



Executive Update 11-23

Feb. 1, 2023

To:

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

Important Dates:

February	Career and Technical Education Month
Feb. 2	Virtual SkillsUSA Technical Committee Chair Meeting
Feb. 6-10	SkillsUSA Week
March 1	National Membership Deadline
May 4	National Signing Day
May 8	SkillsUSA's 58th Anniversary

In This Issue:

- Virtual Conference Management Training Resources Available
- Finalize Your SkillsUSA Week Plans
- Honorary Life, Outstanding Educator and Hall of Champions Nominations Final Reminder
- Remind Advisors to Register Members by March 1
- New Chapter Recognition
- Interested in Mentoring a New State SkillsUSA Director?
- National Officers Ready to Serve
- 2022-23 Advisor of the Year Resources Available
- Letterhead Templates on the Brand Assets Page
- State Awards Reminder for Advisor of the Year
- Share Your Success Stories with SkillsUSA

- Due Dates (through April)

Virtual Conference Management Training Resources Available

On Jan. 17-20, SkillsUSA staff held a series of four virtual Conference Management System (CMS) training sessions for state directors and their state conference management teams to assist them in managing registration and scoring for upcoming State Leadership and Skills Conferences. Each day included a three-hour training plus an hour for questions and support. Topics included “Configuring the Conference Registration Website,” “Basics of Using SkillsUSA CMS,” “Scoring Award Presentation and Results with CMS,” and Advanced Topics and New Features. There were 68 people from 32 states attending, and if you missed this training, the recorded sessions are available on the [State Director Gateway](#) and on the [membership registration site](#).

Finalize Your SkillsUSA Week Plans

SkillsUSA Week is Feb. 6-10, and we have lots of support for SkillsUSA members who want to participate by honoring community supporters, connecting with local business and industry professionals, or making a presentation about their CTE program and SkillsUSA chapter at a school board meeting. We encourage members to plan activities that follow the daily schedule of events using the [SkillsUSA Week Chapter Guide](#). If you would like to outfit officers or members, a special SkillsUSA Week T-shirt is available in [the SkillsUSA Store](#). Shipping is free and fast. The [SkillsUSA Advocacy Site](#) has a template officers can use to promote their activities to their local media during SkillsUSA Week and Career and Technical Education Month.

Last Call for Honorary Life, Outstanding Educator and Hall of Champions Nominations

If you would like to nominate an individual for recognition as a 2023 SkillsUSA Honorary Life Member, Outstanding Career and Technical Educator or for the Hall of Champions Award, please [complete the online applications](#). The deadline is **Feb. 15 and awards will be presented at NLSC**. If you have questions, contact [Laura Rauch](#).

Remind Advisors to Register Members by March 1

State directors, please remind all advisors in your state that the SkillsUSA national membership deadline is **March 1**. Students must join by this date to be eligible for national competition, serve as voting delegates or run for national office. Professional membership provides valuable benefits, too. When advisors join, they receive access to a wealth of resources and professional development opportunities. [The list of state dues and deadlines is available here](#) and the [Membership Quick Start Guide](#) provides step-by-step instructions for joining members.

New Chapter Recognition

Make plans to formally recognize new chapters in your state at your State Leadership & Skills Conference by visiting [“New Chapter Support,”](#) located on the SkillsUSA State

Association Gateway under “Programs/Events.” On the site, you’ll find ideas for recognition, a congratulatory email/letter template and [directions](#) on downloading, printing or emailing Chapter Charter Certificates directly from the website.

Interested in Mentoring a New State SkillsUSA Director?

Experienced state SkillsUSA directors are invited to share their knowledge and experience by mentoring a new state director. To participate, potential mentors [complete a short application](#). They will then be sent a mentor guide and will be notified when there is a new state director identified as a match. This is a wonderful way to build relationships, help others and support the consistency and quality of our associations. For questions, [contact Gayle Silvey](#).

National Officers Ready to Serve

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

2022-23 Advisor of the Year Resources Available

This year’s Advisor of the Year (AOY) information and resources for state SkillsUSA directors are located on the [State Association Gateway](#). There are two separate guides: one for state associations that will use the SkillsUSA Register site to collect and judge state-level AOY applications and the other for state associations that will 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 [Laura Rauch](#).

New Letterhead Templates on the Brand Assets Page

New SkillsUSA letterhead templates are now available [on our Brand Assets page](#). Just go to the “Letterhead” section on the page, and you’ll find three separate Word files: one with the SkillsUSA main logo, one specifically for state association use and one for SkillsUSA chapter use. In the latter two examples, users would need to change the default logo to either their specific association logo or their chapter logo. Instructions for doing that are in the file description within the Brand Assets page. For questions, contact [Scott Price](#).

State Awards Reminder for Advisor of the Year

SkillsUSA supplies state-level Advisor of the Year (AOY) awards at no charge to state associations to present at your state conferences. Each state may order an award for a secondary AOY and one for a college/postsecondary AOY. To order your AOY award, email [Kim DeVenuto](#) at the SkillsUSA Store. Awards are custom-produced and shipped from the manufacturer, so order early and allow three weeks for delivery. Be sure to include this information in your email: SkillsUSA State Advisor of the Year Award, the correct spelling of the name of the advisor to be honored, your state association, your

shipping address (no P.O. boxes), and the date you need your award delivered. For questions, contact [Laura Rauch](#).

Share Your Success Stories with SkillsUSA

The [SkillsUSA Champions digital hub](#) provides new content weekly, from inspiring features to “Spotlight” stories about the great work chapters and partners are doing. To get a special SkillsUSA member’s story considered for publication (even if that story is yours), send us the details through our [“Submit a Story”](#) link.

Due Dates (through April)

February

Feb. 15 Submissions due for Honorary Life, Outstanding Career and Technical Education and Hall of Champions

March

March 1 National Education Team applications due

March 1 National Courtesy Corps applications due

March 1 SkillsUSA National Membership deadline

March 1 Annual Corporation Forms due

March 3 SkillsUSA National Pin and T-shirt Design Challenge entries due

April

April 1 President’s Volunteer Service Award applications due

April 1 State deadline to advance gold Chapter of Distinction applications for selection as Models of Excellence

April 1 SkillsUSA Master Scholarship applications due

April 1 Advisor of the Year state recipients due

April 15 National Signing Day registrations due