SkillsUSA Week is the opportunity to promote career and technical education and SkillsUSA programs at the local, state and national levels.

Learn more at skillsusa.org/skillsusa-week
Program Guides Overview

Get Ready for SkillsUSA Week 2022!

This guide serves as a resource for advisors, chapter officers, state officers and state staff to assist in the planning, implementation, evaluation, and celebration of SkillsUSA Week activities. Below is an outline of the resources provided in this guide.

Program Guide

SkillsUSA Week Overview Flyer ................................................................. 2

Celebration of SkillsUSA Week – Program of Work Launch Activity Guide ........................................ 3
  • In-Person – Planning Resource
  • Virtual – Planning Resource

Media and Promotion ............................................................................ 12
  • Press Release
  • How to Request a SkillsUSA Week Proclamation
  • SkillsUSA Week Proclamation
  • Morning Announcement
  • Public Service Announcement
  • Spreading Awareness

Recognition Day Guide
  Member of the Month
  Certificate of Appreciation

Give Back Day Guide
  Give Back Project Ideas

Partner Day Guide
  Welcoming Business Partners to the Classroom
  Sample Email Invitation
  Questions for Guest Speakers

Advocacy Day Guide
  School Board Meeting Talking Points
  SkillsUSA Fact Sheet
  SkillsUSA Framework Essential Element Definitions & Behaviors
  Framework Story Lesson Plan (In-Person and Virtual)
  Framework Story Example #1
  Framework Story Example #2

SkillsUSA Day Guide
  Celebration Ideas
SkillsUSA Week is the opportunity to promote career and technical education and SkillsUSA programs at the local, state and national levels.

**RECOGNITION DAY**  
Monday, Feb. 7  
Recognize and honor members, advisors, administrators, business partners, community leaders and supporters who make a meaningful impact on your CTE program and SkillsUSA chapter.

**GIVE BACK DAY**  
Tuesday, Feb. 8  
Rally around your school community by focusing on ways for your chapter to give back.

**PARTNER DAY**  
Wednesday, Feb. 9  
Invite local business and industry leaders to connect with members, highlighting the importance of developing career-readiness skills found in the SkillsUSA Framework.

**ADVOCACY DAY**  
Thursday, Feb. 10  
Amplify CTE in your community by conducting a local public relations activity such as presenting to school board members, administrators, and community group leaders.

**SkillsUSA DAY**  
Friday, Feb. 11  
Celebrate SkillsUSA by wearing your favorite SkillsUSA T-shirt, planning a celebration activity or by posting your SkillsUSA Framework story on social media.

#SkillsUSAWeek  
Learn more at skillsusa.org/skillsusa-week
This Program of Work activity targets the SkillsUSA Framework Essential Element of Professionalism. The development of advocacy and marketing skills with a focus on professionalism allows your students to develop skills to be a stronger advocate for themselves and the organizations they serve, both now and in the future. When a student understands the value of professionalism and how it impacts their decisions, they begin to make choices in a positive light.

Professionalism spans across all professions and trades. If students think about professionalism as they celebrate SkillsUSA Week, it allows for the blending and integration of a variety of the personal skills from the Framework. Every environment is different, but students who are professional have the capacity to meet the behavioral expectations of others. Individuals who have solid professional skills:

- Are loyal to their peers, supervisor or advisors and themselves.
- Are aware of the impact of their words and actions.
- Have the capacity to resolve conflicts peacefully.
- Use good judgment to make decisions.

SkillsUSA Week is celebrated in February each year. Each chapter’s celebration of SkillsUSA Week will look and feel different based upon the chapter and their leadership. It is important for a chapter to plan a variety of events utilizing the daily schedule of activities provided on the SkillsUSA Week webpage. Throughout the week, chapter members can learn about the Essential Element of Professionalism in an environment that allows the chapter to capture the attention of all students and community members. A well-planned SkillsUSA Week celebration allows the chapter to put forth a professional image to both education and industry partners or supporters.

Celebration of SkillsUSA Week Activity Guide

The ▲ icon is used in the task list to represent instruction or activities that support the development or demonstration of the Essential Element Professionalism.

The term “Committee” refers to the Advocacy and Marketing Committee of the Program of Work.

<table>
<thead>
<tr>
<th>STEP 1: Planning</th>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second week in January</td>
<td></td>
</tr>
<tr>
<td>Advocacy and Marketing Committee meets and conducts the Alphabet Grab activity for team building.</td>
<td></td>
</tr>
</tbody>
</table>

**Alphabet Grab**

Materials: Scrabble letter tiles or cards with a single letter of the alphabet written on them.

Directions: The letter tiles are placed in a bag. Committee members take turns reaching into the bag and selecting four tiles. The committee member must share items of interest about themselves that start with the alphabet letter on the tiles they grabbed. Place the tiles back in the bag after each person shares. Continue until all committee members have shared information.

Committee reviews this SkillsUSA Week task list to become familiar with the activity and actions needed to complete it.

Committee completes budget worksheet to identify financial needs of the activity.
Committee reviews SMART goals for this activity:

- **Goal 1:** 90% of SkillsUSA members will participate in at least three days of the SkillsUSA Week activities during the national SkillsUSA Week celebration in February.
- **Goal 2:** Advocacy and Marketing Committee will engage 50% of chapter members in subcommittees to develop professionalism skills by participating in the planning and conducting of activities for each day of SkillsUSA Week.
- **Goal 3:** 100% of the members who participate in SkillsUSA Week will identify growth in the Essential Element of Professionalism during the reflection activity conducted on the Friday of SkillsUSA Week.

Committee shares the SkillsUSA Week celebration idea at a chapter meeting.

Committee members provide instruction for chapter members on professionalism at a chapter meeting.

**Professionalism**

Have members imagine it is their first day at a new job. As they think about the first day, ask them to discuss with a partner or in a trio what they would do to make a good impression on their co-workers and supervisors.

Encourage each group to capture a list of the items that would make a good impression. Allow five minutes to generate the lists.

Have each group now make a list of what an individual would do to present a less than professional first impression on their co-workers and supervisors. This could include dress, behavior, language or anything that might create a negative impression. Allow seven minutes to generate the lists.

Have each group quickly share their lists without duplicating what has already been stated.

Discuss the activity as follows:

- Which list was easier to create? Why?
- How do we learn how to create a positive first impression?
- What does professionalism communicate about you as a potential friend, employee or organization member?
- Why might it be important to make a good impression on your first day on the job?
- How is the first day on the job like SkillsUSA Week for the SkillsUSA chapter?
- What opportunities are available to model a professional attitude and behavior while representing our chapter to the school and community?

Committee shows the motion graphic on the targeted Essential Element of Professionalism and discusses how participating in the celebration of SkillsUSA Week can help members develop their professionalism skills.

---

**STEP 2: Implementation**

Committee meets to create the plan for activities to be conducted each day of SkillsUSA Week. Suggested activities are:

**Monday — Recognition Day:** Recognize and honor members, advisors, administrators, business partners, community leaders and supporters who make a meaningful impact on your CTE program and SkillsUSA chapter.

**Tuesday — Giveback Day:** Rally around your school community by focusing on ways for your chapter to give back.

**Wednesday — Partner Day:** Invite local business and industry leaders to connect with members, highlighting the importance of developing career-readiness skills found in the SkillsUSA Framework.

**Thursday — Advocacy Day:** Amplify CTE in your community by conducting a local public relations activity such as presenting to school board members, administrators, and community group leaders.

**Friday — SkillsUSA Day:** Celebrate SkillsUSA by wearing your favorite SkillsUSA T-shirt, planning a celebration activity or by posting your SkillsUSA Framework story on social media.
Committee selects one member to chair the activities for each day and be responsible for both planning and conducting what takes place. Chairs should select three to five members to serve on the subcommittee for their assigned day and assist with the activities.

Each daily subcommittee uses the appropriate SkillsUSA Event and Activity Planning Guide to select one special activity for each day of the SkillsUSA Week celebration.

For more SkillsUSA Week information and ideas, go to: [www.skillsusa.org/events-training/skillsusa-week/](http://www.skillsusa.org/events-training/skillsusa-week/).

Each subcommittee reports back to the full committee to compare notes and avoid duplication, overlap or missed recognition opportunities for the week.

**Third and fourth weeks in January**

▲ Weekly committee meetings are conducted to prepare for the activities of SkillsUSA Week. Committee members provide professional development experiences to be shared at the last chapter meeting before SkillsUSA Week begins.

**First week in February**

▲ During the monthly chapter meeting, Advocacy and Marketing Committee provides an overview of the SkillsUSA Week celebration.

During this overview, the subcommittees will share the targeted Essential Element Professionalism skills that will be needed during SkillsUSA Week for members to be successful during their day’s activity.

**February – SkillsUSA Week**

Subcommittees facilitate the selected activities of their assigned day.

### STEP 3: Evaluation

**Last week in February**

Committee facilitates members capturing their growth in the Essential Element of Professionalism learned during SkillsUSA Week. This can be done during class periods or at a special meeting using chart paper. Each member should be listed with the areas of growth they identify.

Examples of areas of growth are giving thanks, telling your SkillsUSA story, professional appearance, working with others to plan an activity, advocating for SkillsUSA, etc.

Have the members post the completed papers around the classroom and summarize the skills developed to social media.

▲ Committee meets to review the SMART goals of the activity and discuss accomplishments and shortfalls of the planning and implementation of the celebration of SkillsUSA Week coupled with the education and understanding of the members professional approach.

Committee members record recommendations for future years in conducting advocacy and marketing activities. Record the recommendations at: [www.skillsusa.org/programs/chapter-excellence-program/](http://www.skillsusa.org/programs/chapter-excellence-program/).
### Celebration of SkillsUSA Week

**STEPP 4: Celebration**

<table>
<thead>
<tr>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

⚠️ On Friday of the week during SkillsUSA Day, committee hosts a bowling party celebration for accomplishing a positive week of experiences for the members and their supporters. Encourage chapter members to wear their favorite SkillsUSA T-shirt or a red shirt.

<table>
<thead>
<tr>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### CEP Application

**STEP 5: CEP Application**

<table>
<thead>
<tr>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Use this activity to apply for the Chapter Excellence Program by completing the CEP application. The Chapter Excellence Program (CEP) is the single best way to build a successful SkillsUSA chapter. To learn more, visit: [www.skillsusa.org/programs/chapter-excellence-program/](http://www.skillsusa.org/programs/chapter-excellence-program/).
This Program of Work activity targets the SkillsUSA Framework Essential Element of Professionalism. The development of advocacy and marketing skills with a focus on professionalism allows your students to develop skills to be a stronger advocate for themselves and the organizations they serve, both now and in the future. When a student understands the value of professionalism and how it impacts their decisions, they begin to make choices in a positive light.

Professionalism spans across all professions and trades. If students think about professionalism as they celebrate SkillsUSA Week, it allows for the blending and integration of a variety of the personal skills from the Framework. Every environment is different but students who are professional have the capacity to meet the behavioral expectations of others. Individuals who have solid professional skills:

- Are loyal to their peers, supervisor or advisors and themselves.
- Are aware of the impact of their words and actions.
- Have the capacity to resolve conflicts peacefully.
- Use good judgment to make decisions.

SkillsUSA Week is celebrated in February each year. Each chapter’s celebration of SkillsUSA Week will look and feel different based upon the chapter and their leadership. It is important for a chapter to plan a variety of events utilizing the daily schedule of activities provided on the SkillsUSA Week webpage. Throughout the week, chapter members can learn about the Essential Element of Professionalism in an environment that allows the chapter to capture the attention of all students and community members. A well-planned SkillsUSA Week celebration allows the chapter to put forth a professional image to both education and industry partners or supporters.

**Celebration of SkillsUSA Week Activity Guide**

The icon is used in the task list to represent instruction or activities that support the development or demonstration of the Essential Element Professionalism.

The term “Committee” refers to the Advocacy and Marketing Committee of the Program of Work.

### Framework Component/ Essential Element Target:
- Personal Skills: Professionalism

### Program of Work Category:
- Advocacy and Marketing

### Length of Time:
- Six Weeks

### Recommended Months:
- January/February

### STEP 1: Planning

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second week in January</td>
<td></td>
</tr>
<tr>
<td>Advocacy and Marketing Committee meets using a video conference and conducts the “Alphabet Grab” activity for team building.</td>
<td></td>
</tr>
<tr>
<td><strong>Alphabet Grab</strong></td>
<td></td>
</tr>
<tr>
<td>Directions: Using the random letter generator website, the facilitator will generate four letters for each member. Members must share items of interest about themselves that start with the letters that are provided to them through the alphabet generator. Continue until all committee members have shared information.</td>
<td></td>
</tr>
<tr>
<td>Committee reviews this SkillsUSA Week task list to become familiar with the activity and actions needed to complete it.</td>
<td></td>
</tr>
<tr>
<td>Committee completes budget worksheet to identify financial needs of the activity.</td>
<td></td>
</tr>
</tbody>
</table>
Committee reviews SMART goals for this activity:

**Goal 1:** 90% of SkillsUSA members will participate in at least three days of the SkillsUSA Week activities during the national SkillsUSA Week celebration in February.

**Goal 2:** Advocacy and Marketing Committee will engage 50% of chapter members in subcommittees to develop professionalism skills by participating in the planning and conducting of activities for each day of SkillsUSA Week.

**Goal 3:** 100% of the members who participate in SkillsUSA Week will identify growth in the Essential Element of Professionalism during the reflection activity conducted on the Friday of SkillsUSA Week.

Committee shares the SkillsUSA Week celebration idea at a chapter meeting.

委员会 members provide instruction for chapter members on professionalism at a chapter meeting.

**Professionalism**

Have members imagine it is their first day at a new job. As they think about the first day, ask them to discuss with a partner or in a trio in a breakout room what they would do to make a good impression on their co-workers and supervisors.

Encourage each group to capture a list of the items that would make a good first impression using a shared virtual whiteboard such as Google Jamboard. Allow five minutes to generate the lists.

Bring group back together and have each group now make a list in their breakout rooms of what an individual would do to present a less than professional first impression on their co-workers and supervisors. This could include grooming, dress, behavior, language or anything that might create a negative impression. Allow seven minutes to generate the lists.

Have each group quickly share their lists without duplicating what has already been stated.

Discuss the activity as follows:
- Which list was easier to create? Why?
- How do we learn how to create a positive first impression?
- What does professionalism communicate about you as a potential friend, employee or organization member?
- Why might it be important to make a good impression on your first day on the job?
- How is the first day on the job like SkillsUSA Week for the SkillsUSA chapter?
- What opportunities are available to model a professional attitude and behavior while representing our chapter to the school and community?

Committee shows the motion graphic on the targeted Essential Element of Professionalism and discusses how participating in the celebration of SkillsUSA Week can help members develop their professionalism skills.

### STEP 2: Implementation

<table>
<thead>
<tr>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee meets to create the plan for activities to be conducted each day of SkillsUSA Week. Suggested activities are:</td>
</tr>
</tbody>
</table>

**Monday — Recognition Day:** Recognize and honor members, advisors, administrators, business partners, community leaders and supporters who make a meaningful impact on your CTE program and SkillsUSA chapter.

**Tuesday — Giveback Day:** Rally around your school community by focusing on ways for your chapter to give back.

**Wednesday — Partner Day:** Invite local business and industry leaders to connect with members, highlighting the importance of developing career-readiness skills found in the SkillsUSA Framework.

**Thursday — Advocacy Day:** Amplify CTE in your community by conducting a local public relations activity such as presenting to school board members, administrators, and community group leaders.

**Friday — SkillsUSA Day:** Celebrate SkillsUSA by wearing your favorite SkillsUSA T-shirt, planning a celebration activity or by posting your SkillsUSA Framework story on social media.
Committee selects one member to chair the activities for each day and be responsible for both planning and conducting what takes place. Chairs should select three to five members to serve on the subcommittee for their assigned day and assist with the activities.

Each daily subcommittee uses the appropriate SkillsUSA Event and Activity Planning Guide to select one special activity for each day of the SkillsUSA Week celebration.

For more SkillsUSA Week information and ideas, go to: [www.skillsusa.org/events-training/skillsusa-week/](http://www.skillsusa.org/events-training/skillsusa-week/).

Each subcommittee reports back to the full committee to compare notes and avoid duplication, overlap or missed recognition opportunities for the week.

Third and fourth weeks in January

Weekly committee meetings are conducted to prepare for the activities of SkillsUSA Week. Committee members provide professional development experiences to be shared at the last chapter meeting before SkillsUSA Week begins.

First week in February

During the monthly chapter meeting, Advocacy and Marketing Committee provides an overview of the SkillsUSA Week celebration.

During this overview, the subcommittees will share the targeted Essential Element Professionalism skills that will be needed during SkillsUSA Week for members to be successful during their day’s activity.

February – SkillsUSA Week

Subcommittees facilitate the selected activities of their assigned day.

### STEP 3: Evaluation

<table>
<thead>
<tr>
<th>Last week in February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee facilitates members capturing their growth in the Essential Element of Professionalism learned during SkillsUSA Week. This can be done during class periods or at a special meeting using a shared document. Each member should be listed with the areas of growth they identify.</td>
</tr>
<tr>
<td>Examples of areas of growth are giving thanks, telling your SkillsUSA story, professional appearance, working with others to plan an activity, advocating for SkillsUSA, etc.</td>
</tr>
<tr>
<td>Have the members post the completed document in a file sharing platform such as Google Drive and summarize the skills developed on social media.</td>
</tr>
<tr>
<td>Committee meets to review the SMART goals of the activity and discuss accomplishments and shortfalls of the planning and implementation of the celebration of SkillsUSA Week coupled with the education and understanding of the members professional approach.</td>
</tr>
<tr>
<td>Committee members record recommendations for future years in conducting advocacy and marketing activities. Record the recommendations at: <a href="http://www.skillsusa.org/programs/chapter-excellence-program/">www.skillsusa.org/programs/chapter-excellence-program/</a>.</td>
</tr>
</tbody>
</table>
### Celebration of SkillsUSA Week

**VIRTUAL**

**Monday — Friday**

<table>
<thead>
<tr>
<th>STEP 4: Celebration</th>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲ On Friday of the week during SkillsUSA Day, committee hosts a virtual celebration for accomplishing a positive week of experiences for the members and their supporters. Encourage chapter members to wear their favorite SkillsUSA T-shirt or a red shirt and play an online interactive game using Kahoot (<a href="https://kahoot.com">https://kahoot.com</a>) or Jackbox (<a href="http://www.jackboxgames.com">www.jackboxgames.com</a>).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 5: CEP Application</th>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use this activity to apply for the Chapter Excellence Program by completing the CEP application. The Chapter Excellence Program (CEP) is the single best way to build a successful SkillsUSA chapter. To learn more, visit: <a href="http://www.skillsusa.org/programs/chapter-excellence-program/">www.skillsusa.org/programs/chapter-excellence-program/</a>.</td>
<td></td>
</tr>
</tbody>
</table>
NEWS RELEASE from [Name of School]

FOR IMMEDIATE RELEASE
Name:
Phone:
Email:

[School/Program Name] Celebrates SkillsUSA Week

City, State. — Students and faculty at [your school name] will join others across the nation to celebrate SkillsUSA Week, Feb. 7-11, 2022. The annual celebration represents over 372,000 SkillsUSA members nationwide and promotes career and technical education (CTE). The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics. It also provides schools with an opportunity to demonstrate how CTE helps prepare local students for college and high-wage, high-demand career fields. SkillsUSA Week annually highlights SkillsUSA members and promotes career and technical education throughout the country. SkillsUSA is one of nine U.S. career and technical student organizations (CTSOs).

Among the special activities scheduled are [name/time/date/place of your local events that are open to the public].

“The activities planned over the next month will illustrate the rigor and relevance CTE courses offer our students,” said [name], director of the school. “By partnering with the business community, CTE programs are investing in students and providing them with the latest technology and skills that will prepare them to become successful employees and future leaders.”

SkillsUSA Week activities nationwide include presentations to administrators, business leaders and legislators; community service events to benefit local charities and organizations; interviews with the news media; student-led events and campus outreach; and industry partnership development. SkillsUSA Week is held the second full week of February each year in conjunction with Career and Technical Education Month.

“SkillsUSA Week is a time to lift up our students, chapters, teachers and recognize business partners who bolster support for local programs that define student excellence,” says SkillsUSA’s executive director, Chelle Travis. “SkillsUSA is a talent pipeline that graduates 100,000 SkillsUSA students each year who strive to be career-ready on the first day of their job. SkillsUSA Week is one of our most important weeks of the year and a highlight for students.”

For more information on local SkillsUSA Week events, contact: [local contact name, title, phone and email].

About SkillsUSA
SkillsUSA is a vital solution to the growing U.S. skills gap. This nonprofit partnership of students, instructors and industry ensures America has the skilled workforce it needs to stay competitive. Founded in 1965 and endorsed by the U.S. Department of Education, the association serves more than 370,000 member students and instructors each year in middle schools, high schools and colleges. This diverse talent pipeline covers 130 trade, technical and skilled service occupations, the majority STEM-related. More than 600 corporations, trade associations, businesses and labor unions actively support SkillsUSA at the national level. SkillsUSA programs are integrated into career and technical education through a framework of personal, workplace and technical skills grounded in academics. Local, state and national championships, designed and judged by industry, set relevant standards for career and technical education and provide needed recognition to its students. SkillsUSA also offers technical skill assessments and other workplace credentials. For more information, go to: www.SkillsUSA.org.

###
How to Request a SkillsUSA Week Proclamation

A proclamation is an official designation of an event. Proclamations are a great way to educate the public about SkillsUSA Week and bring attention to our mission. A proclamation is an effective public relations tool because it carries the support of a key government official in your state or community.

**STEP 1: Contact the State or Local Government Office**
Governors, county executives, mayors, state legislatures, municipalities, counties, cities or towns can issue proclamations. For city proclamations, a mayor, city manager or city marshal may be the person to sign. For counties, it will most likely be the county commissioners. Determine whether you would like to request a proclamation from your city, county or state and locate the website for this entity. In addition to seeking the guidelines for requesting a proclamation, be sure to inquire about the preferred format. This information will allow you to begin to draft your proclamation.

**STEP 2: Draft your Proclamation**
Traditional proclamations begin with a series of statements starting with the words “whereas,” meaning “because,” “inasmuch” or “since.” Each clause states the problem or issue being addressed and is followed by a concluding phrase beginning with “therefore,” which specifically requests the support or action needed. Modern proclamations are written in a letter format. A sample traditional proclamation is provided but you can adjust the wording as you prefer. Follow any guidelines you receive from your government office. Have an electronic version of your proclamation available.

**STEP 3: Follow the Guidelines for Submitting a Proclamation Request**
Each city, county and state will have their own guidelines and procedures for signing proclamations. The easiest way to research your city, county or state’s guidelines is to look on its website and search for the term “proclamation.” Some of the larger cities and counties will have proclamations listed. Smaller cities and counties may provide contact information to call or email for proclamation information. A cover letter requesting a proclamation should include:

- Draft text of the proclamation.
- The purpose of the proclamation (e.g., SkillsUSA Week) and when it is needed.
- A brief description of your SkillsUSA chapter and SkillsUSA as a whole.

**STEP 4: Allow Enough Time**
The wheels of government turn slowly, so begin the proclamation request process well in advance of your event date. Timing is key if you want to be able to have the proclamation announced at a city council or county commissioner meeting. You may be required to send a copy of the proclamation to these representatives several ahead of the meeting.

**STEP 5: Make an Event Out of It!**
Follow the guidelines that you are given as to whom (and how many) you can bring to the proclamation meeting or signing event. Notify your local paper or media outlets about the proclamation. Distribute printed copies to local reporters. Have the proclamation photo-enlarged for display at the event or in a prominent public place. Send copies to local newspapers. As with any media piece, demonstrate its importance to the media’s audience by including local statistics.
Sample Cover Letter to Local Officials in Request of a Proclamation

Use this sample cover letter when you email the proposed proclamation wording. If you have already spoken to the proper official, then you should reference that conversation in this letter. Also, adjust the language of the letter to reflect the details of the event in your community. Be sure to enclose your proclamation draft with your letter.

[Date]

Honorable [Name]
[Official Title]
[Mailing Address]

Dear [Name],

Feb. 7-11, 2022 is SkillsUSA Week. This nationally-celebrated event provides an excellent opportunity to demonstrate support of SkillsUSA and career and technical education (CTE) students who are preparing to enter the workforce in meaningful careers.

Our local SkillsUSA chapter would be honored if you would sponsor an official proclamation to recognize Feb. 7-11, 2022 as SkillsUSA Week. Your proclamation would lend official recognition to the important work we are doing to prepare students with the personal skills, workplace skills and technical skills grounded in academics through the SkillsUSA Framework.

This week-long celebration is a wonderful opportunity to educate the public about SkillsUSA and CTE as well as our value to our public schools, community, state and the economy as a whole.

We have enclosed a sample proclamation which may help your office compose the appropriate proclamation. We hope you will attend an event at our school to present your proclamation, or we can visit your offices for a short ceremony and photos.

If you or your staff have any questions concerning this request, the sample proclamation or SkillsUSA Week, please contact me. We appreciate your support of SkillsUSA and thank you for your consideration of this request.

Sincerely,

[Name]
[Title]
[School name and address]
[Phone number and email address]

Enclosure: Sample Proclamation
PROCLAMATION

TO ALL WHOM THESE PRESENTS COME — GREETINGS:

WHEREAS Feb. 7-11, 2022, has been designated by the SkillsUSA national association as SkillsUSA Week; and

WHEREAS career and technical education provides students with a school-to-careers connection and is the backbone of a strong and educated workforce that fosters productivity in business and industry and contributes to leadership in the national and global economies; and

WHEREAS career and technical education and SkillsUSA give high school students empowering experiences in the meaningful application of skills such as reading, writing and mathematics as well as the development of SkillsUSA Framework skills including personal skills, workplace skills and technical skills grounded in academics, thus improving the quality of their education, providing increased motivation to learn and giving all students leadership opportunities in their career fields, schools and communities; and

WHEREAS career and technical education offers students opportunities to learn skills and have career experiences that may lead to further education or meaningful employment; and

WHEREAS the cooperative efforts of career and technical educators working with business and industry stimulate the vitality of our nation’s economy by preparing graduates for careers forecast to experience the largest growth within the next decade; and

WHEREAS SkillsUSA is a national organization for students preparing more than 372,000 students annually enrolled in technical, skilled, and service occupations in middle schools, high schools and colleges/postsecondary programs to be high-performance workers;

NOW, THEREFORE we proclaim the week of Feb. 7-11, 2022 as SkillsUSA Week and urge all its citizens to acquaint themselves with the mission of SkillsUSA and to give support to the members who are working hard to achieve the goals that will make them outstanding skilled workers in our communities.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affix this seal on this ___ day of ______________, 2022.

___________________________________
Name, and Title
SkillsUSA Week

MEDIA AND PROMOTION

Sample Morning Announcement

Make this announcement on Monday, Feb. 7, 2022

Be sure to personalize the announcement to match your SkillsUSA chapter’s actual plans for the week (you don’t have to conduct all activities or hold them on the specified day)

This week — February 7 to 11 — our SkillsUSA chapter is celebrating SkillsUSA Week as part of Career and Technical Education Month.

As a national student organization, SkillsUSA helps career and technical students like me become career-ready through the development of personal, workplace and technical skills utilizing the SkillsUSA Framework.

Did you know SkillsUSA has more than 370,000 SkillsUSA members nationwide and is respected by higher education and employers when they view it on your résumé or in your job portfolio? SkillsUSA’s helps every student excel. This week we will hold several events to recognize our chapter, teachers and business partners who support the program:

• Today is Recognition Day. We will recognize and honor students, teachers, administrators, business partners and community supporters who have helped our chapter.

• Tomorrow is Give Back Day. We will rally around our school and community by focusing on ways our chapter can give back to others.

• On Wednesday, Feb. 9 we will celebrate Partner Day. We have invited some local business and industry leaders to connect with our students to highlight the importance of career readiness skills.

• On Thursday, Feb. 10 we will hold Advocacy Day. We will amplify CTE in our community by conducting some public relations and presenting to a community group about SkillsUSA.

• On Friday, Feb. 11 we will celebrate SkillsUSA Day by wearing our favorite SkillsUSA shirt, having a chapter celebration and sharing SkillsUSA Framework stories on our school and personal social media accounts.

Watch our social media this week for more details. SkillsUSA is a great way to build your skills and your network while you are still in school and help you connect to a future career! If you want to be part of the fun and join SkillsUSA, please see [Name, Room Number] or contact any member.
Sample Public Service Announcement

Your chapter can create localized Public Service Announcements (PSAs) to run on area TV or Radio stations. First, contact your local media for PSA requirements. Then create video and audio PSAs working with your broadcast video and audio production program to write the scripts and record them. Finally, deliver them to the news media and request they run before or during SkillsUSA Week. Here is sample copy to help you get started.

To download and use SkillsUSA PSAs by Mike Rowe or Kayleen McCabe, go to: www.skillsusa.org/publications-news/press-room/.

**Skilled Workforce: 15**
SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. To find out more, please visit SkillsUSA’s website at www.skillsusa.org. SkillsUSA: Champions at Work

**Skilled Workforce: 30**
America is facing a critical shortage of skilled workers. SkillsUSA has a solution.

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce.

But being a skilled worker means more than building a house or designing a web page. SkillsUSA offers more — just ask students like [Name].

STUDENT COMMENTS [Insert 4 seconds of a short SkillsUSA Framework story]

These are the kind of skills employers want.

You can find out more on online at www.skillsusa.org. SkillsUSA: Champions at Work

**Skilled Workforce: 60**
America is facing a critical shortage of skilled workers. This shortage has a profound impact on our nation’s economy. SkillsUSA has a solution.

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce.

But being a skilled worker means more than building a house or designing a web page. SkillsUSA offers something more — just ask students like [Name or Names].

STUDENT COMMENTS [Insert 26 seconds of a short SkillsUSA Framework story]

These are the kind of skills employers want.

You can find out more on online at www.skillsusa.org. SkillsUSA: Champions at Work
SkillsUSA Week
MEDIA AND PROMOTION

Spread Awareness

Artwork Bundle

Find the SkillsUSA Week graphics, logos, PowerPoint templates and more at bit.ly/skillsusaweek22art.

Share a Story

Let us know about your SkillsUSA Week chapter activities by submitting a story on SkillsUSA Champions. Be sure to indicate that the activity was completed during SkillsUSA Week. SkillsUSA Champions is a dynamic resource that creates a virtual community of students and teachers through relevant and inspiring content. Learn more about submitting stories on SkillsUSA Champions at champions.skillsusa.org.
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.