Guide for National Officer Candidates

UPDATED FOR 2020 VIRTUAL EVENTS
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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:
Joey Baker  jbaker@skillsusa.org  904-424-9966
Section 1 — SkillsUSA National Officer Candidate Application

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

Only 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, or 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 the candidate will be serving in during his or her 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 and confirm the 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 372,000 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?
  - YOUR ESSAY WILL BE POSTED ONLINE FOR DELEGATES TO REVIEW PRIOR TO BUSINESS SESSIONS AND MEET THE CANDIDATE. NEW!!!

- 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.
  - YOUR ESSAY WILL BE POSTED ONLINE FOR DELEGATES TO REVIEW PRIOR TO BUSINESS SESSIONS AND MEET THE CANDIDATE. NEW!!!

- 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?

**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.
CANDIDATE HEADSHOT – NEW!!
1. Head and shoulders shot (from chest up) – PORTRAIT (vertical) orientation only.
2. Shoot against a plain, one-color wall, preferably white
3. Make sure photo is well lit, but try not to have any shadows on the wall, if possible
4. Wear SkillsUSA Official Dress Attire (wear only acceptable pins on jacket)
5. Do not use filters of any kind
6. SMILE!!

TWO-MINUTE SPEECH VIDEO – NEW!!
Candidates will submit a video of their two-minute speech, regarding “How I plan to Serve SkillsUSA as a National Officer” within the online application.

Specifications for Recording Two-Minute Speech Video

- Video can be recorded on a mobile device or tablet.
- Record only in landscape (horizontal) orientation.
- Record in 1080p or 720p. No need for 4K. Adjust in your device camera settings.
- Maintain eye contact with the lens of the camera; shoot in a well-lit area with light on your face, not behind you; make sure you have an indoor, clean setting for a background; try to get some depth in the shot, etc.
- Do not use graphics, zoom in/zoom out, or distracting video enhancements; stay focused on your message to delegates.
- Record in a space with no background noise and as little echo as possible.
- Stand/sit close to the camera so you are the focus of the video. Headshot frame versus full body frame.
- Your speech should feel real. Rather than trying to memorize everything, write down the details or talking points you want to use in your message so you can quickly refer to them.
- Before filming, practice your message a number of times until you feel comfortable with what you want to say. Make sure there’s some emotion in your delivery, that you speak clearly and enunciate well.
- Maintain eye contact with the camera for at least 2-3 seconds before you look away when you’re done with your last line.
- Run through several practice recordings to ensure all aspects of your speech feel good to you, look appealing and you have the best possible sound quality.
- Dress in SkillsUSA Official Dress Attire for your final recording.

Submit video via www.wetransfer.com. Email to: tkerceval@skillsusa.org

MP4 file to be labeled (First Initial_Last name _ Document Title) , i.e. M_Smith_SPEECH.MP4

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 business days of receipt if you are eligible to be an official candidate.

➔ The application deadline is **June 1, 6 pm EST** ← No exceptions.
National Officer Candidate Virtual Events in 2020:

INSTRUCTIONS, REMINDERS AND INFORMATION
Approved/Verified national officer candidates will log into a newly created portal* to find instructions for virtual events, reminders for preparation work for each event and information to assist in that preparation.

There will not be an orientation meeting this year. All necessary information will be provided throughout the process via a newly created portal.*

*portal URL will be shared with approved/verified national officer candidates

WRITTEN EXAM – ONLINE – NEW!!
Between June 8 and June 10 national officer candidates will schedule to take a proctored* 30 question, multiple choice exam via the Career Essentials Suite Learning Management System. The exam will be based on material from the SkillsUSA Leadership Handbook and the competencies associated with SkillsUSA Career Essentials: Experiences, Fundamental or Advanced/Adult Learner course.

Candidates will receive their exam results immediately upon completing the exam.

For candidates to proceed, they must score 75 percent or higher on the written exam. Candidates who do not score 75 percent or higher will not be allowed to continue in the national officer selection process.

*proctor details will be shared at a future time.

INTERVIEWS – VIRTUAL – NEW!!
June 11 (C/PS)* & June 12 (HS)* candidates will participate in 10-minute interviews conducted in Zoom. Candidates will be held in the Zoom waiting room until it is their turn.

Interviews will be 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 will be assessed using a rubric that is focused around the Essential Elements of the national officer program.

*interview schedules will be shared at a future time.

CAMPAIGN MATERIAL REVIEW PROCESS
There will be no campaign material review process this year.

PROBLEMATIC QUESTIONS
National officer candidates will be moved to a Zoom waiting room during the delegate business session and will be brought into the main session one by one. Each candidate will be read the problematic, oral question and have one minute to respond.

Tuesday, June 23 – C/PS – starting at 1:30 pm EST
Wednesday, June 24 – HS – starting at 1:30 pm EST

CANDIDATE QUESTION-AND-ANSWER SESSION

There will be no candidate Q&A session this year. Questions should be asked during the Meet The Candidate event, immediately following the delegate business session on Zoom.

MEET THE CANDIDATE

Immediately following the virtual Delegate Business Session, delegates for each division, will be randomly assigned to a Zoom Breakout Room and will meet and network with each national officer candidate for 10 minutes in rotation until all candidates have met with each breakout room.

CAMPAIGN POLICIES AND PROCEDURES

With all events being held in a virtual environment, campaigning will look/feel very different this year.

NEW!!! Candidate’s headshot, 2-minute speech video, essay and Framework story will be posted online for delegates to review the week PRIOR to the delegate business sessions and Meet the Candidate events.

Online campaigning will be allowed from June 15 to June 24 (at the close of voting).

NEW!!! Candidates should use the hashtags #SkillsUSA2020Candidate and #SkillsUSA2020Delegate via social media platforms to ensure the broadest reach for virtual campaigning.

NEW!!! Candidates are strongly encouraged to utilize the portfolio they created as a part of the Career Essentials Credential coursework, post it online and link to it while campaigning on social media. Suggested tools to post electronic portfolios:

www.LinkedIn.com
www.carbonmade.com
www.portfoliobox.net
www.slideshare.net

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 June 15.
- Create, or use personal, chapter, state or national web pages, campaign websites, or custom/personalized electronic campaign apps for any type of campaigning.
Acceptable campaign formats include: social media platforms, message boards, email messages, verbal communications and use of campaign slogans or hashtags.

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 SkillsUSA organization as a national officer. Ensure everyone involved in your campaign follow the policies and procedures of campaigning.

**Campaign Violations**

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 displays will not be used this year.

**VOTING**

Voting for national officers will be conducted via an online system, secret ballot, as per usual.

Voting delegates from each state will receive their unique voting code to access the online system from their state director or head delegate.

**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 2 hours following the Meet the Candidate Zoom event for each division.

**Section 2: New Officer Announcement and Post-Election Information**

Announcement of the 2020-2021 SkillsUSA National Officers will be made during the SkillsUSA National Leadership & Skills Conference 2020 Virtual Recognition Session on Friday, June 26 @ 7 p.m.

**Training Information**

Training (mandatory for all newly elected national officers) will be held during June - September 2020 in a virtual setting.

**Training requirements for the 2020-21 SkillsUSA National Officer Team**

- **June 26, 2020** Attend Zoom meeting at 8:00 pm EST – *Virtual*
- **June - September 2020** National Officer Training – *Virtual*
- **September 16-23, 2020** Pre-WLTI training and WLTI 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.

**All** event dates listed above are mandatory for all national officers. If an officer is unable to attend a mandatory event, he or she may have to forfeit the position as a SkillsUSA national officer. All travel expenses for official SkillsUSA national officer business will be covered by the organization.

**Contact Information for Questions**

For questions regarding the national officer selection process (candidates):

*Kim Hegedus*  
khagedus@skillsusa.org  
317-544-8750

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

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