



Executive Update 14-22
March 15, 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

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

State Conference Audio/Video Assets Available

SkillsUSA has produced a number of [audio and video assets](#) that can be used at your state conferences. New materials have recently been added, including videos with captions. Included is a conference open video, messages from our national officers, music videos, a special “Call to Conference” promotional video for NLSC, various bumpers, a greeting from executive director Chelle Travis, Emblem Ceremony PowerPoint documents and more. Please contact [Tom Kercheval](#) with any questions or issues.

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](#).

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 one of four virtual sessions: March 23 at 3 p.m.; March 28 at 6 p.m.; April 20 at 3 p.m.; and 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 assistance for your state conference while providing an incredible opportunity for a student leader.

Last Call for 2022 SkillsUSA University Proposals

Are you an expert in your career cluster? Do you have a skill you would like to share with teachers and students attending the 2022 National Leadership and Skills Conference in Atlanta? SkillsUSA is seeking presenters for the 2022 SkillsUSA University, and if you'd like to be one of them, [submit your request here by the final deadline of March 19](#). Sessions will take place on June 21, 22 and 23. For questions, contact [Karolina Belen](#).

SkillsUSA Hall of Champions Applications Due April 1

The new SkillsUSA Hall of Champions Award recognizes individuals who have dedicated themselves at the national level to helping youth develop and embody the components of the SkillsUSA Framework. Candidates may be nominated by a state SkillsUSA director, current or past SkillsUSA board member, SkillsUSA headquarters staff member, SkillsUSA chapter, stakeholder, alumni or other leaders in the organization. The nomination form must be accompanied by up to five letters of support demonstrating the nominee's impact on student development within the SkillsUSA Framework. [Complete the application here](#) no later than **April 1**.

Submit Recipients for Advisor of the Year by April 1

Advisor of the Year (AOY) information and resources for state SkillsUSA directors are [located on SkillsUSA CONNECT](#). There are two 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. The deadline for state directors to submit state recipients to the national office is **April 1**. For questions, contact [Taryn Erminio](#).

Connect to My Future Resources and Reminders

Registration for SkillsUSA's Connect to My Future Career Conference opens on **March 21**. Please promote the program to your advisors using these tools:

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

Please reach out to [Melinda Lloyd](#) with any questions.

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 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 30 Fine Homebuilding #KeepCraftAlive Scholarship applications due

June

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

July

- July 26 Student Research Foundation Scholarship applications due