

# SkillsUSA Program of Work



## Advocacy and Marketing

Why should your chapter create a yearly SkillsUSA Program of Work (PoW)? When a chapter provides rich experiences in all six categories of the PoW, it empowers students to become career ready. These activities allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills.

### THE SKILLSUSA PROGRAM OF WORK CATEGORIES

The SkillsUSA program of work is divided into six categories. Why these six categories? They define areas of focus for a well-run chapter in the same way a well-run business may be divided into different divisions. Each division has specific responsibilities, but all contribute to the overall success to the business. Each program of work category has activities for the committee to facilitate for the entire chapter. Program of work committees each contribute to the ultimate success of the chapter and the educational experiences provided to members.

## CATEGORY

**Advocacy and Marketing:** Promote SkillsUSA chapter programs, career and technical education programs, public relations initiatives and experiences to build social responsibility.

## OUTCOME

Participation in the Advocacy and Marketing category creates a career-ready student who is able to:

- Identify characteristics of effective marketing.
- Promote your organization.
- Advocate for self and your ideas.

## ACTIVITIES

Activities conducted in the category of Advocacy and Marketing might include:

- Participate in SkillsUSA Week.
- School board presentation.
- Recruitment activity.
- Active social media posts.



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## Community Engagement

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## CATEGORY

**Community Engagement:** Assess community needs, identify services and employ skills to meet needs that develop long-lasting partnerships.

## OUTCOME

Participation in the Community Engagement category creates a career-ready student who is able to:

- Assess and analyze needs.
- Develop a heart for service.
- Apply technical skills for the benefit of others.

## ACTIVITIES

Activities in the category of Community Engagement might include:

- Culinary students hosting a teacher appreciation breakfast.
- Automotive students doing oil changes for military families.
- Construction students building an accessibility ramp at a local elementary school.
- Cosmetology students providing services at residents at a senior center.



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## Financial Management

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## CATEGORY

**Financial Management:** Develop personal financial literacy and entrepreneurship skills through relevant work experience, project management and chapter fundraising.

## OUTCOME

Participation in the Financial Management category creates a career-ready student who is able to:

- **Work efficiently and effectively within a budget.**
- **Effectively manage personal finances.**
- **Manage resources efficiently.**

## ACTIVITIES

Activities in the category of Financial Management might include:

- **Host an entrepreneurial fair.**
- **Financial Management guest speaker.**
- **Chapter fundraiser.**
- **Students create personal budgets.**



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## Leadership Development

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## CATEGORY

**Leadership Development:** Establish interpersonal relationships, individual and team development through chapter operations, leadership competitions and individualized growth plans.

## OUTCOME

Participation in the Leadership Development category creates a career-ready student who is able to:

- Communicate vision.
- Inspire others to action to reach a common goal.
- Equip and empower team members.
- Develop interpersonal skills.

## ACTIVITIES

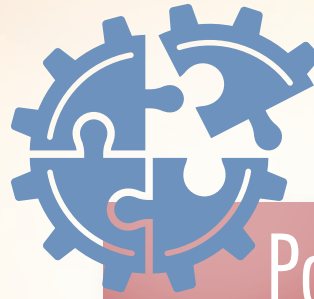
Activities in the category of Leadership Development might include:

- Conduct a leadership workshop for all members.
- Attend a fall leadership conference.
- Hold a chapter officer retreat.





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## Partner and Alumni Engagement

Why should your chapter create a yearly SkillsUSA Program of Work (PoW)? When a chapter provides rich experiences in all six categories of the PoW, it empowers students to become career ready. These activities allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills.

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## CATEGORY

**Alumni and Partner Engagement:** Engage former members, parents, advisory committees, administrators, faculty and business and industry partners in SkillsUSA chapter and classroom activities.

## OUTCOME

Participation in the Alumni and Partner Engagement category creates a career-ready student who is able to:

- Appreciate the contributions of others.
- Build a personal and professional network.
- Recognize and value the expertise of others.

## ACTIVITIES

Activities in the category of Partner and Alumni Engagement might include:

- Conduct Program Advisory Committee meetings.
- Partners serve as mentors.
- Recognize contributions of partners and alumni.
- Provide business acumen and expertise to the chapters program of work.



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## Workplace Experiences

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## CATEGORY

**Workplace Experiences:** Participate in career exploration, planning and work-based learning opportunities, including the SkillsUSA Championships.

## OUTCOME

Participation in the Workplace Experiences category creates a career-ready student who is able to:

- Gain relevant work experience.
- Develop job seeking skills.
- Understand workplace expectations.

## ACTIVITIES

Activities in the category of Workplace Experiences might include:

- Conduct local championships.
- Industry tour.
- Resume and mock interview day.
- Virtual employer panel discussions.

