



## **Executive Update 5-23**

### **Nov. 1, 2022**

#### **To:**

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

#### **Important Dates:**

Nov. 16                      Pour the IndusTEA  
Nov. 14-20                 National Apprenticeship Week  
Nov. 30-Dec. 3            ACTE's CareerTech Vision 2022, Las Vegas

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### **SkillsUSA WorldSkills Competitor Wins Bronze**

A huge congratulations goes to Jordan Packer of Utah for winning a bronze medal in Welding at the WorldSkills Competition 2022 Special Edition, held Oct. 17-20 at the Lincoln Electric Welding Technology and Training Center in Cleveland. Packer was the sole U.S. competitor at the event, which was part of a series of 62 WorldSkills 2022 Special Edition competitions held between Sept. 7 and Nov. 26 in 26 cities and

15 countries and regions across Europe, North America and East Asia. The WorldSkills Competition 2022 Special Edition, presented by Samsung, is the official replacement for WorldSkills Shanghai 2022, which was canceled in May due to the pandemic. For more information, quotes and photos, [visit the website](#). The next WorldSkills competition takes place Sept. 10-15, 2024, in Lyon, France.

### **#MadeInSkillsUSA Fall Social Media Campaign Launches**

SkillsUSA wants to showcase the great accomplishments our members make every day as skilled workers and leaders, and that's what the new #MadeInSkillsUSA social media campaign is all about. We're asking members to share photos on social media — using the hashtag #MadeInSkillsUSA — that highlight their skilled accomplishments. The photo can represent something they made with their hands in or outside the classroom (a construction project, a graphic, a beautiful hairstyle, a culinary creation, etc.) or a personal achievement made in and through SkillsUSA (landing a job or internship, delivering a speech, leading a meeting, etc.). Through this campaign, members can explore different career clusters and connect with each other through their mutual love of SkillsUSA. [Learn more here](#). For questions, contact [Hayley Uffelman](#), SkillsUSA's social media manager.

### **Register Now for Pour the IndusTEA**

On Wednesday, Nov. 16, SkillsUSA will host Pour the IndusTEA, an industry panel discussion specific to each career cluster that we cover. This high-energy, informative experience will connect students with business and industry panelists. We invite classrooms to attend this career-focused event to gain useful insight and information about the industries they're stepping into. [Learn more and register here](#).

### **State Leadership & Skills Conference Support**

New resources have been developed to support your 2023 State Leadership and Skills Conference (SLSC). Get ready for a great conference with turnkey resources developed with the state director in mind. From a SLSC State Media Kit to a SLSC State Director Planning Guide, from Technical Chair Guides to a Judge's Toolkit, you'll find it all [here on the SkillsUSA State Association Gateway page](#). Please join us for one of the upcoming training opportunities (listed on the [Gateway calendar](#)) or view a pre-recorded walkthrough of the resources.

### **SkillsUSA Website Redesign Survey**

SkillsUSA's Office of Communications is in the process of gathering stakeholder feedback as we prepare to completely redesign the SkillsUSA website. This will be a complete "start-from-ground-zero" redesign, and the goal will be to create a more public-facing website that will not only better serve the needs of our members but also more efficiently, effectively and passionately convey SkillsUSA's mission and purpose to the general public. With that in mind, we'd love to get your feedback on what you'd like to see in the new site. [Please consider filling out the Website Redesign Survey here](#). The survey will be active through Nov. 14.

## **SkillsUSA Week T-shirt Design Challenge Submissions Due**

SkillsUSA is still seeking student designs for the official T-shirt of SkillsUSA Week 2023. The winning design will be produced by the SkillsUSA Store. The contest is open to all paid student members. Only one entry per SkillsUSA member is permitted. Designs should be appropriate for use on a red T-shirt and follow the design specifications outlined in the [Challenge Guide](#). The deadline for submissions is **Nov. 7** at 5 p.m. ET.

## **Looking for “Straight-Out-of-High-School” Success Stories**

[SkillsUSA Champions magazine](#) is looking to feature more success stories about members who chose career pathways that did not involve college and instead embarked on successful and fulfilling skilled trades careers directly out of high school. If you know of SkillsUSA graduates in your state who fit that description, please let us know. We anticipate that these students are successfully employed because of the skills they gained through SkillsUSA and that they did not incur student loan debt to launch their careers. If these students went to work for a partner they met through SkillsUSA, we'd love to hear about that, too. Please send a brief description of your graduate to Office of Communications Associate Director [Karen Kitzel](#).

## **National Apprenticeship Week in November**

This year's National Apprenticeship Week (NAW) is Nov. 14-20. This national celebration was established by the U.S. Department of Labor to bring together business leaders, career seekers, labor, apprentices, educational institutions and others to showcase the positive impact apprenticeship programs have on addressing the skills gap and preparing the American workforce for the jobs of today and tomorrow. To join the celebration, host an apprenticeship graduation, business open house, high school career fair, skills competition or industry roundtable event — or submit a proclamation supporting NAW and apprenticeship. [Learn more about NAW.](#)

## **Due Dates**

### **November**

- Nov. 1      Extended Deadline for ACTE Teacher and Lifetime Achievement Awards Applications
- Nov. 7      SkillsUSA Week T-shirt Designs due
- Nov. 14     Website Redesign Survey responses due
- Nov. 15     Deadline for membership registration of at least 15 students and one professional member due to receive a free resource