many are very successful legal and law enforcement professionals in the community. Nearly 100 percent have graduated and gone to college.)
- Promote the diversity of your program to audiences, not just related to careers, but also to the student population and anything else that sets your program apart
- Use language that everyone understands, and never assume anything — create messages for different audiences to reach them effectively
- Keep in touch with alumni by sending them updates via email; many will come back to help you



Who should I ask?

SkillsUSA Georgia wants to answer your questions as quickly as possible! Using the guide below can be a great way to connect directly with the person who has the data available to answer your question quickly.

Questions about the SkillsUSA Registration site or registering members

operators@skillsusa.org
844-875-4557

Questions about the Chapter Excellence Program and its application

operators@skillsusa.org
844-875-4557

Questions about contest National Technical Standards

operators@skillsusa.org
844-875-4557

Questions about SkillsUSA Georgia Conferences, Deadlines, etc

operators@skillsusa.org
844-875-4557

Questions about the Career Essentials Suite of Products

operators@skillsusa.org
844-875-4557

Questions about SkillsUSA Georgia Invoicing & Accounts Payable

bookkeeping@skillsusageorgia.org
866-503-3169

Questions about the SkillsUSA Georgia website & other state technology

All other inquiries, SkillsUSA Georgia

contactus@skillsusageorgia.org
866-503-3169

The SkillsUSA Membership Hotline

The SkillsUSA Membership Hotline can take care of all of your chapter questions. From how to start a new chapter to ways to strengthen your chapter, the hotline operators are standing by. If you have questions or need assistance with online membership registration, the hotline operators can take care of that, too

operators@skillsusa.org

844-875-4557