

Dear SkillsUSA Advisor, (SkillsUSA 2021-2022 #9) **Three Attachments on Regionals page**

Item #1: Maryland Fall Leadership Conference (FLC) Recap

Last week's Fall Leadership Conference "Watch Party" was a huge success thanks to the dedication and hard work of the state officers and FLC support team. Special thanks to board members Charlene Zinnel, Eric Millham and Robin Wells and chapter advisors, Mary Thompson and Tammy Hearne. Students earning the Advanced Statesman Award were fortunate to have former SkillsUSA National Officer, Maryland Alumni and Professional Member Josie Wolfe facilitating the session. Thank you Josie!

Over two hundred fifty (250) certifications and awards were earned by students participating in FLC. Congratulations to all students who received Statesman, Advanced Statesman and/or SkillsUSA Framework Certifications! Please encourage these students to share this information with new and prospective chapter members!

Item #2: Local and Regional Competitions

Time to encourage students to participate in local and regional competitions. Be sure to share current competition technical standards (2022) with interested students, available to all paid professional members. Advisors new to SkillsUSA will be excited to learn that the SkillsUSA Championships competitive events program is offered at local, state and national levels with competencies and embedded academics that align with the needs of industry. Learn more about competition technical standards and other member benefits here: <https://www.skillsusa.org/accordions/benefits-of-membership/>

Continue communicating with chapters in your region to plan and prepare for regional competitions (in February 2022). Use the **attached MS Excel spreadsheet** to determine the level of interest in competitions in your region as some require a preliminary round to qualify for state competitions (highlighted in **yellow** on spreadsheet). See **Regional POW and Guidelines attached**.

Don't hesitate to contact the state director if you have questions or need clarification.

Item #3: Register by Nov. 15 for Extra Member Benefits

Becoming a professional member of SkillsUSA is one of the best ways to demonstrate to students the opportunities that membership provides. As a benefit of membership, professional members receive online access to:

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

- Program of Work Toolkit: The Program of Work Toolkit includes the Program of Work Launch Activity Guides, videos and resources to help you implement effective activities.
- “Jump into Stem!”: A chapter curriculum for members to mentor and engage elementary and middle school students in STEM learning while creating an opportunity for future recruitment.
- SkillsUSA Championships Technical Standards: The official rules and regulations for each of the 2022 SkillsUSA Championships competitions.
- E-Courses: Includes SkillsUSA Framework Certification; CTE Knowledge Certification; Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader; and Building Self-Motivation in Student Leaders.
- Advisor Professional Development: A variety of training opportunities, from webinars to classroom to multi-day sessions. You’ll find a lot of options for differing training needs.

As a special membership incentive, teachers who register at least 15 student members plus one or more professionals by Nov. 15 will receive a complimentary copy of “Difficult Conversations at Work,” our latest resource developed in student-friendly, scenario-based learning. National dues for professional members are \$20 plus state dues, which vary. [View or download this PDF for 2021-22 state dues and deadlines](#), and you can [find our registration site here](#).

Item #4: SkillsUSA Week T-shirt Design Challenge

SkillsUSA is seeking student designs for the official T-shirt of SkillsUSA Week 2022. One design will be selected and produced by the SkillsUSA Store. The contest is open to all dues-paying student members. Only one entry/design per SkillsUSA member is permitted. All designs submitted should be appropriate for use on a red T-shirt and follow the design specifications outlined in the [Challenge Guide](#). The deadline for submissions is Nov. 15 at 5 p.m. ET.

Item #5: Manufacturing Expertise on “SkillsUSA Technical Fridays”

Join us for “SkillsUSA Technical Fridays,” SkillsUSA’s industry-led workshops that help teachers develop specific technical skills relevant to their career fields. On Nov. 19 at 4 p.m. ET, the presenter will be Thom Tremblay from Autodesk who manages the client success for Team D3 and developed learning content for Autodesk through concepts and design. During his session, he will focus on the Generative Design tools in Autodesk Fusion 360, which are the next stage in CAD evolution that the designers, engineers and machinists of the future will work with daily. The cost to attend the session is \$10. [Register here](#).

Item #6: **ACTION ITEM!** Register by Nov. 14 to Participate in the Airport Design Challenge

The Federal Aviation Administration Science (FAA), Technology, Engineering, and Math Aviation and Space Education Program organizes and sponsors the Airport Design Challenge, a seven-week interactive learning and collaboration opportunity for students in grades K-12. During the Airport Design Challenge, students will have the opportunity to design virtual airports in Minecraft based on guidance from FAA aerospace and engineering experts. The challenge offers first-hand experience in an aviation-related application of STEM concepts and helps students apply their academic knowledge and skills to professional simulations. Participating students will meet aviation professionals, engage with other designers, and learn about the aerospace industry. [Register by Nov. 14 to participate.](#) The challenge begins Nov. 15 and concludes on Jan. 14, 2022.

Item #7: Engage Your Chapter in SkillsUSA's Refreshed Student2Student Program

SkillsUSA has launched a refreshed Student2Student program for the 2021-22 school year. The program connects chapters with younger students in elementary or middle school to facilitate SkillsUSA's "Jump into STEM!" curriculum at their school. Also new this year, SkillsUSA has five \$200 chapter grants (via Lowe's gift cards) available on a first-come, first-served basis for chapters to purchase supplies for facilitation of their Student2Student program. For more information and to fill out the grant application, [go here](#). Chapter grant requests must be submitted by Dec. 1. Student2Student entries must be submitted by April 1, 2022. [Learn more about Student2Student here.](#)

Item #8: Get Recognized for Your Recruitment Efforts

Check out [SkillsUSA's 2021 Recruitment Week resources](#) to learn how local chapter leaders can successfully hold a fall recruitment week and engage new members. You'll also find advisor resources to help coach your chapter leaders around recruitment and engagement. Be sure to track your work and photograph your activities. Submit your Recruitment Week activities by Dec. 1 to be considered for national recognition, including a \$500 shopping spree at the SkillsUSA Store, a highlight on social media and an opportunity to be spotlighted on the [SkillsUSA Champions digital hub](#).

Item #9: One-on-One Coaching on the Chapter Excellence Program

Is your chapter ready to take your Chapter Excellence Program (CEP) application to the next level, or do you need help getting started? SkillsUSA offers one-on-one coaching sessions with our CEP and Program of Work (PoW) coach, Kelli Engelbrecht. Learn how to integrate the SkillsUSA Framework, articulate your chapter's SMART goals and select and evaluate your Essential Elements within your CEP application. [Schedule your 30-minute Zoom coaching appointment here.](#) For questions, email [Kelli Engelbrecht](#) or give her a call at 573-321-1322.

Item #10: Check Out the Wealth of Professional Development This Fall

Please join your fellow advisors for our fall SkillsUSA Professional Development offerings. With upcoming topics like “Guides for Hosting a Local Career Competition,” “Establishing a Framework Culture,” “Jumpstart 2.0,” and the “At-Work Series” (which includes critical thinking, conflict management and difficult conversations at work), these sessions can keep the school year moving in exciting directions. Learn more about SkillsUSA’s offerings on [SkillsUSA’s online training calendar](#). Completion certificates are provided for each session. [Use this Google Doc](#) to learn how to access your Professional Membership benefits online. [A PDF of the 2021-22 Professional Development Opportunities is available here](#). For questions, contact [Karolina Belen](#).

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