



2026-27 Administrator Guide



Showing administrators how vital career and technical education is to America's future workforce is crucial to gaining their support for your SkillsUSA chapter.

Further, showcasing the impact on student members through their skill and leadership development will encourage administrators to offer support throughout the year.

Consider using this administrator [email template](#) to showcase the great work of your chapter to your local school administrators, and invite them to participate in a chapter event.

Engaging Administrators

- When speaking with administrators, be mindful of their busy schedules and provide a brief overview of what SkillsUSA is. The following talking points can help:
- SkillsUSA is the #1 workforce development organization made up of students, teachers, and industry professionals working together to ensure that America has a skilled future workforce.
- Nationally, there are over 444,000 members.
- List how members your chapter has, and what programs they are studying.
- SkillsUSA helps students develop Framework skills that include Personal, Workplace, and Technical Skills, grounded in academics.
- Our vision is to provide every member with the opportunity for career success.
- In SkillsUSA, students practice important career readiness skills such as leadership, teamwork, and job-specific skills.
- SkillsUSA chapter leaders plan and lead the annual Program of Work, which may include Advocacy and Marketing, Community Engagement, Financial Management, Leadership Development, Partner and Alumni Engagement, and Workplace Experiences

Involving Chapter Officers

Ask chapter officers to speak on the following topics:

- Highlights of their SkillsUSA experience, and how they have grown in the Essential Elements of the SkillsUSA Framework.
- Upcoming events such as community service projects, Fall Leadership Conference, or the State Leadership & Skills Conference.

Practice Questions

Make sure you are prepared to answer the following questions when speaking with a school administrator about your SkillsUSA chapter:

- What are the costs of running a chapter?
- What funding is needed?
- What are the requirements for a school to sponsor a chapter?
- How much time is required of a teacher to serve as the advisor?
- How much time will students be absent from school due to activities?
- How many students are currently involved/interested in getting involved in the chapter?

Additional Resources and Ideas

Having the support of your school's administration can make a tremendous difference as you request financial support or permission to travel for events and conferences. Be sure to regularly extend invitations to chapter meetings and banquets. For an administrator or school board presentation, use a SkillsUSA PowerPoint template and logos from the [SkillsUSA Brand Portal](#).

You can also purchase SkillsUSA branded logo items and gifts from the [SkillsUSA Store](#). Items in the store include, but are not limited to:

- Apparel: T-shirts, hoodies, polos and accessories
- Pins and jewelry
- Bags
- Drinkware
- Pens, journals and stickers
- And much more!

Consider purchasing a branded item or gift to say 'thank you' to your school administrator for their time and support of your chapter.