Celebration of SkillsUSA Week

Activity Adapted from SkillsUSA Program of Work Acitvity Guide 1

Framework Component/ Essential Element Target:
Personal Skills: Professionalism

Recommended Months:
January/February

Program of Work Category:
Advocacy and Marketing

Length of Time:
Six Weeks

This Program of Work activity targets the SkillsUSA Framework Essential Element of Professionalism. The development of advocacy and marketing skills with a focus on professionalism allows your students to develop skills to be a stronger advocate for themselves and the organizations they serve, both now and in the future. When a student understands the value of professionalism and how it impacts their decisions, they begin to make choices in a positive light.

Professionalism spans across all professions and trades. If students think about professionalism as they celebrate SkillsUSA Week, it allows for the blending and integration of a variety of the personal skills from the Framework. Every environment is different, but students who are professional have the capacity to meet the behavioral expectations of others. Individuals who have solid professional skills:

- *Are loyal to their peers, supervisor or advisors and themselves*
- *Are aware of the impact of their words and actions*
- *Have the capacity to resolve conflicts peacefully*
- *Use good judgment to make decisions*

SkillsUSA Week is celebrated in February each year. Each chapter's celebration of SkillsUSA Week will look and feel different based upon the chapter and their leadership. It is important for a chapter to plan a variety of events utilizing the daily schedule of activities provided on the SkillsUSA Week webpage. Throughout the week, chapter members can learn about the Essential Element of Professionalism in an environment that allows the chapter to capture the attention of all students and community members. A well-planned SkillsUSA Week celebration allows the chapter to put forth a professional image to both education and industry partners or supporters.

Celebration of SkillsUSA Week Activity Guide

The ▲ icon is used in the task list to represent instruction or activities that support the development or demonstration of the Essential Element of Professionalism.

The term "Committee" refers to the Advocacy and Marketing Committee of the Program of Work.

STEP 1: **Planning**	TARGET DATE
Second week in January	
Advocacy and Marketing Committee meets and conducts the Alphabet Grab activity for team building. Alphabet Grab Materials: Scrabble letter tiles or cards with a single letter of the alphabet written on them. Directions: The letter tiles are placed in a bag. Committee members take turns reaching into the bag and selecting four tiles. The committee member must share items of interest about themselves that start with the alphabet letter on the tiles they grabbed. Place the tiles back in the bag after each person shares. Continue until all committee members have shared information. Committee reviews this SkillsUSA Week task list to become familiar with the activity and actions needed to complete it. Committee completes budget worksheet to identify financial needs of the activity.	
▲ Committee reviews SMART goals for this activity: **Goal 1:** 90% of SkillsUSA members will participate in at least three days of the SkillsUSA Week activities during the national SkillsUSA Week celebration in February. **Goal 2:** Advocacy and Marketing Committee will engage 50% of chapter members in subcommittees to develop professionalism skills by participating in the planning and conducting of activities for each day of SkillsUSA Week. **Goal 3:** 100% of the members who participate in SkillsUSA Week will identify growth in the Essential Element of Professionalism during the reflection activity conducted on the Friday of SkillsUSA Week.	
Committee shares the SkillsUSA Week celebration idea at a chapter meeting. ▲ Committee members provide instruction for chapter members on professionalism at a chapter meeting. **Professionalism** Have members imagine it is their first day at a new job. As they think about the first day, ask them to discuss with a partner or in a trio what they would do to make a good impression on their co-workers and supervisors. Encourage each group to capture a list of the items that would make a good impression. Allow five minutes to generate the lists. Have each group now make a list of what an individual would do to present a less than professional first impression on their co-workers and supervisors. This could include dress, behavior, language or anything that might create a negative impression. Allow seven minutes to generate the lists.	

Have each group quickly share their lists without duplicating what has already been stated. Discuss the activity as follows: • *Which list was easier to create? Why?* • *How do we learn how to create a positive first impression?* • *What does professionalism communicate about you as a potential friend, employee or organization member?* • *Why might it be important to make a good impression on your first day on the job?* • *How is the first day on the job like SkillsUSA Week for the SkillsUSA chapter?* • *What opportunities are available to model a professional attitude and behavior while representing our chapter to the school and community?* Committee shows the motion graphic on the targeted Essential Element of Professionalism and discusses how participating in the celebration of SkillsUSA Week can help members develop their professionalism skills.	

STEP 2: **Implementation**	TARGET DATE
Committee meets to create the plan for activities to be conducted each day of SkillsUSA Week. Suggested activities are: **Mission Monday:** Recognize members, advisors, and champions who live the SkillsUSA mission every day. **Tools for Good Tuesday:** Use your skills to give back to your school or community. **Real-World Wednesday:** Connect students with real industry professionals and explore career pathways through SkillsUSA Pathful! **Think Big Thursday:** Amplify the skilled trades through local advocacy and public relations. **Future Friday:** Celebrate your future! Wear SkillsUSA gear or dress in your future career attire to showcase your goals.	
Committee selects one member to chair the activities for each day and be responsible for both planning and conducting what takes place. Chairs should select three to five members to serve on the subcommittee for their assigned day and assist with the activities.	
Each daily subcommittee uses the appropriate SkillsUSA Event and Activity Planning Guide to select one special activity for each day of the SkillsUSA Week celebration. For more SkillsUSA Week information and ideas, go to: **www.skillsusa.org/events-training/skillsusa-week/**	
Each subcommittee reports back to the full committee to compare notes and avoid duplication, overlap or missed recognition opportunities for the week.	
Third and fourth weeks in January	
▲ Weekly committee meetings are conducted to prepare for the activities of SkillsUSA Week. Committee members provide professional development experiences to be shared at the last chapter meeting before SkillsUSA Week begins.	

First week in February	
▲ During the monthly chapter meeting, the Advocacy and Marketing Committee provides an overview of the SkillsUSA Week celebration. During this overview, the subcommittees will share the targeted Essential Element Professionalism skills that will be needed during SkillsUSA Week for members to be successful during their day's activity.	
February – SkillsUSA Week	
Subcommittees facilitate the selected activities of their assigned day.	

STEP 3: **Evaluation**	TARGET DATE
Last week in February	
Committee facilitates members capturing their growth in the Essential Element of Professionalism learned during SkillsUSA Week. This can be done during class periods or at a special meeting using chart paper. Each member should be listed with the areas of growth they identify. Examples of areas of growth are giving thanks, telling your SkillsUSA story, professional appearance, working with others to plan an activity, advocating for SkillsUSA, etc. Have the members post the completed papers around the classroom and summarize the skills developed to social media.	
▲ Committee meets to review the SMART goals of the activity and discuss accomplishments and shortfalls of the planning and implementation of the celebration of SkillsUSA Week coupled with the education and understanding of the member's professional approach.	
Committee members record recommendations for future years in conducting advocacy and marketing activities. Record the recommendations at: www.skillsusa.org/programs/chapter-excellence-program/.	

STEP 4: **Celebration**	TARGET DATE
▲ On Friday, committee hosts a bowling party celebration for accomplishing a positive week of experiences for the members and their supporters. Encourage chapter members to wear their favorite SkillsUSA T-shirt.	

STEP 5: **CEP Application**	TARGET DATE
Use this activity to apply for the Chapter Excellence Program by completing the CEP application. The Chapter Excellence Program (CEP) is the single best way to build a successful SkillsUSA chapter. To learn more, visit: https://www.skillsusa.org/programs/chapter-building/chapter-excellence-program-cep/.	