



Chapter Leader Planning Guide

Welcome!

Congratulations on leading your local chapter's membership recruitment week. SkillsUSA wished you much success in planning, organizing and managing this important work. This guide will help you in conducting your chapter's recruitment week. This week is designed to empower chapter leaders to recruit potential new members through a series of activities and events which promote SkillsUSA.

Chapter Recognition

SkillsUSA wants to recognize achievements of chapters that host a Recruitment Week and recruitment activities. After your week is finished, you can submit your Recruitment Week work for the opportunity to be spotlighted on [SkillsUSA Champions digital hub](#). Be sure to track your work and photograph your events so that we can highlight you.

Checklist

✓	Timeline	Activity
	4 weeks prior.	Form an ad-hoc committee for chapter recruitment.
	3-4 weeks prior.	Decide when to host your Recruitment Week.
	3-4 weeks prior.	Brainstorm activities to recruit potential new members by utilizing ideas outlined in the guide below.
	3 weeks prior.	Once your advisor and your Recruitment Week team gather all ideas, begin to pull your activities together by drafting SMART chapter goals for your work.
	2-3 weeks prior.	Write SMART chapter goals for your Recruitment Week work.
	2-3 weeks prior.	Brush up your SkillsUSA knowledge and practice your recruiting skills.
	1 prior.	Finalize any details remaining to make your Recruitment Week a success.
	Recruitment Week.	Execute all of your plans!
	One week after.	Celebrate the work of your Recruitment Week.

Form an ad-hoc committee for chapter recruitment.

The best way to recruit new members is by your own efforts, along with your chapter officers and other returning chapter leaders. A team will be most impactful in your recruitment efforts. See a short “job description” of a committee member for chapter recruitment so you can properly set expectations:

Title: Chapter Recruitment Committee Member

Duration: Approximately five weeks (based on your start of school and its regulations on organization recruitment).

Summary

The primary role of a Chapter Recruitment Committee Member is to support the committee in conducting local chapter recruitment activities and articulate the benefits of joining SkillsUSA to a potential new member. The committee member would work in leading and supporting activities to successfully host a local Recruitment Week. This work would culminate in a membership increase for the chapter.

After you secure committee members, it’s time to set dates for Recruitment Week.

Decide when to host your Recruitment Week.

Here are some things to think about while selecting Recruitment Week dates:

- What are the best dates for committee members to be able to prioritize coursework while upholding their commitment?
- Based on career and technical education (CTE) program dates, is there a week that would be best to go into classrooms and promote (check with administration or your instructors)?
- When are other student organizations hosting recruitment efforts at your school?
- Are there other big events that you could tie your Recruitment Week to or to stay away from?

Once you select your Recruitment Week dates, the fun begins of brainstorming the week’s activities.

Brainstorm activities to recruit potential new members by utilizing ideas outlined in the guide below.

Think back to when you joined SkillsUSA – what did you like about it? What could have improved the recruitment process?

There are lots of ways to engage potential new members. There are tons of ways to engage potential new members. An example of what Recruitment Week could look like is:

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<u>Monday Madness</u> Leave fliers for your membership meeting on every seat in CTE classes, lunch tables, lockers, etc. Blast it on social!	<u>Lunch & Learn</u> Setup an informational table during lunch for students to learn about SkillsUSA.	<u>Membership Meeting</u> Host a meeting to discuss all of the benefits of joining SkillsUSA. Incentivize attendance!	<u>Flipping out for Flapjacks</u> Host a breakfast for potential new members to ask any questions and engage with chapter leaders.	<u>Registration Push</u> Every member that joins by Friday is invited to an exclusive move night hosted on campus.

One of the best ways is to actively recruit within your CTE classrooms or by holding a membership meeting. See below for an example membership meeting of SkillsUSA.

Template: Sample Membership Meeting

This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, CTE program at your school, speakers and guests.

7:45 a.m. – 8 a.m.	<i>Doors Open</i> Set the room up with your presentation ready and music playing in the background. Provide breakfast items and a handout for potential new members.
8 a.m. – 8:05 a.m.	<i>Opening Remarks</i> Have the chapter officer team and membership recruitment committee members introduce themselves as SkillsUSA chapter leaders and ask your advisor to provide a welcome. Have a chapter leader share their Framework Story with everyone.
8:05 a.m. – 8:20 a.m.	<i>What is SkillsUSA?</i> Utilize a lesson plan that is found here to introduce potential new members to SkillsUSA. There is a “facilitation tips and tricks” document that can help prepare for facilitating the lesson.
8:20 a.m. – 8:25 a.m.	<i>Next Steps</i> Identify next steps for your SkillsUSA chapter. Provide the next meeting, activity or event for students to attend.
8:25 a.m. – 8:30 a.m.	<i>Q&A</i> See what potential new members are thinking! Host a Q&A session with everyone or address them individually as you wrap up the meeting.

As you prepare to engage students in participating in your events or activities, it is important to incentivize them. See [here](#) for some ideas on how to incentivize students to join your events. Also, see SkillsUSA activities for chapter meetings and class [here](#).

Promotional Materials

As you create your Recruitment Week activities, think about how you will promote them. See below for some promotional materials:

- As you work to create your meetings, see SkillsUSA’s official school year themed PowerPoint in [SkillsUSA’s Brand Portal](#).
- You can also customize utilize the Recruitment Week logo for all of your promotional materials [here](#).

Write SMART goals for your Recruitment Week work.

It is important for all leaders to create SMART goals for the projects they are managing. Once your team and your advisor have your ideas together, establish SMART goals for your activities. Two types of SMART goals should be written for Recruitment Week, one focused on [one Essential Element of the SkillsUSA Framework](#) outcome and the other on the success of the activity. Here is an example of each type of goal:

Essential Element Outcome Goal:

Chapter leaders who are in charge of Recruitment Week will use the Essential Element of *planning, organizing and management* as outlined in the high-level of detail, precision and execution by the end of Recruitment Week on Oct. 3.

Activity Outcome Goal:

Our chapter will register 25 new SkillsUSA members by the end of Recruitment Week on Oct. 3.

How to write SMART goals:

Specific: What is the purpose and intention of the goal? Does your goal contain clear and precise wording? If yes, your goal is specific.

Measurable: How can a goal be measured for success? Does your goal provide clear standards to measure the results? If yes, your goal is measurable.

Achievable: How will the goal get accomplished. Does your goal state what steps you'll take to accomplish the goal? If yes, the goal is achievable.

Relevant: Do a reality check—given the time and resources you have, is this goal truly something do-able and does it align with your chapter's overall goals? If not, go back, discuss and revise. If yes, your goal is relevant.

Time-bound: Create a realistic timeline for your goal to avoid putting them on the back burner. Is the goal deadline clear, reasonable, and specific? If yes, your goal is time-bound.

As you write out your SMART goals, be sure to think about the logistics that are covered throughout this guide. You may want to come back to your SMART goals after reading through this guide and make adjustments as your chapter's plans become clearer and concrete.

Work with your Recruitment Week committee to put your plans into action by executing necessary pre-work to host your activities.

As you put your plans into action, you need to assign specific roles and duties within your membership recruitment committee. Identify the following:

- Recruitment Week lead.
- Event/Activity lead.
- Event/Activity support roles.
 - Promotions/Communications.
 - Coordination.
 - Execution.

It is important that everyone understands their role clearly as to what needs to be done for a successful Recruitment Week.

Brush up your SkillsUSA knowledge and practice your recruiting skills.

When you're actively trying to get others to join the organization, it is important you're up to speed on SkillsUSA and how to use that knowledge to recruit members. Watch the videos underneath SkillsUSA Knowledge and then begin practicing your recruiting skills with the resources below.

SkillsUSA Knowledge

- [*What is SkillsUSA*](#) — this video quickly describes what SkillsUSA is and how the organization serves its members.
- [*SkillsUSA Framework*](#) — this video unpacks the SkillsUSA Framework and how everything members do on the local, state and national level is grounded in learning and growing in the Essential Elements of the Framework.
- [*SkillsUSA Program of Work*](#) — this video displays what members do in SkillsUSA in the classroom, workplace and chapter.
- [*SkillsUSA Membership: Connect, Learn, Grow*](#) — this video unpacks what students earn through being SkillsUSA members.

Practice Recruiting Skills

- [Recruitment Role-Play Cards](#) — use these role-play cards with other committee members or your advisor to practice questions that may come up from potential new members. Ensure what you're saying is in your own words.
- [Create your SkillsUSA Framework Story](#) — Check out this webpage to watch past SkillsUSA national officers share their Framework stories and see the resources available to create your own Framework story.

Finalize any details remaining to make your Recruitment Week a success.

You've been working the past few weeks to put together your recruitment activities. As you tie up any loose ends, think of the following:

- Is there anything else that needs to be done for the activities/events?
- Do we have our promotion plan ready to roll?
- Do we need to check in with a school administrator or activities coordinator to host the activities/events?

Check in with your committee and advisor before your Recruitment Week to ensure everyone is ready to execute a successful week.

Execute your plans!

This is where the magic happens. Enjoy your Recruitment Week and remember to share all of what SkillsUSA has to offer to potential new members.

Celebrate the work of your Recruitment Week.

You did it! Congratulations on a well-done Recruitment Week. It's important to pat yourself — and the entire committee — on the back. Also, don't forget to thank those who joined your chapter and your advisor/administrator(s) for their support.

Once you wrap up your work, submit your Recruitment Week activities for a chance to be recognized.