



***Executive Update 4-22
Oct. 15, 2021***

To:

- ***State SkillsUSA Directors.***
- ***National Corporate Members.***
- ***Board of Directors.***
- ***National Officers.***

Important Dates:

Oct. 20 Elevate Virtual Conference, 11 a.m. – 4:30 p.m. ET.
Nov. 15-21 National Apprenticeship Week
Dec. 1-4 Association for Career and Technical Education CareerTech Vision
Conference, New Orleans, La.
Feb. 6-12 SkillsUSA Week

In This Issue:

- Year-End Thanks to Our Partners and Donors.
- New HR Manager for SkillsUSA.
- State Directors Plan for 2022 NLSC in Atlanta.
- State Associations Recognized for Excellence.
- NEW “Fall Into Comfort” SkillsUSA Store Collection.
- Fall Leadership Conference Video Assets Now Available.
- Career Opportunities at SkillsUSA.
- Apply Now for ACTE Teacher and Lifetime Achievement Awards.
- Celebrate National Apprenticeship Week.
- Due Dates.

Year-End Thanks to Our Partners and Donors

SkillsUSA recently thanked its generous partners and donors through the [Corporate Donor Year-End Report](#) and [Individual Donor Year-End Newsletter](#). This support generated over \$7.18 million for the organization last fiscal year, with almost \$80,000 from individual donors. Stay tuned for SkillsUSA's "Giving Tuesday" campaign, which includes a \$10,000 match from our friends at CareerSafe.

New HR Manager for SkillsUSA

We're pleased to announce that Lolita Johnson has joined SkillsUSA as our Human Resources Manager. She brings over 14 years of experience in human resources management, and she prides herself in developing great relationships between employees and employers. Her passion for providing solutions while advocating for both employers and employees will help SkillsUSA build and enhance our HR infrastructure through technology, compliance and people. Lolita holds a Bachelor of Arts degree in sociology with a concentration in human resources development. Please join us in welcoming [Lolita Johnson](#) to the SkillsUSA team!

State Directors Plan for 2022 NLSC in Atlanta

On Oct. 4-7, more than 60 SkillsUSA state directors and staff gathered in Atlanta for their annual Professional Development and Training Conference. The conference centered on the successful transition of the SkillsUSA National Leadership and Skills Conference (NLSC) to Atlanta in 2022. SkillsUSA sponsoring partners for the event included CareerSafe, NASSCO and NRCA. [Read the full story here.](#)

State Associations Recognized for Excellence

The SkillsUSA State Standards of Excellence Program experienced growth in 2021, its fifth year, as 38 states were recognized and received recognition. The purpose of the program is to ensure state associations have policies, procedures and structure in place on an annual basis that deliver a high level of service to membership. For more information and names of the states recognized for their outstanding work, [read the full story here.](#)

NEW "Fall Into Comfort" SkillsUSA Store Collection

The SkillsUSA Store has launched a new "Fall Into Comfort" clothing collection. The clothes feature collegiate- and outdoor-style apparel, hats, drinkware and bags for that perfect SkillsUSA fall look. New T-shirts, long-sleeve shirts and hoodies from League Apparel offer the ultimate comfort in your day-to-day life. See the collection [here on the SkillsUSA Store.](#)

Fall Leadership Conference Video Assets Now Available

The Office of Communications has created a multitude of video assets for state directors to use at fall leadership conferences. There are two messages from the national officer team, a greeting from Chelle Travis, music videos for the "SkillsUSA:

Champions at Work” official song and the “SkillsUSA: United as One” theme song for this year, audio versions of both songs (including instrumental versions), and a variety of video bumpers using both the official song and the “United as One” 2021-22 theme. A conference opening video is still in production and will be added to the folder soon. [Access the folder here.](#)

Career Opportunities at SkillsUSA

SkillsUSA has several career opportunity openings. [More information is available here.](#)

Apply Now for ACTE Teacher and Lifetime Achievement Awards

The Association for Career and Technical Education (ACTE) is seeking nominations for the National Trade and Industrial Education Division Awards to be presented during the annual [ACTE CareerTech Vision Conference](#), Dec. 1-4. The deadline for nominations is **Nov. 1**. Qualified individuals may be nominated Teacher of the Year; New Teacher of the Year; or Lifetime Achievement. If you nominate someone, please be sure to notify the nominee. You may also nominate yourself. [Nominate someone for the Teacher and Lifetime Achievement Awards here.](#)

Celebrate National Apprenticeship Week

This year’s National Apprenticeship Week (NAW) is Nov. 15-21. This national celebration established by the U.S. Department of Labor brings together business leaders, career seekers, labor, apprentices, educational institutions and others to showcase the positive impact apprenticeship programs have on addressing the skills gap and preparing the American workforce for the jobs of today and tomorrow. Join the celebration by hosting an event (e.g., an apprenticeship graduation, business open house, high school career fair, skills competition or industry roundtable) or submit a proclamation supporting NAW and apprenticeship. [Learn more here.](#)

Due Dates

November

- Nov. 1 ACTE Teacher and Lifetime Achievement nominations due
- Nov. 1 “Journey of a Jacket” Program closes
- Nov. 1 Lowe’s Chapter Grants applications due
- Nov. 14 NCCER and BYF Video Contest applications due
- Nov. 15 Deadline for membership registration of at least 15 students and one professional member due to receive a free resource
- Nov. 15 Advisor Challenge contest projects due
- Nov. 15 LAPSEN Scholarship applications due