



NEW Chapter GUIDE

2024-2025



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T **HANK YOU FOR YOUR** commitment to ensuring student growth and success. Let's work together to ensure that your student members have ample opportunities to grow as skilled professionals, career-ready leaders and responsible community members through membership in SkillsUSA.

We have a vision to produce the most highly skilled workforce in the world and to provide a strong foundation for every member's career success. Participation in SkillsUSA events, conferences and chapter programming allows students opportunities to build and showcase their skills. On the chapter level, and through your instruction, student members develop SkillsUSA Framework skills, serve in leadership positions and are provided a safe outlet to explore various career paths. The mission of SkillsUSA is only possible in partnership with dedicated SkillsUSA advisors like you.

This New Chapter Advisor's Guide will guide you through the roles and responsibilities of an advisor and provide insight into how to successfully start a SkillsUSA chapter. To supplement this resource, the Customer Care Team is dedicated to ensuring that you feel confident in your role as a SkillsUSA advisor. The team can answer your questions on how to start a new chapter, engage chapter members or strengthen an existing chapter.

Welcome to a new school year, where we encourage all SkillsUSA members to Ignite Your Potential!



CUSTOMER CARE CONTACT INFORMATION

Agents are on call on Monday, Wednesday and Friday from **8 a.m. – 5 p.m. ET**, and Tuesday and Thursday from **8 a.m. – 7 p.m. ET**

PHONE: **844-875-4557**

EMAIL: customercare@skillsusa.org

CHAT: register.skillsusa.org

Section 1

WHO WE ARE

SkillsUSA is a national nonprofit education association that serves middle school, high school and college students who are preparing for employment or further education in trade, technical and skilled service careers in 130 occupational areas. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce.

Mission: SkillsUSA is America's proud champion of the skilled trades. Our mission is to empower students to become skilled professionals, career-ready leaders and responsible community members.

Vision: SkillsUSA produces the most highly skilled workforce in the world, providing every member the opportunity for career success.

SKILLSUSA OVERVIEW

SKILLSUSA FRAMEWORK

SkillsUSA student members are career ready on Day One because of the SkillsUSA Framework skills they develop during their membership. The Framework has three components:

Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. The 17 Essential

Elements outlined within each of the three components allow students to develop the skills that business and industry demand from employers.



SkillsUSA creates programs and educational resources that help the SkillsUSA advisor immerse students in this learning. In addition to building skilled professionals, SkillsUSA is also building career-ready leaders and responsible community members! This development also enables students to articulate their experience and growth because of their involvement in SkillsUSA.

PROGRAM OF WORK

The SkillsUSA Program of Work (PoW) guides the chapter experience. Within a SkillsUSA chapter there are six committees representing the Program of Work categories that should be organized by student members. The Program of Work serves as a chapter management tool, an individual growth plan and as a student engagement tool. It sets up the SkillsUSA advisor and student members for a successful membership year! Experiences in these six categories reflect the various situations they will encounter in the workplace, and students will develop knowledge of the 17 Essential Elements through activities.

MEMBER SUCCESS

Celebrating student growth and career readiness is easy to do through the SkillsUSA Chapter Excellence Program (CEP). This standards-based program recognizes chapter achievement in developing the Essential Element skills in its members. When your chapter completes an activity in each Framework component they will be ready to complete a Chapter Excellence Program Quality application. Their hard work in the chapter can earn them state and national recognition. What a great opportunity to celebrate student achievement!



Mission

SkillsUSA is America's proud champion of the skilled trades. We empower students to become skilled professionals, career-ready leaders and responsible community members.

SkillsUSA Framework

The SkillsUSA Framework defines the mission of the organization



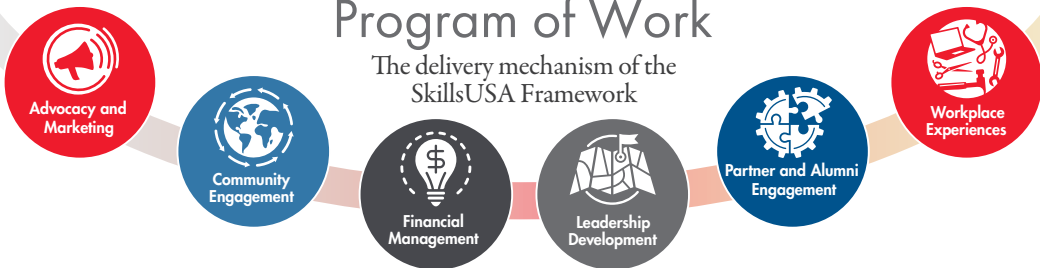
Integration Locations

SkillsUSA Framework instruction is integrated into these three locations



Program of Work

The delivery mechanism of the SkillsUSA Framework



Member Success

Assessments to measure students' career readiness



Section 2

STUDENT BENEFITS

There are many reasons why a SkillsUSA membership is beneficial to student members.

- **COMMUNITY:** Build community by making friends on the chapter, state and national level!
 - **LEAD:** Gain and apply leadership skills in PoW committees, as chapter officers, as state officers or as national officers.
 - **PARTICIPATE:** Engage in career exploration, planning and work-based learning in addition to chapter activities.
 - **RECOGNITION:** Gain recognition through the showcasing of skills through competitions, through holding leadership positions and through the Chapter Excellence Program.
- **CAREER COMPETITIONS:** Proudly demonstrate skills on a local, region, state and national level.
- **SCHOLARSHIPS:** Take advantage of the many scholarship opportunities available only to SkillsUSA student members.
- **CONNECT:** Network with business and industry professionals and discover workplace opportunities.
- **PROMOTE:** Shout out SkillsUSA and CTE to alert legislators to the incredible achievements of SkillsUSA student members.

PROFESSIONAL BENEFITS

Taking on the role of an advisor to a SkillsUSA chapter is one of the most rewarding steps you can take as part of your professional career. The impact of this decision on your students and their future is life changing. You'll find that many of the roles and responsibilities of serving as an advisor support the work that you are already doing in the classroom as an instructor.

As the advisor of your SkillsUSA chapter:

- You will serve as a guide, facilitator and advisor to students. You will empower your student members to take the lead of their SkillsUSA chapter.
- You provide intentional instruction about the SkillsUSA Framework and Essential Elements, allowing students to define, develop and demonstrate the skills identified.
- You connect business and industry to classroom learning, bringing relevancy to technical education and SkillsUSA Framework instruction.
- You prepare your students to demonstrate their skills through local championships that are assessed by business and industry.
- You believe that all students have value and purpose and that SkillsUSA offers the ability for students to discover and follow their career passions.

STUDENT AND PROFESSIONAL BENEFITS



SkillsUSA professional members have access to curated content, tools and resources that are easy to implement in any learning environment. SkillsUSA's 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.

As a professional member, you will have access to:

- The SkillsUSA Framework Integration Toolkit
- SkillsUSA E-Courses
 - SkillsUSA Framework Certification
 - CTE Knowledge Certification
 - Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader
 - Building Self-Motivation in Student Leaders
- SkillsUSA Program of Work Toolkit
- SkillsUSA Championships Technical Standards
- Jump into Stem!
- Professional Development
- Recognition Programs



Section 3

HERE AT SKILLSUSA, we admire and respect what you do, and we are here to assist you on your journey of establishing your chapter. Please take a moment to view a Welcome video from our Executive Director, Chelle Travis. <https://bit.ly/3wZYW8R>

The information and resources that follow will act as a guide to set you up for success as an advisor of a SkillsUSA chapter.

Your SkillsUSA journey begins now!

Step 1

Contact the Customer Care Team

Connecting to the SkillsUSA Customer Care Team will ensure that your questions on how to start a new chapter, engage chapter members and strengthen an existing chapter are answered. Give them a call to ask questions or ask where to locate resources.

Phone: **844-875-4557**

Email: customercare@skillsusa.org



Chat: register.skillsusa.org



12 STEPS TO START A CHAPTER



Step 3

Step 2

Secure Support from School Administration

Successful SkillsUSA chapters work with school administrators from the onset. It is essential to receive permission and support from your administration to start a SkillsUSA chapter. You can write a letter or request a meeting with your administrator to secure their support for this school year. SkillsUSA Letterhead, a chapter SkillsUSA logo generator, photos and PowerPoint templates can be found in the [SkillsUSA Brand Portal](#).



Connect to Your State SkillsUSA Director

Once you have received support from your school administration, connect with your SkillsUSA State Director. You can find a directory on the SkillsUSA website or call the Customer Care Team to get connected. If you haven't done so in the past, both a SkillsUSA charter and constitution must be filled out and submitted to your SkillsUSA State Director to make your chapter official!

Charter Application:



Constitution Templates:

**College/Postsecondary
Constitution Template**



**High School
Constitution Template**



**Middle School
Constitution Template**



Step 5

Registering Student and Professional Members

PROFESSIONAL MEMBERS

Registering yourself as a professional member will allow you access to incredible professional member benefits. Review the process below on how to register as a professional member:

Take a moment to watch a short video on the impact of becoming a [SkillsUSA Advisor](#):



Now that you've established your chapter, it's time to register yourself as a professional member. There are two resources that you can utilize to walk you through the process of registering yourself as a professional member:

[Quick Start Guide to Membership](#)



[Member Enrollment Guide](#)
(Applies to participating states.)



Step 4

Incorporate SkillsUSA into Your Teaching Syllabus

Don't miss this fundamental opportunity to start the year off right! Ensure that students' families understand that SkillsUSA will be an integral component of your career and technical program this year by placing information directly into your syllabus to illustrate its importance.

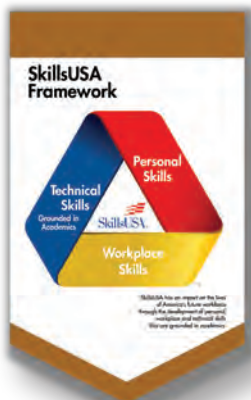
SkillsUSA activities and programs develop students in three distinct areas: personal skills, workplace skills and technical skills that are grounded in academics. Families will appreciate that their students are becoming more employable and gaining a competitive advance in the job market through their SkillsUSA experiences — no matter what their future career.

TAKING STEPS



Registering yourself as a professional member gives you access to the following resources and much more:

- **SKILLSUSA FRAMEWORK INTEGRATION TOOLKIT:** The Framework Integration Toolkit has everything you need to ensure career readiness for students including videos, lesson plans, experiential activities and more.
- **SKILLSUSA PROGRAM OF WORK TOOLKIT:** The Program of Work Toolkit includes the Program of Work Launch Activity Guides, videos and resources to help you implement effective activities.
- **JUMP INTO STEM:** A chapter curriculum for members to mentor and engage elementary and middle school students in STEM learning while creating an opportunity for future recruitment.
- **SKILLSUSA CHAMPIONSHIPS:** The SkillsUSA Championships Technical Standards are the official rules and regulations for each of the competitions that are part of the championships. This resource is updated annually and is available in early October!
- **E-COURSES:** These are short modules on SkillsUSA Framework Certification, CTE Knowledge Certification, Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader and Building Self-Motivation in Student Leaders.
- **ADVISOR PROFESSIONAL DEVELOPMENT:** A variety of training opportunities, from webinars to classroom to multi-day sessions, there are a lot of options for differing training needs.



STUDENT MEMBERS

Register your student members today to ensure they take advantage of all their membership benefits throughout the year. There are two resources that you can utilize to walk you through the process of registering yourself as a professional member:

Quick Start Guide to Membership



Member Enrollment Guide (Applies to participating states.)



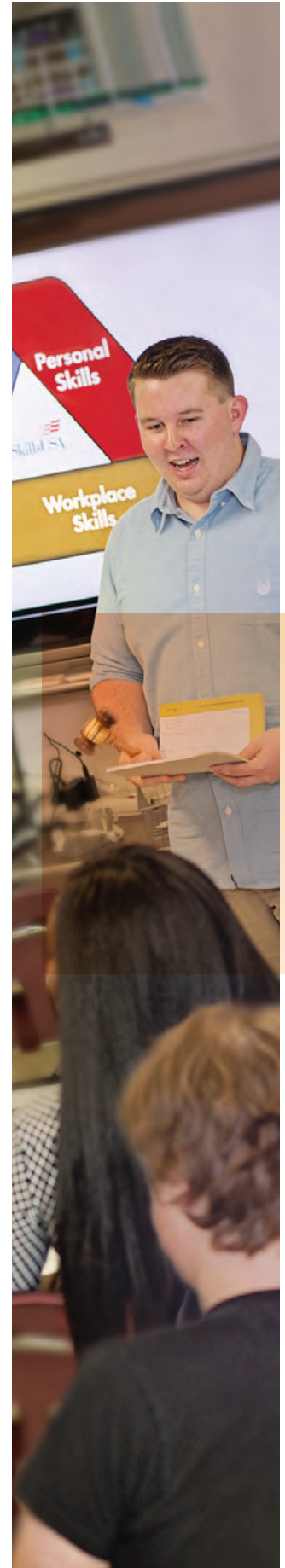
Registering as a student member gives the student access to the following:

- **ACCESS TO EVENTS:** Recruitment Materials, Elevate, SkillsUSA Week, Leverage and National Leadership & Skills Conference (NLSC).
- **ACCESS TO PROGRAMS:** Chapter Excellence Program, Impact, Jump into STEM, Presidential Volunteer Service Award, Career Essentials Suites, SkillsUSA Championships and Scholarships.

As a special membership incentive, instructors who register at least 15 student members in one technical program plus one or more professionals by November 15 will receive a free SkillsUSA resource.

Don't miss out on a special chapter membership recruitment incentive. When you join an additional 25 members over and above what you registered last year by November 15, your chapter will receive a SkillsUSA Framework podium banner.

If you register 50 or more members than you had last year by November 15, your chapter will receive two SkillsUSA Framework podium banners.



Included in this toolkit:

- ELECTION TYPES
- ELECTION METHODS
- EVALUATION RUBRICS
- OTHER ELECTION AND TECHNICAL RESOURCES

Step 6

Electing and Training Officers

Electing chapter officers allows your chapter to move from advisor-led to advisor-supported. Students take the lead with SkillsUSA. Serving as a chapter officer is one of the best ways for students to hone their workplace and leadership skills.

ELECTIONS

SkillsUSA's Chapter Officer Election Toolkit will assist you in conducting a SkillsUSA chapter officer election process in a virtual, in-person or hybrid manner. It is important to honor the work and commitment of the students applying for chapter office and to conduct a process that is fair and equitable for all candidates, and most importantly, identifies the candidates that can best serve your local chapter in advancing in quality while engaging all members. The actions described in this guide are suggestions and options based on experiences gathered from chapters. Each chapter may need to adjust or modify the actions presented to fit unique needs or time periods. Each chapter should also be familiar with the state officer election process for their specific state, as they may wish to mimic portions of it.

OFFICER TRAINING

Train a strong officer team with the **SkillsUSA CHARGE Officer Video Series**. Charge is a weekly chapter officer video series that covers topics that chapter officers will find useful in the day-to-day management of their local SkillsUSA chapters. Each Charge video features an activity guide to guide chapter officer growth and development. There are 12 episodes, and each episode contains a video and downloadable activity guide. Topics include Getting to Know Your Team, SkillsUSA Framework and Chapter Officer Roles.



TAKING STEPS

Step 7

Recruiting Members

Now that you've established your officer team let's prepare to recruit members.

Recruitment Week is designed to empower chapter leaders to recruit potential new members through a series of activities and events which promote SkillsUSA. You choose your week, review the available recruitment resources for advisors and students and get ready to recruit. SkillsUSA wants to recognize achievements of chapters that host a Recruitment Week and recruitment activities.

After your week is finished, you can submit your Recruitment Week work for the opportunity to be spotlighted on [SkillsUSA Champions digital hub](#).



Use the [Membership Form for Registration System Data Collection](#) to gather all the information needed to join your students on the SkillsUSA member portal.



Additional Recruitment Resources/Ideas

- **HOST A SKILLSUSA** Open House night. Invite the chapter officers to “meet and greet” any potential members and speak about the benefit of joining SkillsUSA.
- **SHOW THE “WHY SKILLSUSA?” VIDEO SERIES** during the SkillsUSA Open House event to showcase the many benefits and opportunities that are available through joining SkillsUSA.

“Why SkillsUSA?”
[College/Postsecondary](#)



“Why SkillsUSA?”
[High School](#)



“Why SkillsUSA?”
[Middle School](#)



Additional Resources:

Sample Chapter Meeting Agenda



Officer Roles



Chapter Budget Worksheet

(located on page 7 of Launch Guide 1)



Sample chapter meeting agenda and officer roles are resources included in *Leveraging Your Leadership with Effective Chapter Meetings* available for purchase

in the **SkillsUSA Educational Resource Store**.



Additional Chapter Meeting Resources/Ideas

- Customize a meeting flyer with specific information. Display the flyers in your classroom, school or campus so members and potential members are aware of the upcoming meeting.
- For SkillsUSA logos, brand guidelines and other SkillsUSA Brand Center resources available to your chapter, go to: **SkillsUSA Brand Center**.
- Creating and using a SkillsUSA chapter social media account is a great way to share information. Instagram and Facebook are popular platforms for students to access information.
- If possible, arrange for refreshments at your meeting. A few soft drinks and chips (or orange juice and doughnuts for a morning meeting) go a long way in making students feel welcomed.
- Create an agenda for this meeting that includes upcoming dates of SkillsUSA state-related activities or conferences.



Step 8

Chapter Meetings

It is essential to hold meetings on a regular basis and to inform students when meetings are scheduled. The meeting times and locations can take a variety of forms to meet the needs of your student body. Because of the integral nature of SkillsUSA to CTE programs, many chapters will hold their meetings during the school day within each class period to give everyone an opportunity to be involved. However, it is fine to get creative and hold chapter meetings when they work best for your students and their school day.

Goals for chapter meetings may include:

- Provide an opportunity for chapter members to participate in decision-making processes to determine Program of Work activities, officer elections and recognition programs.
- Set up committees to plan, implement and report on the Program of Work activities.
- Conduct activities that allow members to get to know one another and have a good time. Have FUN!

TAKING STEPS

Step 9

Framework Essential Elements and Program of Work

SKILLSUSA FRAMEWORK

Every aspect of our program is built around the SkillsUSA Framework, which emphasizes personal skills, workplace skills and technical skills grounded in academics. The purpose of the Framework is to provide a common language to communicate what students learn in the classroom and laboratory. Show this special video to chapter members as an introduction to the **SkillsUSA Framework**.



ESSENTIAL ELEMENT SELF-EVALUATION

Have each member complete the Essential Element self-evaluation to rate themselves in each of the Essential Elements. This assessment will assist your chapter members in identifying their strengths and weaknesses allowing your chapter to create and plan the Program of Work with intentionality.

Advisors are able to receive an aggregated report of all chapter members for use in planning their chapter's Program of Work and/or the SkillsUSA Framework skill-building lessons. To receive your chapter's report, please contact SkillsUSA's Customer Care Team at customercare@skillsusa.org.

Online Essential Element Self-Assessment



Essential Elements Self-Assessment (PDF)



SKILLSUSA PROGRAM OF WORK

The SkillsUSA Program of Work is divided into six categories. These categories define areas of focus for a well-run chapter in the same way a well-run business may be divided into different divisions. Each category or committee has specific responsibilities, but all contribute to the overall success of the SkillsUSA chapter.

Resources, videos and activities can all be found on the SkillsUSA website and many more resources are within your Program of Work Toolkit. This is provided when you join as a Professional member and is located in Absorb, our Learning Management System.

Program of Work info for Students Video



Program of Work info for Teachers, Administrators and Parents Video



Program of Work: Getting Started Video



Step 11

Include Administrators in your Early Chapter Success

As you kick off your school year and get students engaged in the chapter, be sure to share the excitement and success of your events with your school administrators and guidance counselors. Chapter officers can send an invitation to administrators, deans or faculty members inviting them to bring greetings to the members at an upcoming chapter meeting or observe an activity or service project. This will give administrators an opportunity to see student members in action using their leadership skills. Have a chapter officer follow up by sending a thank-you card.

Your students are the stars of your organization, so don't miss any opportunity to spread the message about their success and involvement in SkillsUSA activities and programs. Local newspapers and TV stations appreciate positive stories to share with their communities. Continuously consider new ways to keep stakeholders involved and informed about your chapter.

Step 10

Attend Professional Development Opportunities

Throughout the year, SkillsUSA will offer free, online learning. These virtual or online sessions are designed to teach participants to immediately strengthen their chapters. Topics include starting a chapter, membership recruitment, managing successful chapter meetings and how to maneuver the SkillsUSA registration system.

TAKING STEPS



Step 12

Display SkillsUSA Posters

Introduce your student members to the new SkillsUSA theme, Ignite Your Potential, and hang the posters from your SkillsUSA Membership Kit in a prominent location in the classroom or the school hallway. These posters help to raise awareness of SkillsUSA and generate excitement among students to become a SkillsUSA member.

CHAPTER IN ACTION CALENDAR

The SkillsUSA Chapter in Action 2024–2025 calendar is a visual poster and guide to chapter activity that provides an overview of the events, conferences and programs available for SkillsUSA members. It provides workspace for your chapter members to plan their year. Participation in SkillsUSA includes the opportunity to engage in local, state and national events throughout the year.

YOUR CHAPTER MONTH-BY-MONTH

On the SkillsUSA Chapter in Action calendar, activities are listed for each month. Use the calendar stickers in the Membership Kit to mark dates for upcoming events. Review the activities for each month, select some for your chapter, and then place a sticker on the calendar as a visual reminder of upcoming events. Download the calendar resources here.



In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.

Many resources are available to strengthen and support your SkillsUSA chapter. For the latest information on SkillsUSA programs and activities, visit the multitude of online resources and stay connected by following our social media channels.



skillsusa.org

SkillsUSA's website, providing information about the organization for stakeholders and the general public.



skillsusa.org/shop

SkillsUSA's webstore, offering the latest merchandise and educational resources.



skillsusa-register.org

SkillsUSA's secure, online portal for membership and conference registration.



brand.skillsusa.org

SkillsUSA's interactive brand resource site, providing logos, templates and more.

ONLINE RESOURCES



skillsusachampions.org

The digital hub for "SkillsUSA Champions" magazine, providing inspiring stories and relevant news.



congressweb.com/susa

SkillsUSA's advocacy site, allowing members to contact elected officials and media with messages.



careeressentials.org

SkillsUSA's website for Career Essentials curriculum and assessments.



absorb.skillsusa.org

SkillsUSA's Learning Management System, housing curriculum, including the SkillsUSA Championships Technical Standards and professional member benefits.



NEED HELP?

The SkillsUSA Customer Care Team is Here to Serve.



THE CARE TEAM CAN ASSIST NEW CHAPTERS OR NEW ADVISORS WITH:

- Establishing and operating chapters.
- Creating log-ins, adding training programs, and adding and joining members.
- Registering for local, state and national conferences.
- Retrieving pin codes and access of online resources.

THE CARE TEAM CAN PROVIDE TECHNICAL SUPPORT:

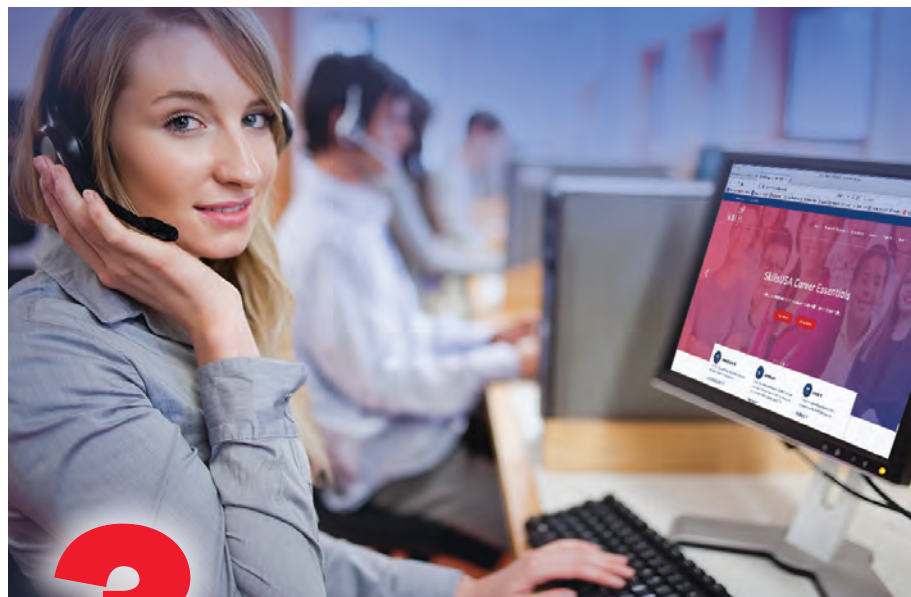
- Navigation of LMS via virtual, phone and email.
- Establishing and setting-up new user accounts.
- Assistance with making or completing a purchase.
- Assigning student keys.
- Assistance with student account set-up.
- Assistance with all reporting needs.
- Troubleshooting technology issues.

THE CARE TEAM CAN PROVIDE CURRICULUM SUPPORT:

- Assistance with determining the most appropriate course.
- Walkthrough of course layout and functionality.
- Guidance on development of classroom implementation plans.
- Virtual demonstration of the learning management system and curriculum features.

THE CARE TEAM CAN HELP ALL CHAPTERS AND ADVISORS WITH:

- Recruiting members and chapter operations.
- Navigating the registration system.
- Navigating the SkillsUSA website.
- Discovering more about new products, resources, programs and materials:
 - Career Essentials.
 - Chapter Excellence Program.
 - SkillsUSA Store.



3

WAYS TO CONNECT
WITH THE CUSTOMER CARE TEAM

Have questions about SkillsUSA membership or conference registration, Career Essentials or need online support?

- **CALL** 844-875-4557
- **CHAT** register.skillsusa.org
- **EMAIL** customercare@skillsusa.org
for membership, Absorb (SkillsUSA's Learning Management System) and general support questions.

Care Team Hours

Monday/Wednesday/Friday
8 a.m. – 5 p.m. (ET)

Tuesday/Thursday
8 a.m. – 7 p.m. (ET)

We look forward to hearing from you!