



Executive Update 13-22

March 1, 2022

To:

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

Important Dates:

March 1	National Membership Deadline
May 3-4	Connect to My Future Conference
May 5	National Signing Day
May 8	SkillsUSA's 57th Anniversary

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Media Tools for Promoting Your 2022 State Conference

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

State Conference Video Assets Available

SkillsUSA has produced a number of [audio and video assets](#) that can be used at your state conferences. Included at the link above is a conference open video, messages from our national officers, music videos for the “SkillsUSA: United as One” theme song and our “SkillsUSA: Champions at Work” organizational song, various bumpers, audio of our two songs and a greeting from executive director Chelle Travis. Please contact Tom Kercheval with any questions or issues.

Connect to My Future Career Conference Resources and Reminders

State directors, registration for SkillsUSA’s Connect to My Future Career Conference opens on March 21. Please help us promote the program to your advisors using these tools:

- [Hype Video](#)
- [Website](#)
- [Social Media Toolkit](#) with posts and graphics you can use to promote the program.

Please reach out to [Melinda Lloyd](#) with any questions about promoting this valuable program.

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 as you have them to [Patty Duncan](#).

Press Release Template for State Conference Participants

New on the [SkillsUSA advocacy site](#) is a press release template for state conference participants and others to share competition results with local media. Parents, instructors, students or anyone can send emails. Please spread the word about this important tool at your state conferences. For questions, email [Jane Short](#).

National Officers Ready to Serve at Your State Events

State directors, SkillsUSA's national officers are ready and willing to serve at your state conference by speaking at events, introducing partners or other stakeholders and facilitating workshops. Complete a [request form](#) today to get assistance for your state conference while providing an incredible opportunity for a student leader.

New Program Director, Workplace Experiences and Recognition

Anders Olson joined SkillsUSA on Feb. 14 as our new program director for workplace experiences and recognition for the Office of Education. Anders has a passion for investing in career education and its role in community development. He received his MBA from the University of Nebraska-Lincoln and a bachelor's in agribusiness (with a minor in agricultural leadership and communications) from the University of Nebraska-Lincoln. Please join us in [welcoming Anders](#) to the SkillsUSA team!

U.S. Presidential Scholars 2022 Candidates Announced

The U.S. Presidential Scholars Program recognizes and honors some of our nation's distinguished graduating high-school seniors. In 2015, the program was extended to recognize students who demonstrate accomplishment in career and technical education. Each year, up to 161 students are named as presidential scholars. The process begins with identifying candidates, who must then submit further information. Finalists will be announced later this spring. [See the list of the 2022 candidates here.](#)

2021-22 Advisor of the Year Resources Available

This year's Advisor of the Year (AOY) information and resources for state SkillsUSA directors are [located on SkillsUSA CONNECT](#). There are two separate guides: one for state associations that use the SkillsUSA Register site to collect and judge state-level AOY applications and the other for state associations that select their AOY recipient using their own process and then submit their winner into the national AOY program. The deadline for state directors to submit their recipients is **April 1**. For questions, contact [Taryn Erminio](#).

SkillsUSA Week and CTE Month Photos

State directors, please encourage your advisors to submit their SkillsUSA Week stories, photos, videos and activities to the national office, and we may shine an online spotlight their way. In the meantime, [visit our still-growing collection of photos from the week](#) that came in from around the country.

Due Dates

March

- March 15 National Conference Pin and T-Shirt Design Contest entries due
- March 31 NTHS Scholarship applications due

April

- April 1 President's Volunteer Service Award applications due
- 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 15 Sharon Melton Myers Scholarship applications due
- April 22 SkillsUSA Talent Program applications due

May

- May 17 National Leadership and Skills Conference registration deadline
- May 17 NLSC hotel reservations due
- 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 30 Fine Homebuilding #KeepCraftAlive Scholarship applications due

June

- June 1 National Officer applications due
- June 3 Payment for NLSC state delegation registration and ALE due
- June 20 State lapel pins due

July

- July 26 Student Research Foundation Scholarship applications due