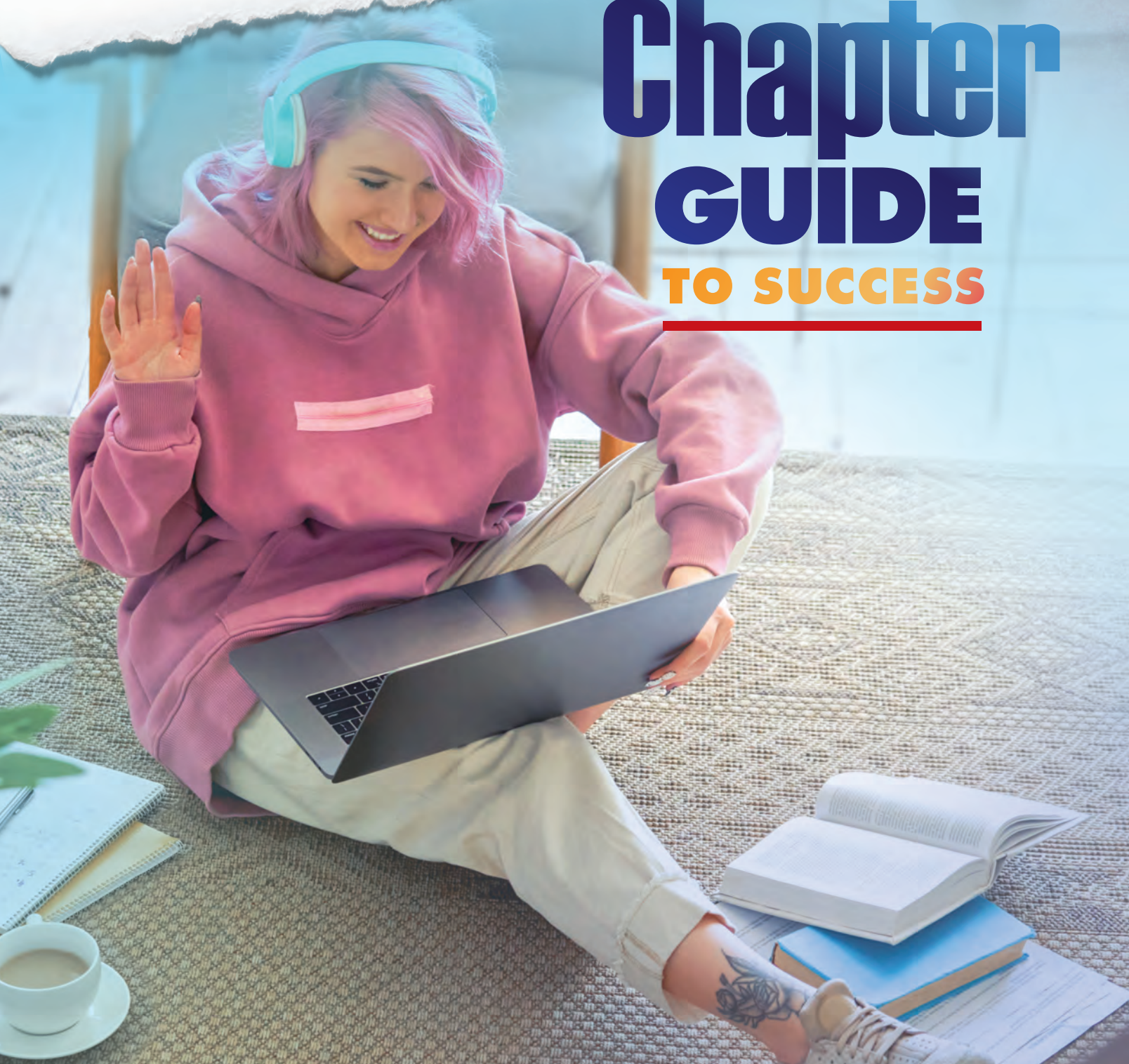




# **VIRTUAL** **Chapter** **GUIDE** **TO SUCCESS**



**T**HANK YOU FOR YOUR commitment to student growth and success. As a SkillsUSA advisor of a virtual chapter you play a vital role in ensuring students have opportunities to lead, connect, and grow within an online format.

Virtual chapters offer full SkillsUSA benefits with flexibility and accessibility through remote learning environments, online schools, or hybrid programs. Through your leadership, members will develop real-world skills, participate in national programs, and engage in competitions and leadership activities that prepare them for success in the workforce.

This guide is designed specifically for virtual chapter advisors. It walks you through the steps to start and then manage a SkillsUSA chapter and provides helpful tools, templates, and ideas for building engagement in a virtual setting.

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Photos in this Guide are courtesy of Pearson.

*Welcome to a  
new school year,  
where we encourage  
all SkillsUSA members  
to become Champions  
at Work!*

## VIRTUAL Chapter GUIDE TO SUCCESS



### CUSTOMER CARE CONTACT INFORMATION

Agents are on call on Monday, Wednesday and Friday from 8 a.m. — 5 p.m. ET,  
and Tuesday and Thursday from 8 a.m. — 7 p.m. ET

PHONE: 844-875-4557 EMAIL: [customercare@skillsusa.org](mailto:customercare@skillsusa.org) CHAT: [register.skillsusa.org](https://register.skillsusa.org)



## Section 1

### WHO WE ARE

SkillsUSA is a national nonprofit education association that serves middle school, high school and college students who are preparing for employment or further education in trade, technical and skilled service careers in 130 occupational areas. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce.

**Mission:** 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.

**Vision:** SkillsUSA produces the most highly skilled workforce in the world, providing every member the opportunity for career success.

SkillsUSA creates programs and educational resources that help the SkillsUSA advisor immerse students in this learning. In addition to building skilled professionals, SkillsUSA is also building career-ready leaders and responsible community members! This development also enables students to articulate their experience and growth because of their involvement in SkillsUSA.

### PROGRAM OF WORK

The SkillsUSA Program of Work (PoW) guides the chapter experience through varied activities throughout the year. Within the Program of Work there are six categories which reflect various situations students will encounter in the workplace. The Program of Work serves as a chapter management tool, an individual growth plan and as a student engagement tool. It sets up the SkillsUSA advisor and student members for a successful membership year as the 17 Essential Elements are developed through activities which are planned and implemented through student committee work.

### SKILLSUSA FRAMEWORK

SkillsUSA student members are career ready on Day One because of the SkillsUSA Framework skills they develop during their membership. The Framework has three components:

Personal Skills, Workplace Skills and Technical Skills  
Grounded in Academics.  
The 17 Essential

Elements outlined within each of the three components allow students to develop the skills that business and industry demand from employers.



### MEMBER SUCCESS

Celebrating student growth and career readiness is easy to do through the SkillsUSA Chapter Excellence Program (CEP). This standards-based program recognizes chapter achievement in developing the Essential Element skills in its members. When your chapter implements an activity in each Framework component they will be ready to complete a Chapter Excellence Program Quality application. Their hard work in the chapter can earn them state and national recognition. What a great opportunity to celebrate student achievement!



## Mission

SkillsUSA is America's proud champion of the skilled trades. We empower students to become skilled professionals, career-ready leaders and responsible community members.

## SkillsUSA Framework

The SkillsUSA Framework defines the mission of the organization



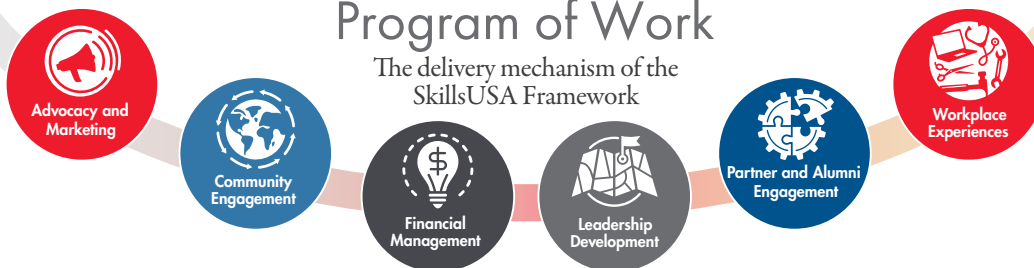
## Integration Locations

SkillsUSA Framework instruction is integrated into these three locations



## Program of Work

The delivery mechanism of the SkillsUSA Framework



## Member Success

Assessments to measure students' career readiness



## Section 2

### STUDENT BENEFITS

There are many reasons why a SkillsUSA membership is beneficial to student members.

- **BUILD COMMUNITY:** Make friends within your chapter and across your state, and nation!
  - **LEAD:** Gain and apply leadership skills within PoW committees, as chapter, state, or national officers.
  - **PARTICIPATE:** Engage in career exploration, planning and work-based learning in addition to chapter activities.
  - **SUCCEED:** Gain recognition by showcasing skills through competitions, through holding leadership positions and through the Chapter Excellence Program.
- **COMPETE:** Career competitions proudly demonstrate and recognize your skills on a local, region, state and national level.
- **ACHIEVE:** Take advantage of the many scholarship opportunities available only to SkillsUSA student members.
- **CONNECT:** Network with business and industry professionals and discover workplace opportunities.
- **PROMOTE:** To alert legislators shout out your incredible achievements of SkillsUSA student members and the importance of CTE.

### PROFESSIONAL BENEFITS

Taking on the role of an advisor to a SkillsUSA chapter is one of the most rewarding steps you can take as part of your professional career. The impact of this decision on your students and their future is life changing. You'll find that many of the roles and responsibilities of serving as an advisor support the work that you are already doing in the classroom as an instructor.

*As the advisor of your SkillsUSA chapter:*

- You will serve as an encourager, facilitator and advisor to students. You will empower your student members to take the lead of their SkillsUSA chapter.
- You provide intentional instruction about the SkillsUSA Framework and Essential Elements, allowing students to define, develop and demonstrate the skills identified.
- You connect business and industry to classroom learning, bringing relevancy to technical education and SkillsUSA Framework instruction.
- You prepare your students to demonstrate their skills through online championships that are assessed by business and industry.
- You believe that all students have value and purpose and that SkillsUSA offers the ability for students to discover and follow their career passions.



# STUDENT AND PROFESSIONAL BENEFITS

SkillsUSA professional members have access to curated content, tools and resources that are easy to implement in any learning environment. SkillsUSA's resources and chapter models offer instructors great flexibility on how to integrate learning into the CTE curriculum.

Becoming a professional member of SkillsUSA is one of the best ways to demonstrate to students the importance of joining a professional organization and the opportunities that membership will provide.

*As a professional member, you will have access to:*

- The SkillsUSA Framework Integration Toolkit
- SkillsUSA E-Courses
  - SkillsUSA Framework Certification
  - CTE Knowledge Certification
  - Building Self-Motivation in Student Leaders
- SkillsUSA Program of Work Toolkit
- SkillsUSA Championships Technical Standards
- Xplore
- Professional Development
- Recognition Programs





## Section 3

**H**ERE AT SKILLSUSA, we admire and respect what you do, and we are here to assist you on your journey of establishing your chapter. Please take a moment to view a Welcome video from our Executive Director, Chelle Travis.  
<https://bit.ly/3wZYW8R>

The information and resources that follow will act as a guide to set you up for success as an advisor of a virtual SkillsUSA chapter.

*Your SkillsUSA journey begins now!*

## Step 1

### Contact the Customer Care Team

*Connecting to the SkillsUSA* Customer Care Team will ensure that your questions on how to start a new virtual chapter, engage chapter members and strengthen an existing chapter are answered. Give them a call to ask questions or ask where to locate resources.

Phone: **844-875-4557**

Email: [customercare@skillsusa.org](mailto:customercare@skillsusa.org)



Chat: [register.skillsusa.org](https://register.skillsusa.org)



## 12 STEPS TO START A CHAPTER



## Step 2

### Secure Support from School Administration

*Successful SkillsUSA chapters* work with school administrators from the onset. It is essential to receive permission and support from your administration to start a SkillsUSA chapter. As you correspond with your administrator to secure their support, use the chapter SkillsUSA logo generator, photos, and PowerPoint templates which can be found in the [SkillsUSA Brand Portal](#).



## Step 3

### Connect with Your State SkillsUSA Director

*Once you have received support* from your school administration, connect with your SkillsUSA State Director. You can find a directory on the SkillsUSA website or call the Customer Care Team to get connected. If you haven't done so in the past, both a SkillsUSA charter and bylaws must be filled out and submitted to your SkillsUSA State Director to make your chapter official!

**Chapter Charter Application:**



**Constitution and Bylaws Templates:**

**College/Postsecondary Local Chapter Constitution and Bylaws Template**



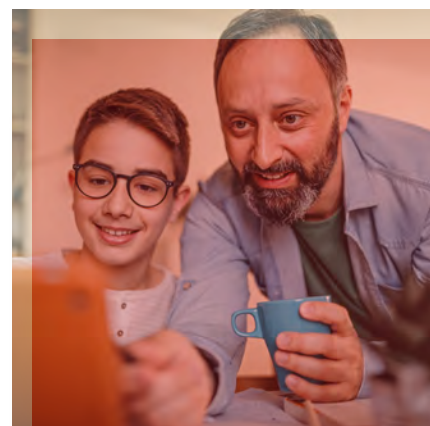
**High School Local Chapter Constitution and Bylaws Template**



**Middle School Local Chapter Constitution and Bylaws Template**



**State Association Directors**





Scan here for  
SkillsUSA's LMS,  
a one-stop location for  
SkillsUSA curriculum,  
assessments and  
certifications.



## Step 5

### Registering Student and Professional Members

#### PROFESSIONAL MEMBERS

*Registering yourself* as a professional member will allow you access to incredible professional member benefits. Review the video below to learn the process for registering yourself and your student members.

Take a moment to watch a short video on the impact of becoming a **SkillsUSA Advisor**:



Now that you've established your chapter, it's time to register yourself as a professional member. There are two resources that you can utilize to walk you through the process of registering yourself as a professional member:

#### Quick Start Guide to Membership



#### Member Enrollment Guide (Applies to participating states.)



## Step 4

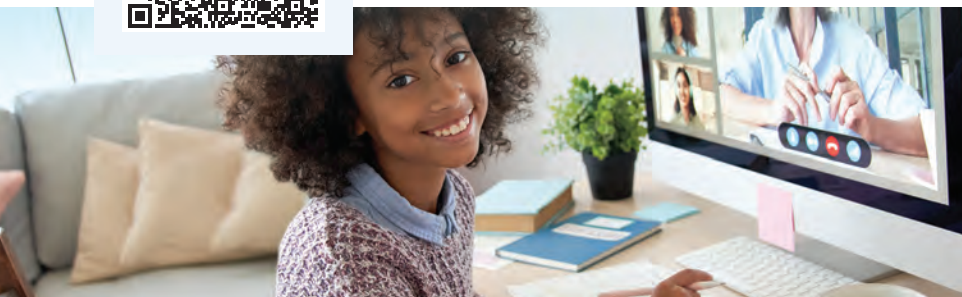
### Incorporate SkillsUSA into Your Teaching Syllabus

*Don't miss this fundamental* opportunity to start the year off right! Ensure that students' families understand that SkillsUSA will be an integral component of your career and technical program this year by placing "who we are" information directly into your syllabus to illustrate its importance.

The SkillsUSA Framework develops students in three distinct components: Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. When the Framework is integrated into the Program of Work, which outlines intentional planning and execution of chapter activities, students gain meaningful experiences that prepare them for success. Parents will appreciate that their students are becoming employable and gaining a competitive advantage in the job market by developing the Essential Elements through their involvement in CTE and SkillsUSA experiences.

## TAKING STEPS

*SkillsUSA  
Defined*



Registering yourself as a professional member gives you access to the following resources and much more:

### ■ **SKILLSUSA FRAMEWORK INTEGRATION TOOLKIT:**

The Framework Integration Toolkit has everything you need to ensure career readiness for students including videos, lesson plans, experiential activities and more.

### ■ **SKILLSUSA PROGRAM OF WORK TOOLKIT:**

The Program of Work Virtual Activity Guide provides plans to help your chapter implement effective activities.



### ■ **XPLORE:**

A chapter curriculum for members to mentor and engage middle school students in STEM learning while creating an opportunity for future recruitment.

### ■ **SKILLSUSA CHAMPIONSHIPS:**

The SkillsUSA Championships Technical Standards are the official rules and regulations for each of the competitions that are part of the championships. This resource is updated annually and is available in early October!

### ■ **E-COURSES:**

These are short modules on the SkillsUSA Framework Certification, CTE Knowledge Certification, and Building Self-Motivation in Student Leaders.

### ■ **ADVISOR PROFESSIONAL DEVELOPMENT:**

A variety of training opportunities to help you become a pro at leading your officers and chapter members, from webinars to multi-day sessions, there are a plethora of online options for differing training needs.



## STUDENT MEMBERS

Register your student members today to ensure they take advantage of all their membership benefits throughout the year. There are two resources that you can utilize to walk you through the process of registering:

### Quick Start Guide to Membership



### Member Enrollment Guide (Applies to participating states.)



Registering as a student member gives the student access to the following:

### ■ **ACCESS TO EVENTS:**

Recruitment Materials, Elevate, SkillsUSA Week, SkillsUSA National Signing Day, Leverage and the National Leadership & Skills Conference (NLSC).

### ■ **ACCESS TO PROGRAMS:**

Chapter Excellence Program, Xplore, Presidential Volunteer Service Award, Career Essentials Suites, SkillsUSA Championships and Scholarships.

As a special membership incentive, instructors who register at least 15 student members in one technical program plus one or more professionals by November 15 will receive a free SkillsUSA resource.

Don't miss out on a special chapter membership recruitment incentive. When you join an additional 25 members over and above what you registered last year by November 15, your chapter will receive a SkillsUSA Framework podium banner.

If you register 50 or more members than you had last year by November 15, your chapter will receive two SkillsUSA Framework podium banners.

### Dues and Deadlines by state



### State Association Directors



*Included in this toolkit:*

- ELECTION TYPES
- ELECTION METHODS
- EVALUATION RUBRICS
- OTHER ELECTION AND TECHNICAL RESOURCES

## Step 6

### Electing and Training Officers

*Electing chapter officers* allows your chapter to move from advisor-led to advisor-supported. Students take the lead with SkillsUSA. Serving as a chapter officer is one of the best ways for students to hone their workplace and leadership skills.

#### ELECTIONS

**SkillsUSA's Chapter Officer Election Toolkit** will assist you in conducting a SkillsUSA chapter officer election process in a virtual manner. It is important to honor the work and commitment of the students applying for chapter office and to conduct a process that is fair and equitable for all candidates, and most importantly, identifies the candidates that can best serve your local chapter in advancing in quality while engaging all members. The actions described in this guide are suggestions and options based on experiences gathered from chapters. Each chapter may need to adjust or modify the actions presented to fit unique needs or time periods. Each chapter should also be familiar with the state officer election process for their specific state, as they may wish to mimic portions of it.



#### OFFICER TRAINING

Train a strong officer team with the **SkillsUSA CHARGE Officer Video Series**. Charge is a weekly chapter officer video series that covers topics that chapter officers will find useful in the day-to-day management of their local SkillsUSA chapters. Each Charge video features an activity guide to lead chapter officer growth and development. Each of the 12 Charge videos feature an officer growth and development activity guide to be completed. Topics include: Getting to Know Your Team, SkillsUSA Framework and Chapter Officer Roles.



**Elevate is an interactive virtual experience** for training chapter officers. Offered in the fall, focusing on building successful chapters by equipping officer with the skills to lead and serve their chapter members. The goal of this engaging event is that chapters leave having developed their Program of Work.



**TAKING  
STEPS**



# Step 7

## Recruiting Members

*Now that you've established* your officer team let's prepare to recruit members.

Recruitment Week is designed to support chapter leaders in connecting with potential new members through a series of activities and events that promote SkillsUSA. You choose your week, review the available recruitment resources for advisors and students and get ready to recruit. 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](#).



Use the [Membership Form for Registration System Data Collection](#) to gather all the information needed to join your students on the SkillsUSA member portal.



### *Additional Recruitment Resources/Ideas*

- **HOST A SKILLSUSA VIRTUAL OPEN HOUSE** for parents and potential members. Send an email with a link to your event. Officers should be prepared to share the importance to becoming a member.
- **SHOW THE "WHY SKILLSUSA?" VIDEO SERIES** during the SkillsUSA Open House event to showcase the many benefits and opportunities that are available through joining SkillsUSA.

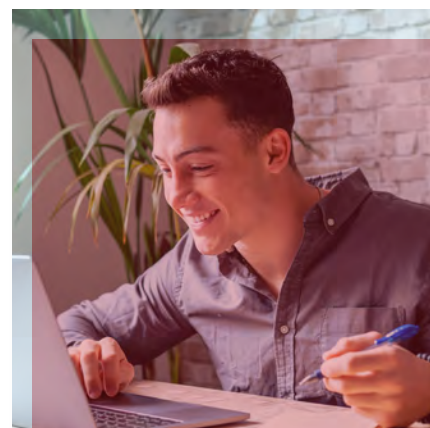
["Why SkillsUSA?"  
College/Postsecondary](#)



["Why SkillsUSA?"  
High School](#)



["Why SkillsUSA?"  
Middle School](#)



*SkillsUSA Virtual  
Chapters Membership  
Form for Registration  
System Data Collection  
(PDF)*



# Step 8

## Chapter Meetings

*It is essential to hold meetings* on a regular basis and to inform students when meetings are scheduled. Meetings are best attended if kept to the same time and day. Because of the integral nature of SkillsUSA to CTE programs, many chapters will hold their meetings during the school day within each class period to give everyone an opportunity to be involved. However, it is fine to get creative and hold chapter meetings when they work best for your students and their school day.

### *Goals for chapter meetings may include:*

- Provide an opportunity for chapter members to participate in decision-making processes to determine Program of Work activities, officer elections and recognition programs.
- Set up committees to plan, implement and report on the Program of Work activities.
- Conduct activities that allow members to get to know one another and have a good time. Have FUN!

*Check out other great online meeting ideas on the back cover of this guide.*

### *Additional Resources:*

**Sample Chapter Meeting Agenda**



**Officer Roles**



**Chapter Budget Worksheet**

(located on Page 7 of Launch Guide 1)



Sample chapter meeting agenda and officer roles are resources included in Leveraging Your Leadership with Effective Chapter Meetings available for purchase in the **SkillsUSA Educational Resource Store**.



### *Additional Chapter Meeting Resources/Ideas*

- Customize a social media post and student email to be sent out at least one week prior to meeting. Include your agenda items.
- For SkillsUSA logos, brand guidelines and other SkillsUSA Brand Center resources available to your chapter, go to: **SkillsUSA Brand Center**.
- Creating and using a SkillsUSA chapter social media account is a great way to share information. Instagram and Facebook are popular platforms for students to access information.
- Create an agenda for each meeting that includes upcoming dates of SkillsUSA state-related activities or conferences.
- Ideas for engagement — Fun Introductions, Essential Element Spotlight, Career Exploration, Showcase of Skills, Virtual Tours, Collaboration, Committee Work, etc.



# Step 9

## Framework Essential Elements and Program of Work

### SKILLSUSA FRAMEWORK

*Every aspect of our program* is built around the SkillsUSA Framework, which emphasizes Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. The purpose of the Framework is to provide a common language to communicate what students learn in the classroom and laboratory. Show this special video to chapter members as an introduction to the **SkillsUSA Framework**.

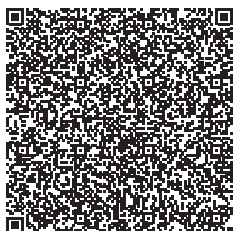


### ESSENTIAL ELEMENT SELF-EVALUATION

*Have each member complete* the Essential Element self-evaluation to identify their strengths and weaknesses within the SkillsUSA Framework. Then your chapter can intentionally integrate the Essential Elements into your Program of Work.

Advisors are able to receive an aggregated report of all chapter member responses. To do so, when members complete the assessment, they must include your chapter ID. For a final report contact SkillsUSA's Customer Care Team at [customercare@skillsusa.org](mailto:customercare@skillsusa.org).

#### Virtual Activities Program of Work Guide



#### SkillsUSA CTE Knowledge and SkillsUSA Framework Certification Bundles



#### SkillsUSA Framework Essential Element Assessments



#### Career Essential Suite



#### Online Essential Element Self-Assessment



#### Essential Elements Self-Assessment (PDF)



### SKILLSUSA PROGRAM OF WORK

*The SkillsUSA Program of Work* is divided into six categories. These categories define areas of focus for a well-run chapter in the same way a well-run business may be divided into different divisions. Each category or committee has specific responsibilities, but all contribute to the overall success of the SkillsUSA chapter.

Resources, videos and activities can all be found on the SkillsUSA website and many more resources are within your Program of Work Toolkit. This is provided when you join as a Professional member and is located in our Learning Management System.

#### Program of Work info for Students Video



#### Program of Work info for Teachers, Administrators and Parents Video



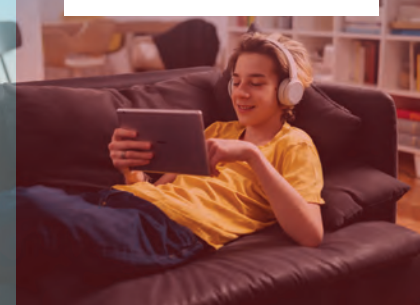
#### Program of Work: Getting Started Video



### CHAMPIONSHIPS

*at the local, state,  
and national levels  
are rewarding activities  
within the Work  
Experiences category of  
the Program of Work.*

*Check out the  
multitude of competitions  
your students can be  
involved in.*



### CAREER ESSENTIAL SUITE

Today, job-specific skills alone are not enough to compete in today's job market. To begin and advance in a successful career, students need to be career-ready. The Career Essential Suite provides turn-key curricula that teachers implement to ensure their students are fully prepared to succeed in the world of work. The Suite is a collection of four curricula options, based on learner age. Learners will be engaged in defining, implementing and measuring their career-readiness skills. Once students successfully complete the program they will earn an industry-recognized credential.



# Step 11

## Share Your Chapter Success

*As you kick off your school year* and get students engaged in the chapter, be sure to share the excitement and success of your events with your school administrators and guidance counselors and the public. Chapter officers send invitations to administrators, deans or faculty members inviting them to an upcoming chapter meeting or to observe an activity. This will give administrators an opportunity to see student members in action using their leadership skills.

Every chapter is encouraged to participate in the Chapter Excellence Program (CEP) where there are three award levels recognized. Each level is designed to give chapters a benchmark for success and future improvement, leading to stronger chapters and more prepared students. The more the Framework Essential Elements are integrated into planned activities, the greater the chance for CEP honors.

# Step 10

## Attend Professional Development Opportunities

*Throughout the year*, SkillsUSA will offer free, online learning for advisors. These virtual or online sessions are designed to teach instructors important on-time information to immediately help strengthen their chapters. Example topics include: starting a chapter, membership recruitment, managing successful chapter meetings and how to maneuver the SkillsUSA registration system.

Check back regularly for added opportunities.

**TAKING  
STEPS**



# Step 12

## Promote SkillsUSA

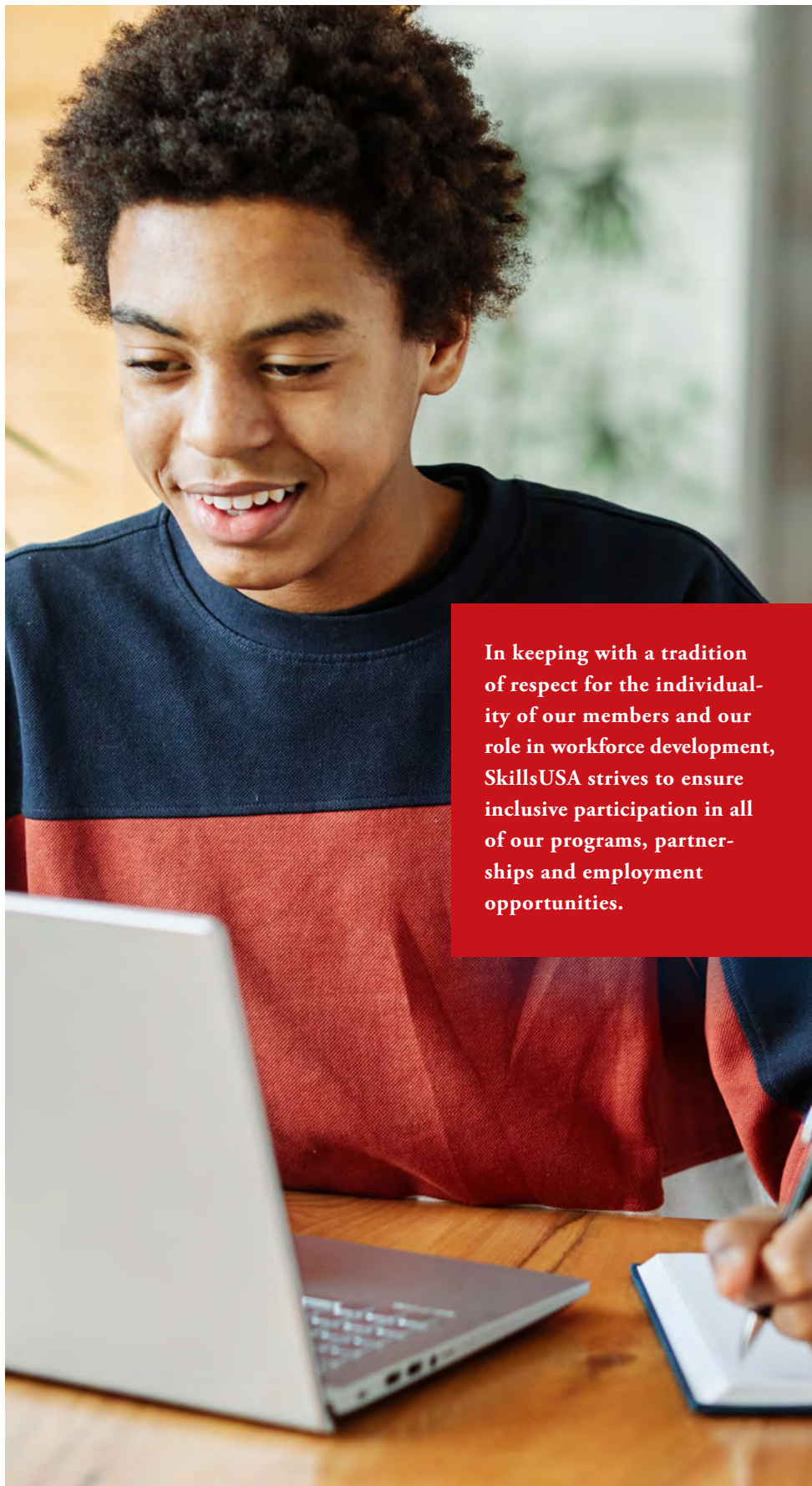
*Use the digital images supplied* to help raise awareness of SkillsUSA and generate excitement among students to become a SkillsUSA member. Each year introduce your student members to the new SkillsUSA theme. Use these digital resources during recruitment efforts as well as throughout the year to encourage members to be active in SkillsUSA.

### CHAPTER IN ACTION CALENDAR

*The SkillsUSA Chapter in Action* calendar is a visual poster and can be used as a guide for creating your own chapter's online calendar. Provide a calendar for your chapter depicting the events, conferences, and programs available for SkillsUSA members throughout the year.

### YOUR CHAPTER MONTH-BY-MONTH

*On the SkillsUSA* Chapter in Action calendar, activities are listed for each month and updated as plans are made or changed. Your officers and committee members will maintain an online calendar as they plan their yearly Program of Work. Early in the year add state and national SkillsUSA events and deadlines you are aware of and include the local activities you are planning so members have the chance to plan to participate. Post the calendar where all members have daily access as a reminder of upcoming events. If you have a local SkillsUSA web page, link your live calendar there.



In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.

*Many resources are available* to strengthen and support your SkillsUSA chapter. For the latest information on SkillsUSA programs and activities, visit the multitude of online resources and stay connected by following our social media channels.



[skillsusa.org/shop](https://skillsusa.org/shop)

SkillsUSA's webstore, offering the latest merchandise and educational resources.



[skillsusa.org](https://skillsusa.org)

SkillsUSA's website, providing information about the organization for stakeholders and the general public.



[brand.skillsusa.org](https://brand.skillsusa.org)

SkillsUSA's interactive brand resource site, providing logos, templates and more.



[skillsusa-register.org](https://skillsusa-register.org)

SkillsUSA's secure, online portal for membership and conference registration.



[careeressentials.org](https://careeressentials.org)

SkillsUSA's website for Career Essentials curriculum and assessments.



[skillsusachampions.org](https://skillsusachampions.org)

The digital hub for "SkillsUSA Champions" magazine, providing inspiring stories and relevant news.



[absorb.skillsusa.org](https://absorb.skillsusa.org)

SkillsUSA's Learning Management System, housing assessments, curriculum and certifications.

## ONLINE RESOURCES







# IDEAS to Create Engagement During Online SkillsUSA Meetings

- Start on time
- Follow your agenda
- Be professional yet welcoming
- Use Parliamentary Procedures
- Listen to your members
- Have FUN!

## Opener

*Introduce SkillsUSA* to potential members: Officers creatively introduce themselves, use scavenger hunt as mixer activity, share mission and goals, review the SkillsUSA Framework, introduce Program of Work calendar.

## Development

*Officers create and implement* engagement activities, lead workshops on leadership topics, teach the Essential Elements through a video, Framework lesson plan, discussion and/or activity.

## Exploration

*Invite a career expert panel* from different pathways to speak and answer questions, show pre-recorded industry tours or ask partners to conduct a live walkthrough, and students showcase their career research or experiences.

## Collaboration

*Use breakout rooms* and whiteboards to host brainstorming sessions for Program of Work activities they want to implement, and to allow committees to meet and report out on activity plans.

Lear more at [skillsusa.org](https://skillsusa.org)



# 3

WAYS TO CONNECT  
WITH THE CUSTOMER CARE TEAM

Have questions about SkillsUSA membership or conference registration, Career Essentials or need online support?

- **CALL** 844-875-4557
- **CHAT** [register.skillsusa.org](https://register.skillsusa.org)
- **EMAIL** [customercare@skillsusa.org](mailto:customercare@skillsusa.org)  
for membership, SkillsUSA's Learning Management System and general support questions.

### Care Team Hours

Monday/Wednesday/Friday  
8 a.m. – 5 p.m. (ET)

Tuesday/Thursday  
8 a.m. – 7 p.m. (ET)

*We look forward to hearing from you!*