



Executive Update 15-22

April 1, 2022

To:

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

Important Dates:

May 3-4	Connect to My Future Conference
May 5	SkillsUSA National Signing Day
May 8	SkillsUSA's 57th Anniversary
May 8-14	National Week of Service
June 18-20	Leverage, Activate and Engage Training, Atlanta, Ga.
June 20-24	National Leadership and Skills Conference, Georgia World Congress Center, Atlanta, Ga.
Aug. 16-19	State Director Association Professional Development and Training Conference, Reno, Nev.

In This Issue:

- Connect to My Future Conference Registration is Open
- SkillsUSA National Signing Day Registration is Open
- National Week of Service is May 8-14
- Help Us Thank Carhartt and TSC for Supporting the Trades
- Student Leadership Development Scholarships Available for Activate and Leverage Trainings
- Media Tools for Promoting Your State Conference
- Verify Your State Leadership and Skills Conference Dates
- State Conference Audio/Video Assets Available
- Press Release Template for State Conference Participants

- Share the Road to Atlanta Virtual Showcase with Your Networks
- National Officers Ready to Serve at Your State Events
- Due Dates

Connect to My Future Conference Registration is Open

Registration for [SkillsUSA Connect to My Future Career Conference](#) is now open through **April 15**. The conference is designed to allow students to explore career pathways and connect directly with employers. [Check out all three tracks here](#). There is also a [Social Media Toolkit](#) with posts and graphics and a [video](#) for you to use to promote the program to your advisors. Please reach out to [Melinda Lloyd](#) with any questions.

SkillsUSA National Signing Day Registration is Open

On **May 5**, SkillsUSA National Signing Day returns to celebrate high school seniors and college/postsecondary students who have chosen to pursue careers as professionals in the skilled trades. [Learn more about National Signing Day on our site](#), where you can also download toolkits and other resources to help chapters in your state host their own events. The registration deadline is **April 15**.

National Week of Service is May 8-14

SkillsUSA is asking all chapters to conduct and promote a community service project during the [National Week of Service](#), May 8-14. This helps commemorate the founding of SkillsUSA on May 8, 1965. For questions, contact [Gayle Silvey](#).

Help Us Thank Carhartt and TSC for Supporting the Trades

Carhartt and Tractor Supply Company (TSC) recently stepped up with a \$100,000 donation to SkillsUSA through their Support the Trades campaign. Please ask your members to submit short thank-you videos from SkillsUSA teachers or students. A video submission earns them a spot in a drawing for one of two \$50 Amazon gift cards. [Click here for full details](#).

Student Scholarships Available for Activate and Leverage Trainings

The SkillsUSA Leadership Development Scholarship provides financial support for top students to participate in Activate and Leverage leadership trainings to be held in Atlanta, June 18-20. The scholarships are funded by former SkillsUSA board president and Caterpillar executive Robert L. Flint. State directors must submit the applications for scholarship candidates and the deadline is **May 6**. [More information and the application can be found here](#).

Media Tools for Promoting Your State Conference

State SkillsUSA directors recently received a link to the new [SkillsUSA State Media Kit for SLSC and NLSC](#), which can also be accessed through SkillsUSA CONNECT in the “State Director Resources” section. The media kit includes a sample state conference

letter of invitation, press release templates and other public relations resources. Templates can be downloaded in Word for easy customization. For questions, contact [Jane Short](#).

Verify Your State Leadership and Skills Conference Dates

State directors, SkillsUSA plans to recognize your state associations on social media during the week of your state conferences, so we need to be sure we have the correct dates. Our current information [resides here](#). Please review and send date or location updates if you have them to [Patty Duncan](#).

State Conference Audio/Video Assets Available

SkillsUSA has produced several new or updated [audio and video assets](#) for your state conferences. New materials include videos with captions, a conference open video, messages from our national officers, music videos, a “Call to Conference” promotional video for NLSC, bumpers, a greeting from executive director Chelle Travis, Emblem Ceremony PowerPoint and more. Please contact [Tom Kercheval](#) with any questions or issues.

Press Release Template for State Conference Participants

The [SkillsUSA advocacy site](#) offers a press release template for state conference participants and their supporters to share competition results with local media. Please spread the word about this important tool. For questions, email [Jane Short](#).

Share the Road to Atlanta Virtual Showcase with Your Networks

SkillsUSA will be holding virtual sessions for business partners and sponsors to preview NLSC event sponsorship, SkillsUSA TECHSPO exhibitor options and other marketing and promotional opportunities for the upcoming conference in Atlanta. We will virtually walk prospects through the Georgia World Congress Center and the State Farm Arena. Choose a session on April 20 at 3 p.m. or April 25 at 6 p.m. We encourage you to [share this registration link](#) with your local business and industry representatives.

National Officers Ready to Serve at Your State Events

SkillsUSA’s national officers are ready and willing to serve at your state conference by speaking, introducing partners and special guests or facilitating workshops. Complete a [request form](#) today to get useful support for your state conference while providing an incredible opportunity for a student leader.

Due Dates

April

- April 1 Student2Student entries due
- April 1 State director deadline to submit their state Advisor of the Year recipient
- April 1 Hall of Champions Award applications due

April 5 Love and Logic: Preventing Power Struggles
April 7 President's Volunteer Service Award applications due
April 13 New Best Practices Series
April 15 Sharon Melton Myers Scholarship applications due
April 22 SkillsUSA Talent Program applications due
April 29 Technical Fridays: Facilitating Cloud Technologies

May

May 6 Student Leadership Development Scholarship applications due
May 17 National Leadership and Skills Conference registration deadline
May 17 NLSC hotel reservations deadline
May 17 Activate, Leverage and Engage registration deadline
May 17 State association NLSC registration appointment request due
May 20 Confirm NLSC state hotel reservation block, if applicable
May 20 Harbor Freight Tools for Schools Prize for Teacher Excellence applications due
May 20 Harbor Freight Tools for Schools Travel Scholarships applications due
May 30 Fine Homebuilding #KeepCraftAlive Scholarship applications due
May 31 Clifford T. Rees, Jr. Scholarship applications due
May 31 Bob Westphal Scholarship applications due
May 31 Larry Rash Scholarship applications due

June

June 1 National Officer application deadline
June 3 Payment for NLSC state delegation registration and ALE due
June 15 Horatio Alger Scholarship application deadline
June 20 State lapel pins drop at SkillsUSA Headquarters

July

July 26 Student Research Foundation Scholarship applications due