

Advisor Planning Guide



Welcome


Welcome to the Advisor Planning Guide for scheduling a recruitment week. SkillsUSA wishes you much success in planning, organizing, and managing this important work. This guide will help you and your chapter officers in conducting your chapter's recruitment efforts. Your guide is written in conjunction with the [Chapter Leader Planning Guide](#) and includes many similarities. However, the Advisor guide share's the teacher's point of view, along with tips and tricks for assisting your students in carrying out these events.

Planning a recruitment week will empower you and your chapter leaders to recruit potential new members through a series of activities and events which promote SkillsUSA. SkillsUSA recruitment is a process that happens all year long. You may host a recruitment week at the beginning of each semester and conduct recruitment campaigns all throughout the year. We trust that the information in this guide will benefit all of your recruitment efforts.

Chapter Recognition

SkillsUSA wants to recognize achievements of chapters that host recruitment activities. After your chapter has completed its activities, you can submit your recruitment work for the opportunity to be spotlighted on the SkillsUSA Champions digital hub. Be sure to track your work and photograph events along the way. Completed events should be submitted to be featured in the digital hub [here](#).

Recommended Timeline

	Timeline	Activity
	4 weeks prior	Form a committee or recruitment week team and select dates of your recruitment week. (See page 3)
	3-4 weeks prior	Brainstorm activities to recruit potential new members by utilizing ideas outlined in the guide below. (See page 5)
	3 weeks prior	Chapter officers draft SMART goals for chapter activities. (See page 4)
	2-3 weeks prior	Encourage officers to brush up on SkillsUSA knowledge, recruiting skills, and practice any sessions they'll be facilitating. (See page 7)
	1 week prior	Finalize any remaining details. (See page 7)
	1 week after	Celebrate your chapter's success and submit your events to be featured in the SkillsUSA Digital Hub . (See page 7)

Forming a Committee

The best way to recruit new members is by student efforts, including your chapter officers and other returning chapter leaders. A committee will be most impactful in your recruitment efforts and goals. Set expectations by outlining a “job description” of a committee member:

Title: Recruitment Committee Member

Duration: Approximately 5 weeks

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

Consider appointing returning members to the committee. If your chapter has an existing officer team, include their input and consideration.

Tip: Involve current members as much as possible. New students will learn best from other students and are more likely to engage in activities that are planned and led by their peers.

Selecting a Date

When selecting a week to host your recruitment week activities, keep in mind the following questions:

- 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 host your event?
- How much time will you need to receive administration/instructor approval?
- When are other student organizations hosting recruitment efforts at your school?
- Are there other big events that you could tie your event to or that you should avoid that could take away from your event?

Tip: Be sure to remind chapter leaders and committee members of the level of commitment it may take to plan events for your chapter’s recruitment efforts. Make sure they consider things that might conflict with their schedules and abilities to carry out plans, including but not limited to: class and homework, sports, other clubs, part-time jobs, and more.

Writing SMART Goals

Start by having your student leaders write SMART goals. There are two different types of SMART goals your students can put together, with one focused on an [Essential Element](#) of the [SkillsUSA Framework](#) and the other focused on the success of the activity.

How to Write SMART Goals - Refresher

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

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

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

Relevant: Given the time and resources you have, is your goal doable, and does it align with your overall goals? If the answer is yes, your goal is *relevant*.

Time-Bound: Can you create a timeline for your goal to avoid putting it on the back burner? Is the deadline clear, reasonable, and specific? If the answer is yes, your goal is *time-bound*.

Essential Element SMART Goal - Example

"Our chapter officers in charge of recruitment 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 October 11th."

Activity SMART Goal - Example

"Our SkillsUSA chapter will register 25 new members by the end of recruitment week on October 11th by hosting three membership events."

Best Practices for Writing Goals

- Encourage students to determine overall goals that they wish to achieve by hosting recruitment activities. Examples may include: increasing membership, raising awareness about SkillsUSA, or promoting specific programs.
- Help students with tracking their progress. Allow them to keep a visual tracker in your classroom to use as a checkpoint for each planning phase.

Planning your Week*

A sample recruitment week might look like this:

Monday	Tuesday	Wednesday	Thursday	Friday
Leave fliers for your membership meeting on every seat in CTE classes, lunch tables, lockers, etc. and promote it on social media.	Set up an informational lunch and learn for students to learn more about SkillsUSA. Have all members wear their favorite SkillsUSA shirt to school.	Host your membership meeting to discuss all of the benefits of joining SkillsUSA, and incentivize attendance.	Host a breakfast for potential new members to ask any questions and engage with chapter members and leaders.	Every member that joins by Friday is invited to an exclusive movie night or game night hosted by your chapter on campus.

**Your recruitment activities are not required to be a full week; however, this is a best practice model to serve as a guide.*

Putting Plans into Action

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

- SkillsUSA's official school year themed PowerPoint, located in the [SkillsUSA Brand Portal](#)
- Assist your students in promoting activities around the school. Some common ways to promote include: flyers and posters, digital flyers and TV displays, daily announcements, email blasts, or tabling in the cafeteria or other common place.

Keys to Success

Consider these in-person as well as cost-efficient incentives you can provide to students for their participation. Your student leaders may need assistance in delivering some of these ideas:

Engagements:

- Guest speakers - invite alumni or industry professionals to lead workshops or demonstrations.
- Ice breakers/games - get students involved through fun games while learning about SkillsUSA.
- Theme - pick a theme for the chapter for the Week. Include fun activities like "dress-up" days for each day of the week.
- Competitions - organize mini-competitions or challenges to build excitement.

Incentives:

- Snacks/drinks - consider providing food and drink at activities or the chapter meeting.
- SkillsUSA merch/SWAG - purchase merch from the SkillsUSA store to hand out or use as prizes.
- Gift cards - have gift cards to use as prizes for competitions or other events.
- Raffles - enter students who choose to sign up for SkillsUSA into a raffle for a prize.

Membership Meeting

One of the most important parts of a recruitment week should be the Membership Meeting to bring current members together and recruit new members.

Sample Meeting Agenda

Use this sample meeting agenda to serve as a guideline for your event, but make sure to tailor it to your specific event, CTE program, speakers, and guests. Make sure that all chapter officers are informed of the agenda and are prepared to speak at the appropriate time(s). Let officer lead the meeting, but feel free to step in as needed.

7:30 - 7:45 AM	Set Up Set the room up with the appropriate seating, your presentation, and music. It may be beneficial to offer breakfast items and provide a handout for new members when they walk in the door.
7:45 - 8:00 AM	Doors Open Greet members as they enter and distribute any handouts.
8:00 - 8:05 AM	Opening Remarks Have the officer team or recruitment week committee introduce themselves and give a brief welcome to the members and new guests. A couple of officers can give a condensed version of their Framework story. Make sure that as the advisor, you give a short welcome too.
8:05 - 8:30 AM	Activity - Introducing SkillsUSA Utilize the student-led "What is SkillsUSA?" lesson plan to introduce potential new members to SkillsUSA. To help officers prepare for the session and practice facilitating, take a look at the Facilitation Tips & Tricks guide .
8:30 - 8:35 AM	Next Steps and Q&A Identify next steps for the audience and your SkillsUSA chapter. Announce details of the next meeting, activity, or event for students to attend. Open the room up to questions before dismissing the group. Make sure chapter officers are available throughout the room as students leave to answer individual questions as needed.

Tip: Make sure chapter leaders have some way of collecting contact information of students who attend the Membership Meeting for the first time. School emails are a preferred way of communication for future events and activities.

SkillsUSA Knowledge Refresher

Make sure your chapter officers are up to speed on their SkillsUSA knowledge and recruitment practice. Encourage them to watch these videos and practice recruiting skills using the resources below.

Tip: Set aside time during one of your planning meetings for officers to practice their recruitment skills and quizzing each other on SkillsUSA knowledge.

SkillsUSA Knowledge

- [What is SkillsUSA](#) - describes what SkillsUSA is and how the organization serves its members.
- [SkillsUSA Framework](#) - 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](#) - displays what members do in SkillsUSA in the classroom, the workplace, and the chapter.

Practice Recruiting Skills

- [Conversation 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 are saying is in your own words.
- [Recruitment Pocket Guide](#) - brainstorm who you might share your SkillsUSA story with and how you'll tell it.
- [Create your SkillsUSA Framework Story](#) - watch past SkillsUSA national officers share their Framework stories and see the resources available to create your own Framework story.

Post-recruitment week

Congratulations on a well-done recruitment week. Make sure to reward your chapter officers and leaders for all the hard work they put into pulling off this event.

Once the festivities are wrapped up, remember to [submit your recruitment week activities](#) for a chance to be recognized.

Thank YOU for playing an essential role in helping the students to host their very own recruitment week. They could not do it without the help of their local advisor(s). Your support and encouragement throughout the planning and execution of this project is extremely beneficial, for this recruitment week and for future projects alike.