National Officer Program Guide
2020

SkillsUSA®

Updated December 2019
Foreword

This National Officer Program Guide was created to assist SkillsUSA state directors, advisors and members in research and preparation for national officer candidacy.

It is an overview of the national officer program from beginning (candidacy) to end (completion of year of service.) Each section of the national officer program guide provides information for state directors, advisors, members, parents, etc., in understanding the expectations of the job description of a national officer, as well as clarifying the qualifications, rules and details of candidate events onsite at the SkillsUSA National Leadership and Skills Conference.

In addition, we have provided preparation suggestions and resources for national officer candidates.

We felt an all-encompassing resource would aid our stakeholders in better understanding the national officer selection process as well as an insight into the goals and objectives of the national officer program and expectations of the national officers once they are elected.

Contact Information for Questions
For questions regarding the national officer selection process (candidates):

Kim Hegedus  khegedus@skillsusa.org  317-544-8750

For questions regarding the College/Postsecondary national officer team and program:

Courtney Ferrell  cferrell@skillsusa.org  703-334-1668

For questions regarding the High School national officer team and program:

TBD, Program Manager of Student Initiatives
SkillsUSA National Officer Program Guide

Table of Contents

Section 1: National Officer Job Description — Page 5
   Roles and Responsibilities – Page 5
      - Job Description
      - Officer Year At-a-Glance
      - National Officer Contract
   Key Program Essential Elements – Page 9
      - Overall program outcomes
      - Growth plan
   Scheduling of National Officers – Page 10
      - Additional assignment information

Section 2: Bylaws Guiding the National Officer Selection Process — Page 12
   High School Division Bylaws – Page 12
      - Article V – National Officers
      - Article VI – Qualifications for National Office
      - Article X – Voting
   College/Postsecondary Division Bylaws – Page 14
      - Article V – National Officers
      - Article VI – Qualifications for National Office
      - Article X – Voting

Section 3: The Selection Process — Page 16
   National Officer Candidate Application and Submission – Page 16
      - Preparation of Information and Application Components
      - Application Submission and Deadline
   Candidate Preparation – Page 20
      - Recommended Resources
      - Orientation Meeting, Written Exam, Campaign Material Review
      - Interviews, Two-Minute Speech, Problematic Questions
      - Delegate Question-and-Answer Session
   National Officer Candidate Process – Page 23
      - Meet the Candidate
      - Campaign Policies and Procedures
      - Voting
         - Preliminary
         - Final
   Contact Information for Questions – Page 25

Section 4: New Officer Announcement and Post-NLSC Information — Page 26
   Post-NLSC Information
   Training Requirements of the 2020-2021 National Officer Team
During the National Leadership and Skills Conference each year, SkillsUSA delegates from across the country elect 10 high school, five at-large positions and five regional vice presidents, and five at-large college/postsecondary officers to serve as student leaders for the organization – national officers. These student leaders serve in a variety of roles throughout their year of service. As leaders, they serve as communicators, advocates and facilitators.

The high school and college/postsecondary national officer teams lead both national conferences: the SkillsUSA Washington Leadership Institute and the SkillsUSA National Leadership and Skills Conference. The national officer teams also serve local chapters and teach members skills from the SkillsUSA Framework to help them become career-ready.

Being a national officer is the ultimate personal growth and student leadership experience within SkillsUSA. The overall programs focus on five key essential elements of the SkillsUSA Framework: Responsibility, Communication, Teamwork, Leadership and Professional Development.

The skills learned through the high school and college/postsecondary national officer programs will help these student leaders not only be successful in serving the organization, but also throughout their lives and future careers.
Section 1 — National Officer Job Description

Roles and Responsibilities

The primary role of a SkillsUSA national officer is to serve SkillsUSA at the local, state and national level to support our organization’s mission to empower students to become world-class leaders, workers and responsible American citizens.

JOB DESCRIPTION

Being a national officer means representing over 366,000 SkillsUSA student members and the principles and purposes of our organization at all times. In this role, an officer will be communicating key organization information along with promoting career and technical education.

As a student leader, each officer must be clear on his or her priorities, able to manage a variety of tasks and projects, and use effective time and stress-management strategies. Officers should anticipate spending three to 10 hours per week completing other SkillsUSA assignments, activities, pre-work, webinars, growth plans, mentor meetings, etc.

Through this program, national officers are challenged to risk boldly, seek improvement, crave feedback and support honestly. National officers have several opportunities to risk boldly and step outside of their comfort zone within a supportive environment.

During the program, students are taught advanced communication and facilitation strategies that they are asked to implement within their work. National officers must have a desire to improve and be open to feedback. While serving on their respective national officer team, they must collaborate with their fellow national officers and support them sincerely.

Finally, national officers must understand the value of their current work and the future impact. Officers may have meetings or presentations with business and industry, government officials and educational leaders, all which shape the future of SkillsUSA as well as career and technical education.
## OFFICER YEAR AT A GLANCE

<table>
<thead>
<tr>
<th>Task</th>
<th>Month</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Leadership and Skills Conference – National Officer Candidate Process and National Officer Orientation Meeting</td>
<td>June</td>
<td></td>
</tr>
<tr>
<td>Post-Election Training</td>
<td>June</td>
<td>4 days</td>
</tr>
<tr>
<td>Summer National Officer Training</td>
<td>July</td>
<td>6 days</td>
</tr>
<tr>
<td>Facilitator Training</td>
<td>August</td>
<td>4 days</td>
</tr>
<tr>
<td>Washington Leadership Training Institute and Pre-WLTI Training</td>
<td>September</td>
<td>7 days</td>
</tr>
<tr>
<td>State Fall Leadership Conference Season</td>
<td>October/November</td>
<td></td>
</tr>
<tr>
<td>SkillsUSA Week and Pre-SkillsUSA Week Training</td>
<td>February</td>
<td>6 days</td>
</tr>
<tr>
<td>State Conference Season</td>
<td>March/April</td>
<td></td>
</tr>
<tr>
<td>Pre-NLSC Training</td>
<td>March/April/May</td>
<td>4 days</td>
</tr>
<tr>
<td>National Leadership and Skills Conference</td>
<td>June</td>
<td>10 days</td>
</tr>
</tbody>
</table>

The high school and college/postsecondary national officer teams will have individual training opportunities as well as combined training and experiences throughout their year of service.
NATIONAL OFFICER CONTRACT

National Officer Contract

SkillsUSA Inc.

As a national officer of SkillsUSA Inc. (Name) __________________________ has the responsibility to represent all members of the organization. Your conduct must be exemplary at all times since you are always representing the organization. You will have an opportunity to meet students, advisors, administrators, business and industry representatives, government officers and educational leaders during your year of service. When you sign this National Officer Contract, it should be with the understanding that your commitment to the year of service is substantial, as are the rewards of serving the organization. You will also be reaffirming the ideals of SkillsUSA Inc.

As a national officer of SkillsUSA Inc., I agree to adhere to the following rules and regulations:

Conduct

1. I will, at all times, represent SkillsUSA to the best of my abilities.
2. I will, at all times, respect all property and the rights of others.
3. I will, at all times, implement and support the SkillsUSA culture of inclusion and diversity.
4. My conduct will be exemplary at all times, during and outside of SkillsUSA functions.
5. If under 21, I will forgo all alcohol, tobacco and illegal substances. If over 21, I will forgo all alcohol, tobacco and illegal substances while representing SkillsUSA at events, functions, conferences, and during travel.
6. I will, avoid places or activities that in any way would raise questions as to one’s moral character or conduct.
7. I will, at all times, use social media accounts appropriately.

SkillsUSA Program

8. I will attend all training, functions and activities as assigned and will be on time to all functions.
9. I will complete all assignments on time given to me by my national officer advisors or SkillsUSA staff members.
10. I will be prepared for all conferences and events by knowing my curriculum and will submit all written speeches at least one week prior to delivery.
11. I will regularly communicate with my national officer advisor, state director and chapter advisor.
12. I will monitor and use my social media accounts and my SkillsUSA email account appropriately at all times.
13. I will vacate any SkillsUSA elected positions held prior to being elected to a national office, during my tenure in national office.
14. I will immediately forfeit my SkillsUSA office if I am involved in any activity that is detrimental to SkillsUSA, my school, or my reputation including being arrested, charged with a felony, bullying, etc.
15. I will adhere to the stated SkillsUSA dress code and grooming standards.
16. I commit to an entire year of service that begins immediately after my election, and that concludes with the SkillsUSA National Leadership and Skills Conference the following June.

School/Membership
17. I am enrolled and attend class at the school where my SkillsUSA chapter is based.
18. I will submit my name on a membership roster and pay SkillsUSA member dues for the year in which I am a national officer, no later than the deadline of March 1.
19. I will attend school daily unless I am on official SkillsUSA business or other approved excursions or am ill. I will plan in advance for absences and make up any class work missed.
20. I will maintain above-average grades in all my classes.
21. I will immediately forfeit my SkillsUSA office if I am no longer enrolled in my school/training program due to dropping out, being suspended or expelled from school.

Traveling
22. When traveling for SkillsUSA, I will abide by the curfew established.
23. When traveling for SkillsUSA, I will spend each night in the room of the hotel to which I am assigned. I will not enter any hotel room other than the one to which I am assigned.
24. When traveling for SkillsUSA, I will keep the SkillsUSA staff in charge informed of my whereabouts at all times. I will not leave the hotel/motel to which I am assigned without the permission of the assigned SkillsUSA staff in charge of the event.

I understand and commit to all of the above statements and expectations, and I understand that there are consequences and potential disciplinary actions, including my removal from office, if at any time I fail to fulfill my duties as a SkillsUSA national officer.

________________________
National Officer Signature
Key Program Essential Elements

The high school and college/postsecondary national officers will participate in experiences that touch on all 17 Essential Elements within the SkillsUSA Framework. The high school and college/postsecondary national officer programs focus primarily on five key essential elements: Responsibility, Communication, Teamwork, Leadership and Professional Development.

Responsibility — Taking ownership of my work, my behavior and my actions

Communication — Sending and receiving clear messages

Teamwork — Working with others to achieve a common goal

Leadership — Influence the hearts, minds and actions of others

Professional Development — Intentional learning experiences that enhance your career path

OVERALL PROGRAM OUTCOMES

Demonstrate proficiency in the following Essential Elements: Responsibility, Communication, Teamwork, Leadership and Professional Development.

Responsibility

• Accept consequences for actions and choices — both positive and negative — and use what is learned to inform a future situation
• Follow through on commitments at a high quality with minimal supervision
• Proactively seek feedback on tasks and assignments and confidently seek help to complete a difficult task or a task about which they have a question

Communication

• Use the POWERR formula tool to develop a variety of communication outputs
• Use the POWERR formula tool to effectively deliver a variety of communication outputs
• Craft and share messages formally and informally about career and technical education (CTE) and SkillsUSA with any stakeholder in a knowledgeable way

Teamwork

• Define and fill officer's individual role within their respective team
• Understand, encourage and enable the fulfillment of others’ roles within their respective team
• Contribute collaboratively to the achievement of the SkillsUSA vision and mission through a well-defined action plan
Leadership

- Demonstrate attributes that cause followers to trust
- Model compassion
- Exhibit characteristics of stable leadership
- Generate hope in followers

Professional Development

- Actively engage in developing a rich mentor-mentee relationship
- Evaluate personal limitations and abilities to develop a personal growth plan that achieves short-term and longer-term career and personal goals
- Complete a personal growth plan including self-reflections and feedback from mentor and national officer program leadership

GROWTH PLAN

The national officer growth plans are designed to structure a personal growth plan focused on the development and growth of the 17 Essential Elements outlined in the SkillsUSA Framework. Initially, high school and college/postsecondary officers will complete an individual evaluation of their level of proficiency in each of the indicators found in the Essential Element rubrics.

Based on these results, the high school and college/postsecondary officers will establish SMART goals to accomplish during their year of service focused on growth within the five key Essential Elements of their respective national officer program.

Scheduling of National Officers

During the high school and college/postsecondary national officers’ year of service, they are eligible for additional opportunities such as providing a welcome and facilitating workshops at state fall and leadership conferences, representing SkillsUSA at business and industry events and attending business conferences. These opportunities give the high school and college/postsecondary national officers time to demonstrate the skills they learned during their training, develop their professional and personal networks, and expand their role in supporting the SkillsUSA mission.

These opportunities may require significant preparation time, and the opportunities themselves may require extra days off from school. Often, these extra events are a rich opportunity for personal and professional growth.

Between the required events and these additional optional opportunities, officers may find it difficult to maintain any type of paid employment or involvement in extracurricular activities such as other organizations or sports, while also keeping up with their schoolwork and CTE program. Though it is possible to maintain other responsibilities, elected officers, their parents, school leadership and instructors should understand that serving as a high school or college/postsecondary national officer is a substantial commitment.
ADDITIONAL ASSIGNMENT INFORMATION

Selection of a high school or college/postsecondary national officer for a particular assignment is based on many factors: the necessary skill set, past performance, recent opportunities, training program, future career goals, division (high school or college/postsecondary), geographic location and budget constraints. All factors are considered before an officer is offered an opportunity.

Examples of Past Assignments

- Served as an event host at the National Association of Parliamentarians Annual Conference
- Managed the SkillsUSA information booth during the Association for Career and Technical Education (ACTE) Vision Conference
- Facilitated workshops at SkillsUSA Mid-America Leadership Conference
- Provided greetings from SkillsUSA during the Volvo Press Conference at the International Builders Show
- Hosted the International Women’s Day Facebook Live Event with Kayleen McCabe
- Interacted with government officials and other CTSO leaders during the ACTE Policy Submit Reception
- Developed and engaged in chapter visits during SkillsUSA Week
Section 2 — Bylaws Guiding the National Officer Selection Process

High School Division Bylaws

ARTICLE V — NATIONAL OFFICERS

Section 1. The national officers of SkillsUSA High School Division will be a slate of five, elected at large. Additionally, there will be five regional officers elected from the region in which they reside and elected by the House of Delegates.

Section 2. National officers shall be elected by the House of Delegates at each annual national meeting and shall serve from Aug. 1 through July 31.

Section 3. A student elected to a national office must remain in active membership status until the completion of the term of office.

Section 4. During the period between national officer elections and training, vacancies in any national office shall be filled by appointment by the president of the board of directors. If a national officer-elect fails to attend national officer training, the officer will forfeit the privileges of being a national officer for that year. Replacements for national offices will continue to follow the National Officer Program Guide, but only before national officer training. Vacancies occurring after national officer training will not be filled.

ARTICLE VI — QUALIFICATIONS FOR NATIONAL OFFICE

Section 1. Candidates for national office shall have:

• Active membership status at time of election and through the completion of term in office
• Endorsement of the state association and chapter representing during term in office
• At least one full school year remaining in high school
• Been selected by their state association as a national officer candidate
• Adhered to all national officer candidate requirements found in the National Officer Program Guide

The board of directors has defined the present active membership status at SkillsUSA and endorsement of the state association as defined in Article IV and must plan to continue in the training program at least one more year.

If a student is elected to serve and is unable to fulfill the obligation, the state may forfeit the right for officer candidates in their division the following year. The board of directors will review the situation, listen to the concerned parties and make the final recommendation/decision.
Section 2. A member who holds an elected position prior to election to a national office may be ex-officio in his/her state or local organization and must vacate the elected position during his/her tenure in national office.

Section 3. Final ballots are cast by the delegates. All voting for national officers shall be by secret ballot. The five top at-large recipients will be the at-large national officers.

Section 4. The Nominations Committee shall be comprised of the following individuals:
   • National Executive Council members, past or current
   • One member of the SkillsUSA board of directors
   • One corporate member
   • Five regional representatives from the SkillsUSA State Directors Association

ARTICLE X — VOTING

Section 1. Members shall exercise their franchise at national meetings or conferences through duly elected representatives or delegates of the chartered state associations.

Section 2. All official delegates and alternates must be certified by the respective SkillsUSA director of each state, territory or U.S. possession to the national executive director not later than June 1 prior to national meeting.

Section 3. Voting on national officers shall be done by secret ballot.

Section 4. Any person elected to a national office must receive a majority number of the votes recorded.
College / Postsecondary Division Bylaws

ARTICLE V — NATIONAL OFFICERS
Section 1. The national officers will be a slate of five, elected at large by the House of Delegates at each annual national meeting and shall serve from Aug. 1 through July 31.

Section 2. A student elected to a national office must remain in active membership status until the completion of the term of office.

Section 3. During the period between national officer elections and training, vacancies in any national office shall be filled by appointment by the president of the board of directors. If a national officer-elect fails to attend national officer training, the officer will forfeit the privileges of being a national officer for that year. Replacements for national offices will continue to follow the National Officer Program Guide, but only before national officer training. Vacancies occurring after national officer training will not be filled.

ARTICLE VI — QUALIFICATIONS FOR NATIONAL OFFICE
Section 1. Candidates for national office shall have:
   • Active membership status at time of election and through the completion of term in office
   • Endorsement of the state association and chapter representing during term in office
   • Been selected by their state association as a national officer candidate
   • Adhered to all national officer candidate requirements found in the National Officer Program Guide

The board of directors has defined the present active membership status at SkillsUSA and endorsement of the state association as defined in Article IV.

If a student is elected to serve, and is unable to fulfill the obligation, the state may forfeit the right for officer candidates in their division the following year. The board of directors will review the situation, listen to the concerned parties and make the final recommendation/decision.

Section 2. A member who holds an elected position prior to election to a national office may be ex-officio in his or her state or local organization and must vacate the elected position during his or her tenure in national office.

Section 3. Final ballots are cast by the delegates. All voting for national officers shall be by secret ballot.

Section 4. The Nominations Committee shall be comprised of the following individuals:
   • National Executive Council members, past or current
   • One member of the SkillsUSA board of directors
   • One corporate member
   • Five regional representatives from the SkillsUSA State Directors Association
Section 5. Each state will be allowed only two candidates for national office per year.

ARTICLE X — VOTING

Section 1. Members shall exercise their franchise at national meetings or conferences through duly elected representatives or delegates of the chartered state associations.

Section 2. All official delegates and alternates must be certified by the respective SkillsUSA director of each state, territory or U.S. possession to the national executive director not later than June 1 prior to national meeting.

Section 3. Voting on national officers shall be done by secret ballot.

Section 4. Any person elected to a national office must receive a majority number of the votes recorded.
Section 3 — National Officer Selection Process

Being a national officer is the ultimate growth, personal development and student leadership experience in SkillsUSA. The overall program focuses on five key essential elements of the SkillsUSA Framework: Responsibility, Communication, Teamwork, Leadership and Professional Development. The skills learned through this leadership program will help officers not only be successful in serving the organization, but also throughout their lives and careers.

Potential candidates should be dedicated to SkillsUSA, have a desire to serve the members of the organization, be able to work on a team and be willing to learn and grow.

**National Officer Candidate Application and Submission**

**PREPARATION OF INFORMATION AND APPLICATION COMPONENTS**

The national officer candidate application is available online only, but there are several items you need to prepare before starting the online application, as it will not save unfinished work. The steps below will assist you in your application preparation.

➢ The application deadline is **June 1, 6 pm EST** ← No exceptions.

**Step 1**

Ensure the national officer candidate qualifications (HS and C/PS) are met as outlined in the [SkillsUSA Bylaws](#).

**NOTE:** Each national officer candidate shall be an active SkillsUSA member and eligible to retain active membership in the organization until the member completes the term of office, if elected. **Please double-check with your SkillsUSA state director and confirm dues for chapter, state and national membership were submitted by the state and national deadlines for the year you are running for national office.**

**Step 2**

If qualifications are met, request and gather the following documents as early as possible in your application preparation process. You will upload and attach these documents in PDF format only as part of your online application.

Documents to be labeled (First Initial_Last name_Document Title), i.e. 
M_Smith_ChapterAdvisorSupportLetter.PDF

**ONE file is allowed per upload area on the application.** Combine multiple documents into a single PDF document. Several apps are available to assist with this - Tiny Scanner, PDF Scanner, Scannable.
High School Senior C/PS candidates – PLEASE NOTE! – the documents below must reflect the school/chapter you will attend/be a member of NEXT school year.

**SkillsUSA State Director Endorsement Letter**
Endorsement from SkillsUSA state director of the state association *candidate will be serving during term in office* including a handwritten signature.

The following statement must be included in the letter:
"I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate's disqualification. Additionally, I will do my best to ensure that anyone who may be campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures."

**School Verification Letter**
Verification letter from a school administrator indicating that:

**HS**: Candidate is enrolled in a coherent series of courses or career major that prepares them for further education and/or employment and who are earning credit toward a high school diploma/certificate or its equivalent **and** must plan to continue in the training program at least one more year.

**C/PS**: Candidate is enrolled in a coherent sequence of courses or career major that prepares the student for further education and/or employment and who are earning credit toward a diploma/certificate or its equivalent.

Letters must include a handwritten signature and program name.

**School Administrator Support Letter**
This letter must be from an administrator of the school *candidate will be attending during term in office*, including a handwritten signature.

The following statement must be included in the letter:
"I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate's disqualification. Additionally, I will do my best to ensure that anyone who may be campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures."

**Chapter Advisor Support Letter**
This letter must be from the advisor of the chapter candidate will be a member of *during term in office*, including a handwritten signature.

The following statement must be included in the letter:
"I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate's disqualification. Additionally, I will do my best to ensure that anyone who may be campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures."

**Verification of Career Essentials Credential**
Candidates must earn the SkillsUSA Fundamental Micro-Credential or the SkillsUSA Career Essentials Credential prior to applying.

Earning the Fundamental Micro-Credential requires:
- Passing (at 80% or higher) the SkillsUSA Career Essentials: Experiences, fundamental course
- Passing (at 80% or higher) the SkillsUSA Career Essentials: Assessment, fundamental assessment

Earning the Career Essentials Credential requires:
- Passing (at 80% or higher) the SkillsUSA Career Essentials: Experiences, advanced or adult learner course
- Passing (at 80% or higher) the SkillsUSA Career Essentials: Assessment, Career-Ready assessment
The courses as well as additional information are available at: https://www.careeressentials.org/implement/experiences/.

Provide a copy of the micro-credential/credential badge indicating passing of the associated course and assessment at 80% or higher.

**Step 3**
Gather the following information to complete the application:

**Candidate Designation**
State Association
Region
Division
- High School
  Type of position you are seeking
  - At-large Position (President, Vice President, Secretary, Treasurer, Parliamentarian)
  - Regional Vice President
  - Undeclared / Undecided
- College/Postsecondary
SkillsUSA Membership
  - Have you paid chapter, state and national membership dues for the current year?

**Candidate Information**
First Name, Last Name
Candidate's Mailing Address
Date of Birth
Cell Phone #
Email
Special Needs
CTE Program
School Name
School Address
School Phone #
Which of the following activities have you participated in during your SkillsUSA membership?
  - State Officer Program
  - Activate
  - Leverage
  - Washington Leadership Training Institute (WLTI)
  - The President's Volunteer Service Award

**Travel Information**
Name as it appears on your driver's license or official government ID
Airport I will be traveling from during my year in office, if elected
  - Is this the same airport you will be traveling into from NLSC, if elected?
    - If answering no to the above, which airport will you travel into from NLSC?
Correspondence Contact Information for:
SkillsUSA Chapter Advisor
SkillsUSA State Director
School Administrator

Step 4
In 500 words or less, prepare answers to the following questions. Use a word processing program to establish formatting and run spell check.

NATIONAL OFFICER JOB DESCRIPTION

Roles and Responsibilities
The primary role of a SkillsUSA national officer is to serve SkillsUSA at the local, state and national level to support our organization’s mission to empower students to become world-class leaders, workers and responsible American citizens.

Job Description
Being a national officer means representing over 366,000 SkillsUSA student members and the principles and purposes of our organization at all times. In this role, an officer will be communicating key organization information along with promoting career and technical education. As a student leader, each officer must be clear on his or her priorities, able to manage a variety of tasks and projects, and use effective time and stress-management strategies. Officers should anticipate spending three to 10 hours per week completing other SkillsUSA assignments, activities, pre-work, webinars, growth plans, mentor meetings, etc.

Through this program, national officers are challenged to risk boldly, seek improvement, crave feedback and support honestly. National officers have several opportunities to risk boldly and step outside of their comfort zone within a supportive environment. During the program, students are taught advanced communication and facilitation strategies that they are asked to implement within their work. National officers must have a desire to improve and be open to feedback. While serving on the team, national officers must collaborate with their fellow national officers and support them sincerely.

Finally, national officers must understand the value of their current work and the future impact. Officers may have meetings or presentations with business and industry, government officials and educational leaders, all which shape the future of SkillsUSA as well as career and technical education.

- Based on the national officer job description above, how do you plan to serve the organization as a national officer?
- What is your SkillsUSA Framework story?
  - Create your story by identifying one Essential Element from the SkillsUSA Framework that you have developed and explain how experiences in SkillsUSA and/or your career and technical education program have aided in your growth.
- What SkillsUSA honors or awards have you received? What elected offices have you held?
- What school, organization or community-based activities are you involved in?

Read, acknowledge and agree to the National Officer Contract you will be held to, if elected. (see pages 7 & 8)
Read, acknowledge and agree to the candidate campaign policies and procedures. (see pages 23)

Step 5
National Officer Candidate Application Forms
Download, print, complete and obtain signatures for both pages, verifying the SkillsUSA national officer candidate meets all the constitutional qualifications to run for office, agrees to the travel qualifications as well as provides and agrees to necessary medical information and terms.

Once you have all the information gathered, you are ready to begin the application process at: National Officer Candidate Application

APPLICATION SUBMISSION AND DEADLINE

Once you begin the online application process, you must complete the entire application in one sitting, as it will not save unfinished work. If you stop in the middle, you will have to start over.

Upon successful submission, you will receive a confirmation email.
You will be notified within two weeks of receipt if you are eligible to be an official candidate.

➤ The application deadline is June 1, 6 pm EST ➔ No exceptions.

Candidate Preparation

Below are the events held onsite at the National Leadership and Skills Conference for national officer candidates. The procedures are important, and this section is devoted to assist in preparing candidates to attend and participate fully in the national officer selection process.

Recommended Resources

- SkillsUSA Leadership Handbook — a thorough understanding of all sections
- SkillsUSA Career Essentials: Experiences, Fundamental course and assessments
- SkillsUSA Career Essentials: Experiences, Advanced course and assessments
- SkillsUSA Career Essentials: Experiences, Adult Learner course and assessments
- Preparing a National Officer Candidate Calendar — page 2 of this document provides suggested experiences that might be useful for a national officer candidate.
- National Officer Program Guide
- Voting Delegate Guide
- SkillsUSA Website www.skillsusa.org: Mission, Vision, Values
- The SkillsUSA Framework
- POWERR Formula — see page 9 – National Officer Program Outcomes
- Scenario Role-Play — Interview Practice. Interviewing knowledgeable individuals can be an effective way to learn a great deal about what you know, what you do not know and what you need to know.
- Current version of Robert’s Rules of Order, Newly Revised

Leadership and Personal Growth Resources

The following is a list of books that relate to the roles and responsibilities of a national officer and/or can help an individual discover their talents and passions.
• SkillsUSA’s The Four Pillars
• SkillsUSA’s Leveraging Your Leadership with POWERRful Presentations
• SkillsUSA’s Leveraging Your Leadership with Parliamentary Procedure
• SkillsUSA’s Leveraging Your Leadership with Effective Chapter Meetings
• SkillsUSA’s Leveraging Your Leadership with Effective Communication
• Seven Habits of Highly Effective Teens by Stephen Covey
• 17 Essential Qualities of a Team Player by John C. Maxwell
• 21 Indispensable Qualities of a Leader by John C. Maxwell
• Habitudes by Tim Elmore

The national officer candidate process is divided into the following events at NLSC:

**ORIENTATION MEETING**

Tuesday morning of NLSC, an orientation meeting for national officer candidates will be held. Information will be shared on the written exam, schedule for the week, interview process, campaign material review process, delegate sessions, speeches and voting.

*Note: Advisors, campaign managers and state directors are welcome to attend this meeting.*

**WRITTEN EXAM**

All national officer candidates will be given 75 minutes to take a 50 question, multiple choice objective exam based on material from the SkillsUSA Leadership Handbook and the competencies associated with SkillsUSA Career Essentials: Experiences, Fundamental course.

Once all exams are graded, each candidate will receive a sealed envelope with their exam results to opened outside of delegate area, along with their state director, advisor, support team, etc.

**INTERVIEWS**

Ten-minute interviews will be conducted for High-School Regional Vice President candidates, High-School At-Large candidates and College/Postsecondary candidates, in separate areas following the Written Exam.

Interviews are conducted by a panel made up of a SkillsUSA board member, a SkillsUSA state director and a current SkillsUSA national officer. The interview will focus on your personal commitment to becoming a SkillsUSA national officer and will explore your ideas about leadership.

Candidates are assessed using a rubric that is focused around the Essential Elements of the national officer program.

**CAMPAIGN MATERIAL REVIEW PROCESS**

The candidate campaign material review process will occur after Interviews on Tuesday.

*Bring a folder containing the itemized statement of campaign material expenses form (signed by the candidate and advisor), receipts for each item purchased and a sample of each campaign item.*
Candidates provide the following for review:

- the **itemized statement of campaign material expenses form** *(signed by the candidate and advisor)* *The total cost of campaign materials may not exceed $350.*
- receipts for each item, including those purchased or borrowed from your school *(see pages 23 & 24 for details)*
- a sample of each campaign item
- free-standing poster, banner or display board and stand/easel.

Failure to provide receipts for every item in your campaign will result in a disqualification of that item.

Candidates may not include any item that has not been approved in their campaign. *Violators of this regulation will appear before the nominating committee for disciplinary action, which could result in removal from the ballot.*

**TWO-MINUTE SPEECH**

During the Wednesday afternoon delegate business meetings, the following candidates will give a two-minute speech, at the podium, regarding “How I plan to serve SkillsUSA as a national officer.”

- High-School Regional Vice President candidates
- College/Postsecondary At-Large candidates

During Thursday's delegate business meetings, the following candidates will give a two-minute speech regarding “How I plan to serve SkillsUSA as a national officer.”

- High-School At-Large candidates

Candidates may use note cards and/or read from a written document.

No skits, props or solicited audience participation (cheers/call backs/questions to crowd) of any kind are allowed during any Meet the Candidates sessions or delegate business meetings. Only individuals approved by the national officers and the appointed SkillsUSA staff may be on stage.

**PROBLEMATIC QUESTIONS**

High School: shall have one minute to respond to a problematic, oral question during Friday’s business session.

College/Postsecondary: shall have one minute to respond to a problematic, oral question during Thursday’s business session.

**CANDIDATE QUESTION-AND-ANSWER SESSION**

- High School - delegates may submit questions prior to Friday’s business session. A current national officer or a delegate representative will ask candidates to respond to two questions each before the delegate body. This is a quick, 1 to 2-minute answer.
- College/Postsecondary - delegates may submit questions prior to Thursday’s business session. A current national officer or a delegate representative will ask candidates to respond to two questions each before the delegate body. This is a quick, 1 to 2-minute answer.

No skits, props or solicited audience participation (cheers/call backs/questions to crowd) of any kind are allowed during any Meet the Candidates sessions or delegate business meetings. Only individuals approved by the national officers and the appointed SkillsUSA staff may be on stage.

**National Officer Candidate Process**

The following sections outline the opportunities national officer candidates have to interact with voting delegates during the selection process.

**MEET THE CANDIDATE**

Delegates meet and network with national officer candidates in an informal, open forum. College/Postsecondary candidates will be located in KEC South Wing C201 and High School candidates will be located in C202 and the hallway.

**CAMPAIGN POLICIES AND PROCEDURES**

_Campaigning is strictly prohibited prior to the adjournment of the Delegate Kick-off Session on Wednesday morning of NLSC._

Candidates and their representatives (state officers, state directors, advisors, campaign committee members, parents, delegates, members, etc.) _may NOT:_

- Disclose the candidate’s intent to run for national office or campaign in any manner prior to the adjournment of the Delegate Kick-off Session on Wednesday morning of NLSC.
- Create, nor use personal, chapter, state or national web pages, campaign websites, or custom/personalized electronic campaign apps for any type of campaigning.
- Campaign in any manner/format during Activate and/or Leverage sessions, this includes verbal discussion of candidacy.

Acceptable campaign formats include: message board, social media platform, conference slogan, hashtag, email message, verbal communication or print items.

Campaign efforts – electronic and otherwise – are ultimately the responsibility of the national officer candidate. Social media tools can be more difficult to monitor than some other campaigning methods, so candidates must be clear with anyone who may be campaigning on their behalf as to campaign policies and procedures.

When using social media platforms for campaigning, keep in mind candidates represent their local chapter, state and national SkillsUSA in every post, photo and comment. Use the following Social Media Guidelines to ensure a successful campaign:

- **Be Professional** – Your digital presence, whether posted by yourself or by someone on your behalf, should be truthful, positive and spotlight your best self.
- **Be Fair** – Post only during the approved dates/times; No paid advertising.
○ **Be Respectful** – Make only positive campaign posts; Other candidates may not be mentioned in your campaign.

○ **Be Secure** – Moderate comments and photos on all platforms and approve/allow only those that are tasteful and meet the social media campaigning guidelines.

○ **Be Responsible** – Use common sense and good ethics when posting; Ensure campaigning is a positive representation of SkillsUSA.

○ **Be Accountable** – Tell the truth about who you are and how you will serve the organization as a national officer. Ensure all involved in your campaign follow the policies and procedures of campaigning.

**Campaign Violations**

Prior to or during NLSC, if you believe a violation of campaign policies and procedures has occurred, please report it via email to Kim Hegedus at khegedus@skillsusa.org or call 317-544-8750. Violating campaign policies and procedures may result in disqualification.

**Onsite Campaign Displays**

Campaign materials may not be taped to walls, doors, windows or any surface in any hotel or the Kentucky Exposition Center. If campaign materials are found taped to any surface of any hotel or KEC, fines may be charged to the candidate.

The total cost of campaign materials may not exceed $350.

Portfolios, easels and awards are considered campaign materials and should be included in the cost. A receipt is needed for all the items, including those purchased or borrowed from your school.

Donated or borrowed materials must have documentation showing proof of fair market value before taxes.

The following costs should be applied to any donated printing:

- 8½''x 11'' color copies (no color limit): $.15/page
- 11''x17'' color copies (no color limit): $.30/page
- 8½''x11'' black and white copies: $.05/page
- 11''x17'' black and white copies: $.10/page

Candidates are encouraged to be creative in the design and use of their campaign materials; however, the following are **not allowed**:

- Food items, candies, liquids or gum
- Glass items
- Balloons, frisbees, balls, bubbles or soap
- Items that fly or make noise
- Items that have the potential or qualities of being harmful, e.g., mouth glow sticks

All items are subject to approval by the Nominating Committee (see Page 21).

To display materials, candidates provide their own free-standing poster, banner or display board and stand (one board per person) not to exceed 24''x36''. This measurement includes any sides or flaps used in the theme of the poster, banner or display boards. Each candidate
will be provided one rectangular banquet table with a white table cloth by SkillsUSA. No other materials are provided by SkillsUSA.

Campaign clothing items bearing the SkillsUSA logo must be purchased from the official SkillsUSA store. Please follow the SkillsUSA graphic standards.

Candidates are responsible to safely secure campaign items when they are not in use. SkillsUSA and the Kentucky Exposition Center are not responsible for any items left on or under campaign tables. Security is not provided when the campaign area is closed.

**VOTING**

Voting for national officers is done by electronic secret ballot. Voting delegates from each state check in to receive their unique voting code and enter the voting room as a group.

**Preliminary Vote – HS only**
If required, a preliminary election is held for all regional vice president offices with more than two candidates. The two top vote recipients from each region will be listed on the final ballot.

**Final Vote**
For College/Postsecondary, the five top vote recipients will be national officers.

High School, the five top vote recipients from the at-large candidates and top vote recipients from each of the regional vice president officer positions will be national officers.

Any unopposed office must receive a majority of the possible votes.

Voting will be open for 30 minutes.

All campaign material should be removed from KEC at the conclusion of voting for each division.

**GOOD LUCK CANDIDATES!!**

Running for national office is an exciting time filled with opportunities to strengthen your personal growth and leadership skills. Be sure to take advantage of the resources provided (pages 20 & 21) that relate to the roles and responsibilities of a national officer and can assist you on your journey of discovering your talents and passions. If elected as a student leader, these resources will ensure you are not only successful in serving the organization during your year of service, but also throughout your life and future opportunities.

**Contact Information for Questions**

For questions regarding the national officer selection process (candidates):
*Kim Hegedus* khegedus@skillsusa.org 317-544-8750

For questions regarding the College/Postsecondary national officer team and program:
*Courtney Ferrell* cferrell@skillsusa.org 703-334-1668

For questions regarding the High School national officer team and program:
TBD, Program Manager of Student Initiatives
Section 4: New Officer Announcement and Post-NLSC Information

The 2020-2021 SkillsUSA National Officers will be announced during the Awards Ceremony in Freedom Hall at the Kentucky Exposition Center, Friday evening of NLSC. Each national officer candidate and one support person are assigned specific seats on the floor in Freedom Hall for the Awards Session Friday evening: seat information will be shared with candidates at NLSC.

Immediately Following the Announcement – The new national officers will be escorted back stage of Freedom Hall at KEC for an orientation meeting and photo session. SkillsUSA advisors and state directors are also invited to attend the orientation meeting.

Post-National Leadership and Skills Conference Information

Post-Election Training (mandatory for all newly elected national officers) is June 27–30, 2020 at Law’s Lodge, Louisville, KY.

The newly elected national officers’ state director or advisor will need to provide transportation to the Crowne Plaza Hotel on Saturday, June 27, by 12:00 noon for them to meet their team manager and their fellow national officer teammates.

SkillsUSA will cover the cost of return transportation and travel cost from NLSC. Details on these travel arrangements will be distributed, post announcement, backstage at the orientation meeting.

Training requirements for the 2020-21 SkillsUSA National Officer Team

- **June 26, 2020** Attend orientation meeting backstage following the national officer team announcement at the SkillsUSA National Leadership and Skills Conference Awards Ceremony – Louisville, KY
- **June 27-June 30, 2020** Post Election Training (SkillsUSA covers cost of candidates return transportation) – Louisville, KY
- **July 21-26, 2020** National Officer Summer Training – Leesburg, VA
- **August 6-9, 2020** Facilitator Training – Lincoln, NE
- **September 16-23, 2020** Pre-WLTI training and WLTI state officer conference – Alexandria, VA
- **February 7-13, 2021** SkillsUSA Week (Keep these dates open for opportunities.) – TBA
- **March-May 2021** (4-day training) Pre-National Leadership and Skills Conference (NLSC) Training* (Training dates will be confirmed by August 2020 based on national officer team availability.) – TBA
- **June 16-26, 2021** SkillsUSA National Leadership and Skills Conference – Atlanta, GA

* Training dates and locations are subject to change based on program and staff needs and officers will be notified at least two months prior.
All event dates listed above are mandatory for all national officers to attend. If an officer is unable to attend a mandatory event, they may have to forfeit their position as a SkillsUSA national officer. All travel expenses for official SkillsUSA national officer business will be covered by the organization.