



Executive Update 16-22

April 15, 2022

To:

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

Important Dates:

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

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Seeking SkillsUSA National Signing Day Photos, Videos and Stories

SkillsUSA National Signing Day will be held on May 5. We are asking all states and local chapters to share their National Signing Day photos, videos and stories with SkillsUSA's communications team so we can highlight local events on our news and social media channels. [To submit photos and stories, upload them here.](#) Be sure to watch for SkillsUSA National Signing Day coverage on the SkillsUSA website, e-newsletters and on social media. If you post on social media, use the hashtag #SkillsUSANationalSigningDay.

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 state business and industry representatives.

State Director Crisis Contacts Needed for NLSC

Each year, SkillsUSA confirms cellphone numbers for state directors and their key team members to be used in case of emergency during the national conference. Please email your cellphone number or that of your designated state delegation leader. We would also like to receive one or two other names and phone numbers for additional contact(s) who can serve as your onsite crisis contact(s). If you cannot be reached in the event of an emergency at NLSC, we will call the next person on your list. Remember to always keep your phone powered up and on in Atlanta so you can be reached if the need arises. Email your crisis contacts to Jane Short at jshort@skillsusa.org by **May 15**.

State Directors: Pre-order NLSC Shirts Now

SkillsUSA is now offering the official 2022 National Leadership & Skills Conference T-shirt for exclusive pre-order to state directors. Special state director pricing of \$12 a shirt has been secured. All orders must be placed by May 20. Shirts will be delivered directly to your state association hotel and no additional shipping costs will be incurred. [To order your shirts, go here.](#) The site password is: SKILLSDIRECTOR.

Last call for Carhartt and TSC Thank-You Videos

Carhartt and Tractor Supply Company (TSC) recently stepped up with a \$100,000 donation to SkillsUSA through their Support the Trades campaign, and we're

encouraging our members to submit short thank-you videos to show our appreciation. We also welcome videos directly from state directors, so, if you can carve out the time (which we know is in short supply around now), please consider shooting a 10- to 20-second video of your own and sharing it with us. Please encourage your members to do the same. All who submit videos will be entered into a random drawing to receive one of two \$50 Amazon gift cards. Entries must be received by April 22. [Find full details and guidelines here.](#)

Wanted: NLSC 2022 Courtesy Corps Members

SkillsUSA needs more than 120 National Courtesy Corps (NCC) members for the 2022 National Leadership & Skills Conference. The work of this group supports the technical committees. NCC members receive free conference registration plus housing, local transportation, meals and entertainment. All NCC participants are housed at the Georgia Tech's Woodruff North Residence Hall in Atlanta. For more information about eligibility requirements, visit the [National Courtesy Corps](#) page on our website. To apply to be an NCC member, go [here](#). For questions, contact [Tracy Whitehead](#). The deadline for applicants is **May 17**. State directors will receive a list of their applicants for final approval on May 18.

Celebrate SkillsUSA Through Our National Week of Service

State directors, please join us in asking your local chapters to conduct and promote a community service project during SkillsUSA's [National Week of Service](#), May 8-14. This event helps commemorate the founding of SkillsUSA on May 8, 1965. For questions, contact [Gayle Silvey](#).

Got Story-Worthy Champions?

At the national conference, the staff of SkillsUSA Champions digital magazine will be on the lookout for interview subjects. If you know of a SkillsUSA student, advisor, industry representative or alumnus who will be at national conference and whose story would be motivating and inspirational, please email SkillsUSA's director of communications [Tom Kercheval](#). A member of the communications team will then reach out to set up a specific time during conference week to meet these individuals. You are also invited to stop by the Media Room in GWCC A-402 anytime on Monday, June 20, through Thursday, June 23, to share story ideas and contacts. Our SkillsUSA communications team looks forward to meeting your champions at conference!

Student Scholarships Available for SkillsUSA Activate and Leverage

The SkillsUSA Leadership Development Scholarship provides financial support for top students to participate in SkillsUSA's 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 are in Word for easy customization. For questions, contact [Jane Short](#).

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 opening 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](#).

Due Dates

April

- April 15 Sharon Melton Myers Scholarship applications due
- April 22 SkillsUSA Talent Program applications due
- April 22 Carhartt and TSC thank-you videos 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 17 National Courtesy Corps member applications 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 GWCC A-401

July

- July 26 Student Research Foundation Scholarship applications due