



## SkillsUSA Vermont Program of Work: 2021-2022



**Advocacy and Marketing:** *Promote SkillsUSA chapter programs and career and technical education programs, public relations initiatives and experiences to build social responsibility.*

**Goal:** SkillsUSA VT Co-Directors, advisors, state and local officers, CTE administrators will promote SkillsUSA VT through advocacy marketing and the use of social media monthly.

**Rational:** To increase membership, educate people about SkillsUSA's mission, and bring public awareness to student accomplishment. Advocacy marketing is simple, affordable, effective – and absolutely essential for any marketing strategy. People spend hours on social media and trust reviews from the people they care about. (blogs, tweets, instagram, YouTube, LinkedIn, facebook...)

### Action:

- Advisors encourage students participation in [SkillsUSA Week](#), February 7-11, 2022
- SkillsUSA VT State Officers participate in a minimum of 3 Good Will visits
- SkillsUSA VT State Officer team will present at the Vermont Legislative Breakfast February 9, 2022 (May be virtual)
- Students statewide participate in CTE competition for SkillsUSA VT State T-Shirt logo
- Directors and administrators will encourage local media attend events

**Assessment:** List of CTE schools visited during Good Will visits including dates of visits; pictures/recording of interactions during VT Legislative Breakfast and other events; winner of t-shirt logo and production of t-shirts; local media coverage at events (Video, newspaper clippings, etc); social media uploads of chapter participation in SkillsUSA Week



**Community Engagement:** *Assess community needs, identify services and employ skills to meet needs that develop long-lasting partnerships.*

**Goal:** To produce viable, active citizens who share their passion for their professions, and the welfare of their communities, by using their technical skills to provide services to people in their communities. This will be accomplished by July 1, 2022.

**Rationale:** Community engagement maximizes employability skills for students. Through volunteering, fundraising, giving and mentorship students play a role in their communities. Advisors arrange opportunities for students to show compassion (the 2nd Pillar of Leadership) by giving back and offering their time to help others. It is grounded in humility and requires taking care of others before yourself.

**Action:**

- Local and state officer teams create and implement surveys to assess the needs of Vermont's communities.
- Empower students with a "heart of service" by creating a "SkillsUSA VT Give Back" initiative by chapter
- Students use their technical skills for the benefit of community members

**Assessment:** Collection and analysis of survey. List of initiatives implemented by chapter. Stories of students using their technical skills to help others (Culinary students providing a grab and go breakfast for community members free of charge, Auto tech students change oil for military veterans, etc..)



**Financial Management:** *Develop personal financial literacy and entrepreneurship skills through relevant work experience, project management and chapter fundraising.*

**Goal:** SkillsUsa VT state and local officers understand, and work within, the financial budget of the state organization during the 2021-2022 fiscal year (July 1 -June 30th).

**Rationale:** As a grant-funded entity, it is the responsibility of SkillsUSA VT organization to establish and maintain a budget and make available to its members, any and all financial records.

**Action:**

- Local and state officers will be involved in the financial decision making process of planning leadership events, activities, and competitions. To include, but not limited to, the procedures for requesting funds, distributing funds, hiring of local business for purchasing memorabilia and gifts, cost of guest presenters and performers, availability of scholarships for student travel to Nationals.
- Co-Directors will be responsible for the management of funds
- State Co - Directors will educate state officers on the SkillsUSA VT fiscal management system by continuously sharing budget information during State Officer Team meetings held monthly virtually and in person at VTC.

**Assessment:** Analysis of fiscal budget expenditure vs income statement at the end of fiscal.



**Leadership Development:** *Establish interpersonal relationships, individual and team development through chapter operations, leadership competitions and individualized growth plans.*

**Goal:** The SkillsUSA VT administrative team will establish 3 SkillsUSA leadership development opportunities that will prepare students for leadership in the world of work.

**Rationale:** The mission of SkillsUSA is to empower its members to become world-class workers, leaders and responsible American citizens.

**Action:**

- At the state level, local and state officer teams will develop and implement the following leadership opportunities for any student:
  - State Fall Leadership Conference (December)
  - State Skills and Leadership Conference (April)
  - National Skills and Leadership Conference (June)

**Assessment:** Survey results from the VT delegation in attendance of these events.

Note: An all inclusive CTSO Local Leader training happens yearly. Our local and state officers have attended in the past. Due to COVID safety protocol that training is TBD.



**Partner and Alumni Engagement:** *Engage former members, parents, advisory committees, administrators, faculty and business and industry partners in SkillsUSA chapter and classroom activities.*

**Goal:** To increase participation of business and industry partners in SkillsUSA VT chapters and classroom settings.

**Rational:** SkillsUSA engages community and local businesses to help students understand global competition, and assist in mapping students' career pathways through high school and post secondary education. Through our industry partnerships, students are given the opportunity to network with potential employers and make lasting connections.

**Action:**

- The SkillsUSA VT officer team will use our partnerships in supporting competitive events, providing medalists with scholarships, tools of the trade, or sponsoring a gold medalist's trip to the Nationals Skills and Leadership Conference
- The SkillsUSA VT officer team will

- Advisors and local officers invite business partners into the classroom

**Assessment:**



**Workplace Experiences:** *Participation in career exploration, planning and work-based learning opportunities including the SkillsUSA Championships.*

**Goal:** SkillsUSA VT officer team, administrators and advisors will offer students the opportunity to demonstrate their skills by planning and implementing competitive activities during state and national championships; Increasing student awareness of quality job practices, and providing opportunities for student-employer contact.

**Rationale:** The SkillsUSA Leadership and Skills Conferences showcase the best CTE students in the nation through local, state and national competitions. Nationally, more than 1,500 corporations, trade associations and labor unions actively support SkillsUSA, attesting to the importance American businesses place to preparing students to work and compete in the global workplace.

**Action:**

- SkillsUSA VT state officer team plan and implement the state leadership and skills conference
- Students participate in local, state and national SkillsUSA Championships
- State Offices recognize business partnerships during the State Championship Award Ceremony

**Assessment:**