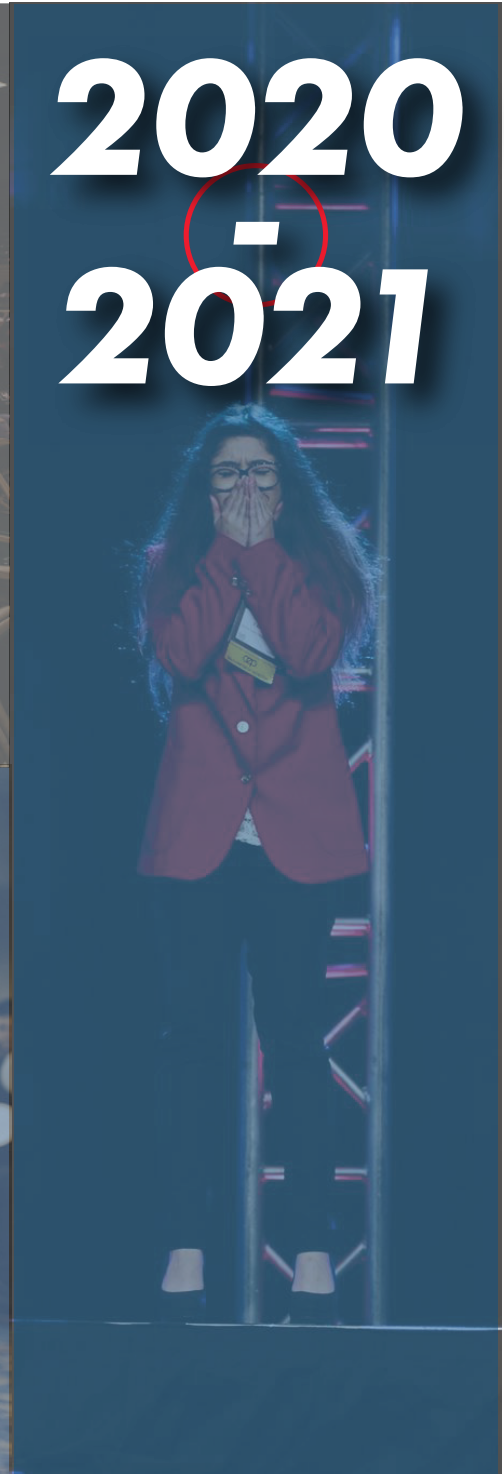




SkillsUSA
GEORGIA

**2020
2021**



STUDENT GUIDE

Featuring all of the important information you need to be a Champion at Work!

COVID-19 UPDATE

Additional Updates will be published on our website as they become available.

Though this year will present its own set of challenges due to COVID-19 restrictions, SkillsUSA Georgia is working to bring new programming, activities, and opportunities to student members while following CDC guidelines. As you are experiencing in your own school districts, the 2020-2021 school year will be unlike any other. Although the decision to host virtual learning, open the school up to in-person learning, or a hybrid of the two varies between school systems, what is evident is that there is a call for great flexibility and adaptability for both teachers and students. Adaptability and Flexibility skills are Essential Elements that fall under the Personal Skills component of the SkillsUSA Framework, the foundation for our organization. When students learn about this Essential Element, they learn how to demonstrate resilience. Further, they learn that having to adapt or be flexible in new or difficult situations allows them the ability to foster creativity and conjure new ideas. We know that as teachers, you are having to demonstrate an incredible amount of resilience, while also being challenged with fostering new ideas to keep your students engaged, and to adapt to new ways of keeping you both safe. We realize that this is not an easy situation, and we are diligently working to bring you new virtual content that will both challenge and excite your students!

As we go into this unprecedented school year together, we ask that you keep in mind that SkillsUSA Georgia is also in a fluid situation, and that this year may look entirely different than the conferences and programs that we are all accustomed to. We are working to determine safe and fair options for hosting Champions Rally, Region Championships, and the 2020-2021 State Leadership and Skills Conference. Since we are working to make decisions that are directly related to an ever changing crisis, we are not prepared to make an official announcement regarding the status of these events at this time. Once an official decision is made we will communicate with both advisors and student members via the SkillsUSA Georgia website as well as email communication. Please keep in mind that though this year may not be a “normal” year, it is our mission to continue to provide our members with high-quality content that furthers learning, while also giving them exciting opportunities to grow as world-class workers, leaders and responsible American citizens.

BOLT

BOLT is an exciting new chapter officer training tool designed to equip your chapter officers with the tools they need to lead a successful, high-quality, highly-impactful chapter. BOLT features content in areas that advisors and student leaders have identified as crucial to chapter success. This digital platform gives advisors the opportunity to engage their chapter officer teams in a guided and interactive format that is customizable to your local schedule, learning needs and learning speed.

Chapter Recruitment

The Recruitment Challenge is designed to aid chapters in developing their own creative recruitment strategy while simultaneously allowing them to put their strategy up against similar chapters from across the state of Georgia. This strategy is all about the who, when, why, and how. Who are you trying to recruit? When do you want to recruit them? Why should they join SkillsUSA? How will your chapter seek to answer these questions? The Recruitment Challenge allows SkillsUSA members to think outside the box and use their creative skills to get potential new members excited about SkillsUSA!

Virtual Engagement

SkillsUSA Georgia is focusing on how members can stay engaged while staying safe! Virtual Engagement opportunities such as a Virtual Service Day, Virtual Mentoring, Virtual Teacher Appreciation, and an exciting new Advocacy Program will be released this school year.

**NEW FOR
2020
-
2021**



***A Look
Ahead...***

*Check out SkillsUSA Georgia's
Brand New Content to make
your year a success!*

The SkillsUSA Georgia Website is the most valuable resource that an active advisor can have. The new skillsusageorgia.org has just passed it's 1 year anniversary! Updates are made almost daily (and sometimes hourly!) to keep you up to speed on the latest and greatest about everything SkillsUSA Georgia. We recommend that advisors take advantage of this resource by checking it regularly for updates!



*Got a question about how to use the site, having problems, or have a suggestion for the site?
Email webmaster@skillsusageorgia.org*

MEET THE 2020-2021 SKILLSUSA GEORGIA



Sebastian Zambrano

Cross Keys High School
Advisor: Calvin Grey



Jackson Everingham

Troup County High School
Advisor: Amy Hicks



Ambuja Sharma

Cambridge High School
Advisor: Tim Hart



Joshua Abraham

Alliance Academy for Innovation
Advisor: Holly Scroggs



Daniel Suer

Richmond County Technical Career Magnet School
Advisor: Tshipmo Mukenge

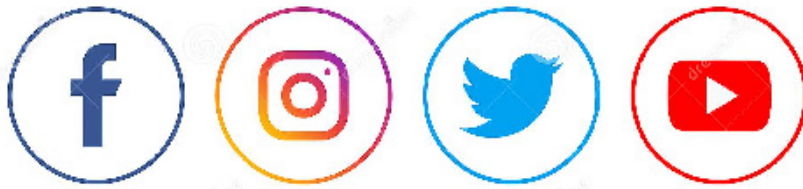


Emma Kubitschek

Union Grove High School
Advisor: Amanda McClure

LOCAL CHAPTER SOCIAL MEDIA TOOLKIT

NOW AVAILABLE



Are you wondering how to connect with students during this chaotic time?

SkillsUSA Georgia has launched the all new Local Chapter Social Media Toolkit! This digital resource contains professionally designed social media posts to enhance your chapter's social media presence. The toolkit contains posts centered around meeting promotion, event announcements, holidays and more! SkillsUSA Georgia will also be continuously updating the kit with new resources centered around new programming and events throughout the school year. Be sure to check back often for updates!

VIEW THE TOOLKIT

2020 SkillsUSA Competition Theme

SkillsUSA: Champions at Work, Empowered to Succeed

The topic to be addressed by contestants in the 2021 SkillsUSA Chapter Display, Prepared Speech and Promotional Bulletin Board competitions is our theme, "SkillsUSA: Champions at Work, Empowered to Succeed." Theme artwork is available for download below:

DOWNLOAD THEME ARTWORK





THE PERFECT STORM. COMING SOON.

BOLT is an exciting new training opportunity for SkillsUSA Chapter Officers. This advisor-led, locally customizable training program equips chapter officers with the skills and tools they'll need to lead highly effective and intentionally impactful local SkillsUSA chapters. BOLT takes SkillsUSA curriculum and concepts and combines them with real-world leadership scenarios to brew The Perfect Storm.



BOLT BUILDS COMMUNITY

BOLT is the perfect tool to foster a community culture in your local SkillsUSA Chapter, starting with your chapter officers. Studies show that community focused teams built on trust and unity leads to more effective and productive outcomes.



BOLT FEATURES THE SKILLSUSA FRAMEWORK

BOLT uses the proven foundation of the SkillsUSA Framework to set the stage for deeper dives into each of the three core skill areas within the SkillsUSA Framework. Furthermore, the BOLT curriculum helps chapter officers make connections between the SkillsUSA Framework and real world leadership scenarios.



BOLT IS EASILY DELIVERED

BOLT is set up in a user friendly system that allows local advisors and officer teams to facilitate the content at their own pace while simultaneously customizing the content to fit the needs of their local chapter. BOLT can be accessed from any device connected to the Internet at anytime.

LAUNCHING
SEPTEMBER 1

LEARN MORE ABOUT BOLT & GET YOUR CHAPTER STARTED:
BOLTTRAINING.IO

TRAIN YOUR OFFICER TEAM

WITH AN EXCITING NEW CHAPTER OFFICER TRAINING TOOL

BOLT is an exciting new chapter officer training tool designed to equip your chapter officers with the tools they need to lead a successful, high-quality, highly-impactful chapter. BOLT features content in areas that advisors and student leaders have identified as crucial to chapter success. This digital platform gives advisors the opportunity to engage their chapter officer teams in a guided and interactive format that is customizable to your local schedule, learning needs and learning speed.

WHO IS ELIGIBLE?

BOLT is a free resource for submitted SkillsUSA Georgia professional and student members. BOLT's content is centered around chapter officer development and engagement. With this said, BOLT can be presented to other chapter members outside of the chapter officer team as well.

HOW DO I GET MY CHAPTER STARTED?

We are excited that you are ready to start your chapter's BOLT journey! BOLT will be officially launched September 1! In the meantime, we suggest identifying your chapter officers who will be completing BOLT and preparing them for their experience. Each student completing BOLT will need an email address and a three ring binder in which they will store their Student BOLT Guide, the blueprint for their year of leadership.



2020-2021 SKILLSUSA GEORGIA

RECRUITMENT CHALLENGE



STRATEGIZE. DEVISE. IMPLEMENT.

MEMBERSHIP RECRUITMENT STRATEGY

THE STEPS TO YOUR STRATEGY'S SUCCESS

SkillsUSA Georgia is challenging all chapters to Strategize, Devise and Implement a recruiting strategy to recruit new members to your chapter. We'll walk you train you to develop a successful recruiting strategy for your local chapter and then challenge you to create your own and implement it. Awards will be presented for each of the following components as well as the top 10% of recruit strategies from across the state!



STUDENT ENGAGEMENT OPPORTUNITIES

CHAPTERS ARE CHALLENGED TO ENGAGE POTENTIAL MEMBERS BY BUILDING RELATIONSHIPS THAT TRANSFORM INTO MEMBERSHIP. THIS CHALLENGE CAN BE MET IN SEVERAL WAYS. THERE IS NO WRONG WAY TO ENGAGE STUDENTS OUT OF YOUR LOCAL SKILLSUSA CHAPTER.



INFORMATIONAL MATERIALS

CHAPTERS ARE CHALLENGED TO PRODUCE THE BEST INFORMATIONAL MATERIAL TO TARGET POTENTIAL MEMBERS IN THEIR SCHOOL. THESE MATERIALS CAN BE PRODUCED TO BE DISTRIBUTED IN PRINT, DIGITAL (OR BOTH). CUSTOMIZE THESE PIECES TO FIT YOUR LOCAL SCHOOL ENVIRONMENT.



SOCIAL MEDIA CAMPAIGNS

YOUR CHAPTER IS CHALLENGED TO DEVELOP THE BEST SOCIAL MEDIA POST(S) TO TARGET POTENTIAL MEMBERS IN YOUR SCHOOL. IF YOUR CHAPTER ISN'T CURRENTLY UTILIZING SOCIAL MEDIA, SKILLSUSA GEORGIA CHALLENGES YOU TO GET IN THE GAME! SOCIAL MEDIA IS A GREAT WAY TO KEEP YOUR MEMBERS UP TO DATE!



VIDEO ENGAGEMENT OPPORTUNITIES

CHAPTERS ARE CHALLENGED TO CREATE A VIDEO (OF ANY PRODUCTION VALUE) TO REACH POTENTIAL MEMBERS. THESE VIDEOS CAN BE AS SIMPLE AS A FACEBOOK, INSTAGRAM OR TIKTOK VIDEO OR AS COMPLICATED AS A FULLY PRODUCED COMMERCIAL, AND EVERYTHING IN BETWEEN. DECIDE HOW TO BEST REACH POTENTIAL MEMBERS WITHIN YOUR SCHOOL.



TOP 10% OF CHAPTERS AWARDED

SkillsUSA Georgia will distinguish the top 10% of chapters submitting recruitment strategies as "Master of Recruitment" Chapters for the school year. Click Below to learn more about the requirements and how your chapter can participate:

GET STARTED TODAY

An aerial night view of the Atlanta skyline. The city is illuminated with warm streetlights and building lights. A large, brightly lit Ferris wheel is prominent in the foreground. The sky is a mix of orange, pink, and blue, suggesting dusk or dawn. The text 'Welcome To ATLANTA' is overlaid on the top half of the image.

Welcome To **ATLANTA**

2021 NATIONAL LEADERSHIP AND SKILLS CONFERENCE • JUNE 21-25, 2021

**A NEW
NLSC**

*SkillsUSA Georgia welcomes
SkillsUSA & The National
Leadership And Skills
Conference to*

ATLANTA

NEW LOCATION. SAME GOAL.

SkillsUSA Georgia is excited to welcome SkillsUSA's National Office and the 2021 National Leadership and Skills Conference to Atlanta. The 2021 National Leadership and Skills Conference will take place June 21-25, 2021 at the Georgia World Congress Center. With a brand new location, students and advisors can expect NLSC will soar to all new heights all while delivering the same world class competitive and leadership development experience as in year's past.

The National Leadership and Skills Conference is expected to draw attendance of 20,000+ participants with an estimated economic impact to the city of Atlanta of \$30 million+.

SkillsUSA Georgia can't wait to greet all of our advisors, competitors and observers in Atlanta! Mark your calendar and set your goals! We hope to see you there June 21-25, 2021!



SEE YOU THERE

Champions

\$30 MILLION

Estimate Economic Impact to the City of Atlanta



20,000 +

Expected attendees across all capacities

6 YEARS

Of National Leadership & Skills Conferences in Atlanta



The Chapter Excellence Program

CEP recognizes achievement as it relates to the integration of the SkillsUSA Framework in chapter program of work activities. As a chapter's yearly action plan, the program of work is at the heart of student learning and employability development. By using the framework as a guide, chapters have a blueprint for creating relevant activities that encourage participation and foster an understanding of student learning attained during each activity. The framework's focus on intentional learning turns the program of work into more than just a planning tool. Using the framework, the program of work becomes the vital conduit that links students to the application of personal, workplace and technical skills demanded by industry, the SkillsUSA trifecta for student success! Within the personal, workplace and technical skills components, there are specific Essential Elements tied to each. The Essential Elements are high-demand employability skills as defined by industry, and the benchmark for measuring student success during an activity. If students learn the Essential Element of responsibility during a personal component activity, the framework requires that a chapter be specific regarding the how and why students learned responsibility. This conscientious approach gives added meaning to the valuable experience gained by students in the planning, organization and implementation of activities. Most importantly, this approach actualizes SkillsUSA's mission to "empower members to become world-class workers, leaders and responsible American citizens" on the chapter level.

CEP Recognition Levels



Models of Excellence Chapter

- Chapters are selected via committee to attend NLSC
- Receive travel stipend**
- Students participate in sponsor interviews



Gold Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Banner



Silver Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Certificate



Bronze Chapter of Distinction

- Complete Level 1 & 2 of Application
- Achieve essential activities & distinction indicators
- Receive Certificate



Quality Chapter

- Complete Level 1 of Application
- Achieve Quality Indicators
- Receive Certificate

BUILD
a
SUCCESSFUL
SKILLSUSA CHAPTER

***Download
Resources***

<https://www.skillsusa.org/programs/chapter-excellence-program/>

- CEP 2.0 Guide
- CEP Lesson Plans

MARKETING YOUR CHAPTER

HOW TO
REACH
POTENTIAL
MEMBERS

MARKETING IS BLACK AND WHITE

Good Chapter Marketing can Make a Night and Day Difference in Your Chapter

Students, parents, administrators and industry professionals all have choices regarding where to invest their time and resources. As a teacher and SkillsUSA advisor, you want to ensure that these key stakeholders consider SkillsUSA, as well as career and technical education as a place to invest their limited amount of time and resources. To that end, it's important to expose them to the program in a way that allows them to see just how impactful a CTE program can be.

“How do I reach potential student members?” is a question we get all too frequently. In order to reach potential new members we must first set some basic context around the marketing of a SkillsUSA Chapter:

Reputation and marketing go hand-in-hand. The stronger your program, the more marketing opportunities you will have. Building demand for your educational program will, in turn, build demand for your SkillsUSA chapter.

SkillsUSA and technical programs are interchangeable. Involvement in SkillsUSA is the leadership extension of the technical curriculum you're teaching in your classroom. Make it clear to students that SkillsUSA is an avenue that allows them to put their technical skills to work.

Approach your program like a business. Determine what makes it unique; put your students (your product) out in front; and whenever you have the chance to tell someone about your program, do it. Just as relationships make or break a business, they can make or break your SkillsUSA chapter's marketing efforts. Everyone likes being apart of something that makes them the focus, your students included.

Marketing is an ongoing activity and there are always opportunities. Even if your chapter is consistently the largest chapter in the state, there are still areas in which you can improve. Also, understand that marketing is a need, not a want. If you want your program to grow and your students to succeed, it's an absolute necessity.

STEP 1: BUILD RELATIONSHIPS

Identify your target audience and foster relationships within that audience

The first step in recruiting new members is to build a relationship with them. Take the opportunity to get to know your students and give them the chance to get to know you. Students are a lot more likely to want to join your chapter if they view it as a chance to interact with someone they already know. Some other ideas to build relationships within your chapter include:

- Participate in curriculum nights or similar events to showcase your program to incoming students
- Create a mentor program for existing students to support incoming students (*freshman, new students*)
- Host a breakfast or luncheon, with some of your students attending, for your school administrators and counselors at least twice a year (*The more you inform them, the sooner they will become allies*)
- Invite parents to various events and activities, and promote student accomplishments within your program to your students and their parents
- Invite guest speakers from the community on a regular basis (*Not only does this create a network for your students, but it also exposes the speaker to your program*)

STEP 2: CREATE DEMAND

Supply and Demand is more than just something you learned about in economics class

Make your classroom the starting point for marketing your SkillsUSA chapter. Create demand for your class. Make it known from the beginning that your class is unique and exceptional. Not only will this benefit the class, but it will also present marketing opportunities. Some ideas:

- Create positive energy in your classroom by combining curriculum with life skills and leadership training, including study skills, interviewing techniques, writing thank-you notes, making proper introductions and creating an agenda. Build them up!
- Promote membership in SkillsUSA by offering extra credit or professional development points through participation in various activities
- Come up with unique classroom experiences based on your student's skills *(Using your students to produce a unique product for your school is a great way to build pride and community within your chapter and instructional program)*
- Provide opportunities for out of the classroom experiences. Promoting SkillsUSA conferences and competitions to students gives them the chance to experience hands on development in new and exciting environments.
- Give students a vision, and keep them focused on their career path. Use championships, community service and other opportunities as a way for them to build their résumés



STEP 3: THINK OUTSIDE THE BOX

Staying creative and thinking outside the box can lead to successes

New and creative ideas can payoff. When marketing your chapter, always think about the items within SkillsUSA that students can most easily relate to. Relatable content and marketing creates a relationship, which in turn creates membership. Some outside the box ideas:

- When promoting the value of your class and SkillsUSA to students, find facts relevant to them (Prepare a PowerPoint presentation on the value of education, showing how much a high school diploma is worth vs. a GED vs. a college diploma. Show them skills needed for their career interests.)
- When talking to school officials, share the academic success and statistics of your students (I have students at Ivy League schools and military academies. Many are very successful legal and law enforcement professionals in the community. Nearly 100 percent have graduated and gone to college.)
- Promote the diversity of your program to audiences, not just related to careers, but also to the student population and anything else that sets your program apart
- Use language that everyone understands, and never assume anything — create messages for different audiences to reach them effectively
- Keep in touch with alumni by sending them updates via email; many will come back to help you

