



2024-2025 PROGRAM GUIDE



NATIONAL
OFFICER
ELECTION PROCESS

Foreword

The National Officer Program Guide was created to assist SkillsUSA state directors, advisors and members in preparation for national officer candidacy. It provides an overview of the national officer program from beginning (candidacy) to end (completion of a year of service). Each section of the National Officer Program Guide provides information for state directors, advisors, members and parents to understand the expectations of a national officer, as well as clarifying the qualifications, rules and details of candidate events. In addition, we have provided preparation suggestions and resources for national officer candidates. We hope this all-encompassing resource will aid our stakeholders in better understanding the national officer election process and give an insight into the goals and objectives of the national officer program and the expectations of the national officers once they are elected.

Contact Information for Questions

For questions regarding the national officer election process (candidates), team and program:

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SkillsUSA National Officer Program Guide

Table of Contents

Foreword	2
Contact Information for Questions	2
SkillsUSA National Officer Program Guide	3
Table of Contents	3
Post-NLSC Information	4
Training Requirements of the 2024-2025 National Officer Team	4
Section 1 — National Officer Job Description	5
National Officer Training Schedule for 2024-25	8
SkillsUSA National Officer Contract	9
Essential Elements of the National Officer Program	11
Section 2 — Bylaws Guiding the National Officer Election Process	13
High School Division Bylaws	13
College / Postsecondary Division Bylaws	14
Section 3 — National Officer Election Process	16
Application Submission and Deadline	22
Candidate Preparation	23
Pre-NLSC Candidate Events	24
Contact Information for Questions	28
Section 4: New Officer Announcement and Post-NLSC Information	28
Candidate Events During NLSC	28
Appendix A: National Officer Timeline of Events	29

Post-NLSC Information

Training Requirements of the 2024-2025 National Officer Team

During the annual National Leadership & Skills Conference, SkillsUSA delegates from across the country elect 10 high school (five at-large positions and five regional vice presidents) and five at-large college/postsecondary officers to serve as student leaders for the organization. These national officers serve in various roles throughout their year of service. As leaders, they serve as communicators, advocates and facilitators.

The national officer team leads two SkillsUSA national conferences, including the Washington Leadership Training Institute (WLTi) and the National Leadership & Skills Conference. The national officer team also serves local chapters and teaches members skills from the SkillsUSA Framework to help them become career ready.

Being a national officer is the ultimate personal growth and student leadership experience within SkillsUSA. The programs focus on five key essential elements of the SkillsUSA Framework: Responsibility, Communication, Teamwork, Leadership and Professional Development. The skills learned through the national officer program will help these student leaders succeed in serving the organization throughout their lives and future careers.

Section 1 — National Officer Job Description

Position Title: SkillsUSA National Officer

Work Location: Remote with travel opportunities for training and assignments
Duration: Aug. 1, 2024 to July 31, 2025
Weekly Hours: Three to 10 hours or more per week. This time includes training, assignments, activities, pre-work, growth plans, mentoring meetings, etc.

Reports To: National Officer Program Manager

Application Process: Complete the national officer application by May 30, 2024, and participate in the national officer election process.

ORGANIZATION BACKGROUND

SkillsUSA is a national career and technical student organization serving middle-school, high-school, and college/postsecondary students preparing for career and technical education (CTE) careers. SkillsUSA is America's proud champion of the skilled trades. Our mission is to empower students to become skilled professionals, career-ready leaders and responsible community members. We improve the quality of our nation's future skilled workforce by developing SkillsUSA Framework skills, including personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

SUMMARY

The primary role of a SkillsUSA national officer is to serve SkillsUSA at the local, state, and national levels to support our organization's mission. Being a national officer means representing more than 350,000 SkillsUSA student members, as well as the principles and purposes of our organization at all times. In this role, an officer will communicate critical organizational information and promote career and technical education. As a student leader, each officer must be clear on their priorities, able to manage various tasks and projects and use effective time and stress management strategies.

Through this program, national officers are challenged to take risks, seek improvement, seek feedback and support honestly. National officers can risk boldly and step outside their comfort zone in a supportive environment. During the program, officers are taught advanced communication and facilitation strategies to implement within their work. National officers must have a desire to improve and be open to feedback. While serving on their respective national officer team, they must collaborate with their fellow national officers and support them sincerely.

National officers must understand the value of their current work and its future impact. Officers may have meetings or presentations with business and industry, government officials and educational leaders, all of which help shape the image and future of SkillsUSA and career and technical education.

MINIMUM REQUIREMENTS:

Candidates should meet the minimum requirements outlined in the SkillsUSA High School Division Bylaws and SkillsUSA National College/Postsecondary Division Bylaws here.

PREFERRED REQUIREMENTS:

The position requires strong SkillsUSA and CTE experience. Candidates should have had at least one year of SkillsUSA leadership experience as a local, district or state officer willing to continue their development. Participation in the following programs is beneficial: Delegate Program, Elevate, Leverage, WLTi, Fall Leadership Conference or earning the President's Volunteer Service Award.

TRAVEL REQUIREMENTS:

National officers must be available to travel for training and events throughout their year of service. Please see the "Training and Travel Requirements for the 2024-25 SkillsUSA National Officer Team" on page 8.

ROLE FUNCTIONS IN THE NATIONAL OFFICER PROGRAM:

Responsibility

- Accept the consequences of actions and choices — both positive and negative — and use what is learned to inform a future situation.
- Follow through on commitments at high quality with minimal supervision.
- Proactively seek feedback on tasks and assignments and seek help to complete a difficult task or a task when there are questions.

Communication

- Use the POWER formula to deliver a variety of effective communication outputs.
- Craft and share messages formally and informally about CTE and SkillsUSA with any stakeholder in a knowledgeable way.

Teamwork

- Define and fill the officer role within their respective team.
- Understand, encourage and enable the fulfillment of others' roles within their respective team.
- Contribute collaboratively to achieving the SkillsUSA vision and mission through a well-defined action plan.

Leadership

- Demonstrate attributes that cause followers to trust.
- Model compassion.
- Exhibit characteristics of stable leadership.

- Generate hope in followers.

Professional Development

- Actively engage in developing a rich mentor-mentee relationship.
- Evaluate personal limitations and abilities to develop a personal growth plan that achieves short-term and longer-term career and personal goals.
- Complete a personal growth plan including self-reflections and mentor and national officer program leadership feedback.

ASSIGNMENTS

Throughout a national officer's year of service, they will be engaged in numerous assignments. Selection of a national officer for a particular assignment is based on many factors: the necessary skill set, past performance, recent opportunities, training program, future career goals, division (high school or college/postsecondary), geographic location, and budget constraints. All factors are considered before an officer is offered an opportunity. Examples of assignments include:

- Lead WLTI with the national officer team.
- Facilitate workshops during Fall Leadership Conferences.
- Serve as a speaker or panelist for a partner conference.
- Host an Alumni or Partner Ask Me Anything event on Instagram Live.
- Provide greetings at the ACTE Vision Conference.
- Interact with government officials at the ACTE Policy Summit Reception.
- Serve as a speaker or assistant at a state conference.
- Lead NLSC with the national officer team.

National Officer Training Schedule for 2024-25

This tentative calendar lists the basic training and travel requirements for the 2024-25 SkillsUSA National Officer Team. It does not include the additional time dedicated to the office each week (three to 10 hours per week, on average). Other travel and assignments may be added at any time with advance notice.

**Updated
Information**

Task	Month	Days
National Leadership & Skills Conference	June 24-28, 2024	5 Days
Post-Election Training (<i>virtual</i>)	July 1-3, 2024	3 Days
Summer National Officer Training	July 13-19, 2024	7 Days
Facilitator Training	July/August 2024	4 Days
Washington Leadership Training Institute and Pre-WLTI Training	September 2024	7 Days
State Fall Leadership Conferences	October or November	3 Days
SkillsUSA Week	February 5-9, 2024	5 Days
State Leadership and Skills Conferences	March or April	4 Days
Pre-NLSC Training	March, April or May	4 Days
National Leadership & Skills Conference	June 18-28, 2025	10 Days

These events are mandatory for all national officers to attend in person. Attendance type (virtual or in-person) is subject to adjustment closer to event dates. As with all programming, we will be sensitive to unique circumstances and make accommodations for students to engage in these leadership experiences.

We require a support letter from a student's advisor and school administrator in the application process. Hence, we expect officers to be given permission to engage in all experiences. SkillsUSA makes all reservations and covers all travel expenses for official national officer business. Any opportunity offered to a national officer by anyone other than the team manager should be discussed with the team manager before it is accepted.

SkillsUSA National Officer Contract

As a national officer of SkillsUSA Inc., I, [Name], have the responsibility to represent all members of the organization. My conduct must be exemplary at all times since I always represent the organization. I will meet with students, advisors, administrators, business and industry representatives, government officials and educational leaders during my year of service. When I sign this National Officer Contract, it is with the understanding that my commitment to the year of service is substantial, as are the rewards of serving the organization. I will also be reaffirming the ideals of SkillsUSA Inc.

As a national officer of SkillsUSA Inc., I agree to adhere to the following rules and regulations:

Conduct

- I will, at all times, represent SkillsUSA to the best of my abilities.
- I will, at all times, respect all property and the rights of others.
- I will, at all times, implement and support the SkillsUSA culture of inclusion and diversity.
- My conduct will be exemplary at all times, during and outside of SkillsUSA functions.
- If under 21, I will not use alcohol, tobacco or illegal substances. If over 21, I will forgo all alcohol, tobacco, and illegal substances while representing SkillsUSA at events, functions, conferences and during travel.
- I will avoid places or activities that raise questions about my character or conduct.
- I will not engage in any behavior deemed sexual harassment, including verbal, written, or physical statements or actions to or about others.
- I will, at all times, use social media accounts appropriately. This includes not engaging in bullying or cyberbullying of others, including threatening words or behavior; menacing, hazing, taunting, or intimidation; the use of lewd, profane, or vulgar language; verbal or physical abuse of others; or other threatening behavior toward others at any time.

SkillsUSA Program

- I will attend all training and activities as assigned.
- I will be on time for all functions.
- I will complete all assignments given to me by my national officer manager or SkillsUSA staff members on time.
- I will be prepared for all conferences and events by knowing my curriculum and will submit all written speeches at least one week before delivery.
- I will regularly communicate with my national officer manager, state director and chapter advisor.
- I will monitor my social media accounts and my SkillsUSA email account and use them appropriately at all times.
- If elected as a national officer, I will resign any other SkillsUSA elected positions during my tenure so I can fully commit to this role.
- I will immediately resign my SkillsUSA office if I am involved in any activity deemed

detrimental to SkillsUSA, my school, or my reputation, including being arrested and charged with a crime.

- I will adhere to the stated SkillsUSA dress code and grooming standards.
- I will respect SkillsUSA attire and will not inhale or smoke cigarettes, e-cigarettes, use a vape pen, or any other substances while wearing clothing bearing the name or logo of SkillsUSA, including at outdoor venues.
- I commit to an entire year of service that begins immediately after my election, and that concludes with the National Leadership & Skills Conference, the following June.

School/Membership

- I will maintain active SkillsUSA membership as outlined in Article IV Section 5 of the SkillsUSA High School and College/Postsecondary Bylaws by being “enrolled in a coherent sequence of courses or career major” and attend classes at the school where my SkillsUSA chapter is based.
- I will register as a member and pay SkillsUSA member state and national dues for the year in which I am a national officer by the deadline of March 1.
- I will attend school daily unless I am on official SkillsUSA business or other approved excursions or if I am ill.
- I will plan for absences and make up for any classwork missed.
- I will maintain above-average grades in all my classes.
- I will immediately resign from my SkillsUSA office if I am no longer enrolled in my school/training program due to dropping out, being suspended or expelled.

Traveling

- When traveling for SkillsUSA, I will abide by the stated curfew.
- When traveling for SkillsUSA, I will spend each night in the hotel room I was assigned. I will only enter the hotel room I was provided.
- When traveling for SkillsUSA, I will respect all public and private property, including the hotel where I am staying.
- When traveling for SkillsUSA, I will always keep the SkillsUSA staff in charge informed of my whereabouts. I will only leave the hotel to which I am assigned with the permission of the assigned SkillsUSA staff managing the event.

I understand and commit to the above statements and expectations, and I understand the consequences and potential disciplinary actions, including my removal from office, if I fail to fulfill my duties as a SkillsUSA national officer.

National Officer Candidate Signature

Date

Essential Elements of the National Officer Program

The national officers will participate in experiences that touch on all 17 Essential Elements of the SkillsUSA Framework. However, the national officer program will focus primarily on five Essential Elements: Responsibility, Communication, Teamwork, Leadership and Professional Development.

- Responsibility — Taking ownership of my work, my behavior and my actions
- Communication — Sending and receiving clear messages
- Teamwork — Working with others to achieve a common goal
- Leadership — Influence the hearts, minds, and actions of others
- Professional Development — Intentional learning experiences that enhance your career path

PROGRAM OUTCOMES

As a result of the National Officer Program, the SkillsUSA mission is achieved by ensuring that the national officers can demonstrate proficiency in the Essential Elements as follows:

Responsibility

- Follow through on high-quality commitments with minimal supervision while proactively seeking feedback on tasks and assignments.

Communication

- Develop and deliver effective oral or written communication about SkillsUSA and CTE that is targeted at various stakeholder audiences.

Teamwork

- Define and fulfill your role within the team and empower teammates to do the same to achieve the national officer team's greater purposes.
- Collaborate with their team to develop a well-defined action plan to achieve the SkillsUSA vision and mission.

Leadership

- Exhibit the four primary characteristics of high-quality leaders as defined by SkillsUSA: trust, compassion, stability and hope.

Professional Development

- Evaluate personal strengths and limitations to develop and execute a personal growth plan that achieves short-term and long-term career and personal goals.

GROWTH PLAN

The national officer growth plan is designed to structure personal growth focused on developing and growing the 17 Essential Elements outlined in the SkillsUSA Framework. Initially, national officers will complete an individual evaluation of their level of proficiency in each of the indicators found in the Essential Element rubrics.

Based on these results, the high school and college/postsecondary officers will establish SMART (specific, measurable, achievable, relevant and time-bound) goals to accomplish during their year of service focused on growth within the five key Essential Elements of their respective national officer programs.

Section 2 — Bylaws Guiding the National Officer Election Process High School Division Bylaws

ARTICLE V — NATIONAL OFFICERS

Section 1. The national officers of SkillsUSA High School Division will be a slate of five, elected at large. Additionally, five regional officers will be elected from the region where they reside and elected by the House of Delegates.

Section 2. The House of Delegates shall elect national officers who will serve from Aug. 1 through July 31 at each annual national meeting.

Section 3. A student elected to a national office must remain in active membership status until the completion of the term of office.

Section 4. During the period between national officer elections and training, vacancies in any national office shall be filled by appointment by the president of the board of directors. If a national officer-elect fails to attend national officer training, the officer will forfeit the privileges of being a national officer for that year. Replacements for national offices will continue to follow the National Officer Program Guide, but only before national officer training. Vacancies occurring after national officer training will not be filled.

ARTICLE VI — QUALIFICATIONS FOR NATIONAL OFFICE

Section 1. Candidates for national office shall have:

- Active membership status at the time of election and through the completion of term in office.
- Endorsement of the state association and chapter representing during the term in office.
- At least one full school year remaining in high school.
- Been selected by their state association as a national officer candidate.
- Adhered to all national officer candidate requirements in the National Officer Program Guide.

The board of directors has defined the present active membership status at SkillsUSA and endorsement of the state association as defined in Article IV and must plan to continue in the training program for at least one more year.

If a student is elected to serve and cannot fulfill the obligation, the state may forfeit the right for officer candidates in their division the following year. The board of directors will review the situation, listen to the concerned parties, and make the final recommendation/decision.

Section 2. A member who holds an elected position before election to a national office

may be ex-officio in their state or local organization and must vacate the elected position during their tenure in national office.

Section 3. The delegates cast final ballots. All voting for national officers shall be by secret ballot. The five top at-large recipients will be the at-large national officers.

Section 4. The Nominations Committee shall be comprised of the following individuals:

- National Executive Council members, past or current.
- One member of the SkillsUSA board of directors.
- One corporate member.
- Five regional representatives from the SkillsUSA State Directors Association.

ARTICLE X — VOTING

Section 1. Members shall exercise their franchise at national meetings or conferences through duly elected representatives or delegates of the chartered state associations.

Section 2. All official delegates and alternates must be certified by the respective SkillsUSA director of each state, territory, or U.S. possession to the national executive director by June 1 before the national meeting.

Section 3. Voting on national officers shall be done by secret ballot.

Section 4. Any person elected to a national office must receive a majority of the votes recorded.

College / Postsecondary Division Bylaws

ARTICLE V — NATIONAL OFFICERS

Section 1. The national officers will be a slate of five, elected at large by the House of Delegates at each annual national meeting and shall serve from Aug. 1 through July 31.

Section 2. A student elected to a national office must remain in active membership status until the completion of the term of office.

Section 3. During the period between national officer elections and training, vacancies in any national office shall be filled by appointment by the president of the board of directors. If a national officer-elect fails to attend national officer training, the officer will forfeit the privileges of being a national officer for that year. Replacements for national offices will continue to follow the National Officer Program Guide, but only before national officer training. Vacancies occurring after national officer training will not be filled.

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- Active membership status at the time of election and through the completion of term in office.
- Endorsement of the state association and chapter representing during the term in office.
- Been selected by their state association as a national officer candidate.
- Adhered to all national officer candidate requirements in the National Officer Program Guide.

The board of directors has defined the present active membership status at SkillsUSA and endorsement of the state association as defined in Article IV. If a student is elected to serve and cannot fulfill the obligation, the state may forfeit the right for officer candidates in their division the following year. The board of directors will review the situation, listen to the concerned parties, and make the final recommendation/decision.

Section 2. A member who holds an elected position before election to a national office may be ex-officio in their state or local organization and must vacate the elected position during their tenure in national office.

Section 3. The delegates cast final ballots. All voting for national officers shall be by secret ballot.

Section 4. The Nominations Committee shall be comprised of the following individuals:

- National Executive Council members, past or current.
- One member of the SkillsUSA board of directors.
- One corporate member.
- Five regional representatives from the SkillsUSA State Directors Association.

Section 5. Each state will be allowed only two candidates for national office per year.

ARTICLE X — VOTING

Section 1. Members shall exercise their franchise at national meetings or conferences through duly elected representatives or delegates of the chartered state associations.

Section 2. All official delegates and alternates must be certified by the respective SkillsUSA director of each state, territory, or U.S. possession to the national executive director by June 1 before the national meeting.

Section 3. Voting on national officers shall be done by secret ballot.

Section 4. Any person elected to a national office must receive a majority of the votes recorded.

Section 3 — National Officer Election Process

Being a national officer is SkillsUSA's ultimate growth, personal development and student leadership experience. The skills learned through this leadership program will help officers succeed in serving the organization and throughout their lives and careers. Potential candidates should be dedicated to SkillsUSA, have a desire to serve the organization's members, be able to work on a team, and be willing to learn and grow.

[Click for](#) the **National Officer Candidate Application and Submission**

PREPARATION OF APPLICATION COMPONENTS

The national officer candidate application is available online, but there are several items you need to prepare before starting the online application, as it will not save unfinished work.

The steps below will assist you in your application preparation.

**The application deadline is May 30, 2024, at 6 p.m. ET.
There are NO exceptions to this deadline for any reason.**

Step 1

Ensure the national officer candidate qualifications (HS and C/PS) are met as outlined in the SkillsUSA High School Division Bylaws and SkillsUSA National College/Postsecondary Division Bylaws.

NOTE: Each national officer candidate shall be an active SkillsUSA member eligible to retain active membership until the member completes the term of office if elected. Please double-check with your SkillsUSA state director and confirm you are a registered member and that dues for state and national membership were submitted by the state and national deadlines for the year you are running for national office.

Step 2

If qualifications are met, request and gather the following documents in your application preparation process as early as possible. You will upload and attach these documents in PDF format as part of your online application.

Documents to be labeled (First Initial_Last name_Document Title), i.e.,
M_Smith_ChapterAdvisorSupportLetter.PDF

Only ONE file is allowed per upload area on the application. Combine multiple documents into a single PDF document. Several apps are available to assist with this - Tiny Scanner, PDF Scanner, or Scannable.

High School Senior C/PS candidates – PLEASE NOTE – the documents below must reflect the school/chapter you will attend/be a member of NEXT school year.

SkillsUSA State Director Endorsement Letter

Endorsement from the SkillsUSA state director of the state association the candidate will serve during their term in office, including a handwritten signature.

The following statement must be included in the letter:

“I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate’s disqualification. Additionally, I will do my best to ensure that anyone campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures.”

School Verification Letter

Verification letter from a school administrator indicating that:

HS: Candidate is enrolled in a coherent series of courses or career major that prepares them for further education or employment and who is earning credit toward a high school diploma/certificate, or its equivalent, and must plan to continue in the training program for at least one more year.

C/PS: The candidate is enrolled in a coherent sequence of courses or career major that prepares the student for further education or employment and earning credit toward a diploma/certificate or its equivalent. Letters must include a handwritten signature and program name.

School Administrator Support Letter

This letter must be from an administrator of the school the candidate will be attending during the term in office, including a handwritten signature. The following statement must be included in the letter:

“I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate’s disqualification. Additionally, I will do my best to ensure that anyone campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures.”

Chapter Advisor Support Letter

This letter must be from the chapter advisor and confirm the candidate will be a member during the term in office, including a handwritten signature. The following statement must be included in the letter:

“I am aware of and agree to follow the national officer candidate campaign policies and procedures and understand that violating these policies and procedures may result in the candidate’s disqualification. Additionally, I will do my best to ensure that anyone campaigning on behalf of the candidate from our state/chapter/school will adhere to the campaign policies and procedures.”

SkillsUSA Courses and Credentials

National officer candidates must have completed the following courses before they apply. Information is available and courses are accessed at **absorb.skillsusa.org**.

SkillsUSA Framework Certification

Complete the e-course and all associated work and pass the assessment with a minimum score of 80% to earn the certification and download a certificate.

CTE Knowledge Certification

Complete the e-course and all associated work, and pass the assessment with a minimum score of 80% to earn the certification and download a certificate.

SkillsUSA Career Essentials Credential

Candidates must earn the SkillsUSA Career Essentials Advanced or Adult Learner Credential before applying and provide a copy of the credential badge indicating passing the associated course and assessment at 80% or higher.

Earning this credentials requires:

- Completing, submitting and receiving instructor approval on the Career Readiness Portfolio in the Capstone Unit
- Passing (at 80% or higher) the SkillsUSA Career Essentials: Assessment, Career-Ready assessment

The courses and additional information, are available at www.careeressentials.org/implement/experiences/.

Access to Certifications and Career Essentials

SkillsUSA offers access to the Certification e-modules and Career Essentials at no cost to students who are interested in running for national office. Students can contact Payten Gallatin at pgallatin@skillsusa.org for no-cost access to these courses.

Career Essentials Cohort Group

SkillsUSA national staff will lead a Career Essentials cohort group for potential national officer candidates in the fall (mid-August to mid-January) and in the spring semester (mid-January to mid-May). Potential candidates can be enrolled in the Advanced or Adult Learner course and have a national staff member as their instructor to earn the Career Essentials credential. Please see **here** for more information, including the syllabus and sign-up form.

Step 3

Gather the following information to complete the application:

- Candidate Designation
- State Association Region
- Division
 - High School
 - Type of position you are seeking
 - At-large Position (President, Vice President, Secretary, Treasurer, Parliamentarian)
 - Regional Vice President
 - Undeclared / Undecided
 - College/Postsecondary

SkillsUSA Membership

- Have you paid the current year's chapter, state, and national membership dues?

Candidate Information

- First Name, Last Name
- Candidate's Mailing Address
- Date of Birth
- Cellphone Number
- Email
- Any special accommodations needed
- CTE Program
- School Name
- School Address
- School Phone Number

Are there any additional factors that would assist SkillsUSA with providing you with a safe and inclusive environment, including medical, emotional or other supportive needs? We will do our best to meet your needs whenever possible. SkillsUSA may involve your parents or guardians, chapter advisor or SkillsUSA state director as necessary. You may contact Sara Cobb, Program Manager – Student Leadership Initiatives to arrange these needed accommodations.

Which of the following activities have you participated in during your SkillsUSA membership?

- State Officer Program
- Elevate
- Delegate Program
- Leverage
- WLTI
- President's Volunteer Service Award
- NLSC

Travel Information

- Name as it appears on your driver's license or official government ID.
- The airport you will be traveling from during your year in office if elected.

Correspondence Contact Information for:

- SkillsUSA Chapter Advisor
- SkillsUSA State Director
- School Administrator

Step 4

In 500 words or less, write answers to the following questions. (Write these in Word or a word processing program and run spell check, then cut and paste into the application.)

- Based on the national officer job description outlined in Section 1, how do you plan to serve the organization as a national officer?
- What SkillsUSA honors or awards have you received? What elected offices have you held?
- What other school, organization or community-based activities are you involved in?

Read, acknowledge, and agree to the National Officer Contract you will be held to if elected. (see pages 9 and 10)

Read, acknowledge, and agree to the candidate's campaign policies and procedures. (see pages 23, 24 and 25)

Step 5

Candidates will submit a video of their two-minute speech regarding “How I plan to serve SkillsUSA as a national officer” within the online application.

Specifications for Recording Two-Minute Speech Video

- Video can be recorded on a mobile device or tablet.
- Record only in landscape (horizontal) orientation.
- Record in 1080p or 720p. No need for 4K. Adjust your device camera settings.
- Maintain eye contact with the camera's lens; shoot in a well-lit area with light on your face, not behind you; ensure you have an indoor, clean setting for a background; try to get some depth in the shot, etc.
- Do not use graphics, zoom in/zoom out, or distracting video enhancements; stay focused on your message to delegates.
- Record in a space without background noise and as little echo as possible.
- Stand/sit close to the camera so you are the video's focus. Headshot frame versus full body frame.
- Your speech should feel natural. Rather than trying to memorize everything, write down the details or talking points you want to use in your message so you can quickly refer to them.
- Before filming, practice your message several times until you feel comfortable with what you want to say. Ensure there's some emotion in your delivery; speak clearly and enunciate well.
- Maintain eye contact with the camera for at least 2-3 seconds before you look away when you're done with your last line.
- Run through several practice recordings to ensure all aspects of your speech feel good to you, and you have the best possible sound quality.
- Dress in SkillsUSA Official Dress Attire for your final recording.

**Updated
Information**

Submit video via any file-sharing platform (wetransfer, Google drive, etc.) to: tkercheval@skillsusa.org. Do not attach your video to an email, as the large file size may prevent delivery.

Video file to be labeled (First Initial _ Last name _ Document Title) , i.e. M_Smith_SPEECH

Step 6

National Officer Candidate Application Forms

Download, print, complete and obtain signatures for both pages, verifying the SkillsUSA national officer candidate meets all the constitutional qualifications to run for office, agrees to the travel qualifications, and provides and agrees to necessary medical information and terms.

DOWNLOAD FORMS

Candidate Headshot Photo

1. Take head and shoulders photo in portrait mode (vertical) orientation.
2. Shoot against a plain, blank wall, preferably white or light colored.
3. Make sure the photo area is well-lit using lamps or facing a natural light source.
4. Avoid having shadows on your face, clothing or wall.
5. Wear SkillsUSA Official Attire (do not display any pins on your blazer).
6. Do not apply filters of any kind or modify the photo in any way.
7. Smile!

Once you have all the information, you can begin the application process!

START MY APPLICATION

Application Submission and Deadline

Once you begin the online application process, you must complete the entire application at one time, as you cannot save unfinished work. If you stop in the middle, you will have to start over.

Upon successful submission, you will receive a confirmation email.

**You will be notified by June 6 if you are eligible to be a candidate.
The application deadline is May 30, 2024, at 6 p.m. ET. No exceptions.**

Candidate Preparation

Below are the preparations that must be completed by all national officer candidates. These preparations are essential, and this information and knowledge will assist in preparing candidates to participate fully in the national officer election process.

- SkillsUSA Member Handbook — a thorough understanding of all sections
- SkillsUSA Career Essentials: Experiences, Advanced course and assessments
- SkillsUSA Career Essentials: Experiences, Adult Learner course and assessments
- National Officer Program Guide
- SkillsUSA Website: Our Mission, Vision and Values at www.skillsusa.org
- The SkillsUSA Framework
- POWERR Formula — see page 11, National Officer Program Outcomes
- Scenario Role-Play — Interview Practice. Interviewing knowledgeable individuals can be an effective way to learn what you know, what you do not know and what you need to know.
- The current version of Robert's Rules of Order, Newly Revised

Leadership and Personal Growth Resources

The following is a list of books that relate to the roles and responsibilities of a national officer and can help an individual discover their talents and passions.

- SkillsUSA's The Four Pillars
- SkillsUSA's Leveraging Your Leadership with POWERRful Presentations
- SkillsUSA's Leveraging Your Leadership with Parliamentary Procedure
- SkillsUSA's Leveraging Your Leadership with Effective Chapter Meetings
- SkillsUSA's Leveraging Your Leadership with Effective Communication
- Seven Habits of Highly Effective Teens by Stephen Cove
- 17 Essential Qualities of a Team Player by John C. Maxwell
- 21 Indispensable Qualities of a Leader by John C. Maxwell
- Habitudes by Tim Elmore

Instructions, Reminders, and Information

Approved/verified national officer candidates will receive information when their application is accepted to find instructions for virtual events, reminders for preparation work for each event, and information to assist in that preparation.

Pre-NLSC Candidate Events

ORIENTATION

A virtual orientation meeting will be held on June 11, 2024 ET at 2 p.m. During this time, the national officer candidate schedule will be reviewed, and time will be allotted for questions.

WRITTEN EXAM

On June 12, 2024, at 2 p.m., national officer candidates will take a proctored* 30-question, multiple-choice exam online via SkillsUSA Absorb. The exam will be based on material from the SkillsUSA Member Handbook and SkillsUSA national student bylaws. Candidates will receive their exam results via email by June 13, 2024.

For candidates to proceed, they must score 75% or higher on the written exam. Candidates who score 74% or lower will not continue in the national officer election process.

INTERVIEWS

On June 17, 2024 (C/PS)* and June 18, 2024 (HS)*, candidates will participate in 20-minute interviews conducted in Zoom. Candidates will be held in the Zoom waiting room until their turn. A panel consisting of a SkillsUSA board member, a SkillsUSA state director and a current SkillsUSA national officer will conduct interviews. The interview will focus on your commitment to becoming a SkillsUSA national officer and explore your leadership ideas. Candidates will be assessed using a rubric focused on the Essential Elements of the national officer program.

CANDIDATE EVENTS AT NLSC

Business Sessions and Meet the Candidate

During the National Leadership & Skills Conference (June 24-28, 2024), Delegate business sessions and a Meet the Candidate session will be held. A full conference schedule will be provided in the spring, including these sessions.

Problematic Questions

National officer candidates will be moved to a waiting room during the Delegate Business Session and brought into the main session individually. Each candidate will be read the problematic oral question and have one minute to respond.

Campaign Policies and Procedures

Campaigning will be allowed at NLSC beginning from the announcing of national officer candidates at the NLSC Opening Ceremony through the close of voting.

In-Person Campaigning

For those candidates scoring 75% or higher on the written exam and advancing

through the interview, the candidate campaign material review process will occur on Tuesday of NLSC. Candidates should bring a folder containing their itemized statement of campaign material expenses form (signed by the candidate and advisor), receipts for each item purchased, and a sample of each campaign item.

The total cost of campaign materials may not exceed \$350. Candidates must provide the following for review:

- **An itemized statement of campaign material expenses form** (signed by the candidate and advisor)
- Receipts for each item, including those purchased or borrowed from your school.
- A sample of each campaign item
- Free-standing poster, banner or display board and stand/easel.

Failure to provide receipts for every item in your campaign will result in a disqualification of that item. Candidates may only include items that have been approved in their campaign. Violators of this regulation will appear before the nominating committee for disciplinary action, which could result in removal from the ballot.

Portfolios, easels, and awards are considered campaign materials and should be included in the cost. A receipt is needed for all the items purchased or borrowed from your school. Donated or borrowed materials must have documentation showing proof of fair market value before taxes.

The following costs should be applied to any donated printing:

- 8½"x 11" color copies (no color limit): \$.15/page
- 11"x17" color copies (no color limit): \$.30/page
- 8½"x11" black and white copies: \$.05/page
- 11"x17" black and white copies: \$.10/page

Candidates are encouraged to be creative in the design and use of their campaign materials; however, the following are not allowed:

- Food items, candies, liquids, or gum
- Glass items
- Balloons, frisbees, balls, bubbles or soap
- Items that fly or make noise
- Items with the potential or qualities of being harmful, e.g., mouth glow sticks

To display materials, candidates provide their free-standing poster, banner, or display board and stand (one board per person) not to exceed 24" x 36". This measurement includes any sides or flaps used in the poster, banner, or display board theme.

SkillsUSA will provide one table for each Georgia World Congress Center (GWCC) candidate. SkillsUSA supplies no other materials.

Campaign materials used in any hotel or the GWCC may not be taped to walls, doors, windows or surfaces. If campaign materials are found taped to any hotel or GWCC

surface, fines may be charged to the candidate.

Campaign clothing items bearing the SkillsUSA logo must be purchased from the SkillsUSA Store and adhere to **the SkillsUSA graphic standards**. Please see the SkillsUSA Brand Portal **here**.

Candidates are responsible for safely securing campaign items when they are not in use. SkillsUSA and the GWCC are not responsible for any items left on or under campaign tables. Security is not provided when the campaign area is closed.

All items are subject to approval by the Nominating Committee.

Online Campaigning

Candidates may campaign online and should use the hashtag #SkillsUSA2024Candidate via social media platforms to ensure the broadest reach for virtual campaigning. Candidates are strongly encouraged to utilize the portfolio they created as a part of the Career Essentials Credential coursework by posting it online and linking to it while campaigning on social media.

Suggested tools to create and post electronic portfolios:

- www.bulbapp.com/u/digital-portfolios-for-career-and-technical-education
www.carbonmade.com
- www.portfoliobox.net www.slideshare.net
- www.Linkedin.com

Candidates and their representatives (state officers, state directors, advisors, campaign committee members, parents, delegates and members, etc.) may **not**:

- Disclose the candidate's intent to run for national office or campaign in any manner before the announcement of candidates at the NLSC Opening Ceremony.
- Create or use personal, chapter, state, or national web pages, campaign websites or custom/personalized electronic campaign apps for any campaigning.

Acceptable campaign formats include posts on social media platforms, message boards, email messages, verbal communications and campaign slogans or hashtags. Campaign efforts – electronic and otherwise – are ultimately the responsibility of the national officer candidate. Social media tools can be more challenging to monitor than other campaigning methods, so candidates must be careful that anyone who may be campaigning on their behalf understands all campaign policies and procedures.

When using social media for campaigning, please remember that candidates represent their local chapter, state and national SkillsUSA in every post, photo and comment. Use the following Social Media Guidelines to ensure a successful campaign:

Be Professional – Your digital presence should be truthful, positive and spotlight your best self, whether something is posted by you or by someone on your behalf.

Be Fair – Post only during the approved dates/times; no paid advertising allowed.

Be Respectful – Make positive campaign posts; other candidates may not be mentioned in your campaign.

Be Secure – Moderate comments and photos on all platforms, approve/allow only tasteful ones, and meet the social media campaigning guidelines.

Be Responsible – Use common sense and good ethics when posting. Ensure campaigning positively represents SkillsUSA.

Be Accountable – Tell the truth about who you are and how you will serve the SkillsUSA organization as a national officer. Ensure everyone involved in your campaign follows the policies and procedures of campaigning.

Campaign Violations

If you believe a violation of campaign policies and procedures has occurred, please report it via email to Sara Cobb. Violating campaign policies and procedures may result in disqualification.

Voting

Voting for national officers will be conducted via an online system, secret ballot. Delegates from each state will receive their unique voting code to access the online system.

Preliminary Vote – HS only

A preliminary election is held for all regional vice president offices with more than two candidates if required. Each region's two top vote recipients will be listed on the final ballot.

Final Vote

For college/postsecondary, the five top vote recipients will be national officers.

For high school, the five top vote recipients from the at-large candidates and top vote recipients from each of the regional vice president officer positions will be national officers. Any unopposed office must receive a majority of the possible votes.

Contact Information for Questions

For questions regarding the national officer election process (candidates), team and program:

Sara Cobb

Program Manager – Student Leadership Initiatives

scobb@skillsusa.org

703-737-0620

Section 4: New Officer Announcement and Post-NLSC Information

The 2024-25 SkillsUSA National Officers will be announced during the Awards Ceremony in State Farm Arena on Friday evening of NLSC. National officer candidates and one support person will be assigned seats on the arena floor near the stage. Section and seat information TBD.

Immediately Following the Announcement – The new national officers will be escorted to the stage of State Farm Arena for an orientation meeting and photo session. SkillsUSA advisors and state directors are also invited to attend the orientation meeting.

Candidate Events During NLSC

On Saturday, June 29, national officers-elect will begin their training. Additional information and return flight information will be provided at the first orientation.

Appendix A: National Officer Timeline of Events

Task	Date
Election Process <i>May 30 - June 28, 2024</i>	
SkillsUSA member dues paid	March 1
National Officer Applications due	May 30
Official Candidate Notification	June 6
Orientation	June 11
Written Exam	June 12
Interviews	June 17 or 18
Business Sessions and Meet the Candidates <i>National Leadership & Skills Conference</i>	June 24 – 28
Year of Service <i>August 1, 2024 – July 4, 2025</i>	
Post-Election Training	June 29-July 2, 2024
Summer National Officer Training	July 14-20, 2024
Facilitator Training	July/August 2024
Washington Leadership Training Institute and Pre-WLTI Training	September 2024
State Fall Leadership Conferences	October/November
SkillsUSA Week	February 5-9, 2024
State Leadership and Skills Conferences	March/April
Pre-NLSC Training	March/April/May
National Leadership & Skills Conference	June 18-28, 2025