INTRODUCTION

The SkillsUSA Florida Board of Directors and State Staff, in consultation with the National SkillsUSA organization, has developed this strategic plan to guide us toward our vision and mission as we serve the students, teachers, administrators and business partners of SkillsUSA Florida. The planning process began with a board self-assessment in August 2014.

On August 22-23, 2014 the board of directors met at a planning retreat in Lakeland, FL and received training on the duties and responsibilities of non-profit boards and on strategic planning. Mr. Timothy Lawrence, SkillsUSA’s national executive director, conducted the training. At this planning retreat, the board reviewed the assessment and developed focus groups to identify critical issues facing the future of the state association. The board also developed a vision statement, mission statement and values to drive the work of the organization. Based upon this work, major goal areas were developed and objectives were written to enable us to meet our goals. The objectives set forth in this plan will help us better serve our members and partners and move our organization forward to the future.

The goals and objectives in this plan support several major conferences, training programs and competitions that SkillsUSA Florida operates for its members. The following activities are held annually. They are administered by the state staff, in partnership with industry, education, labor and a host of volunteers:

- SkillsUSA Florida State Leadership and Skills Conference
- The SkillsUSA Florida World of Possibilities Career Expo
- The Florida SkillsUSA Championships
- SkillsUSA Florida Regional Training Workshops
- State Officer Elections and Training
- State Officer Retreat
- Florida delegation travel and participation in the National Leadership and Skills Conference and SkillsUSA Championships.

The SkillsUSA Florida Board of Directors is comprised of representatives of the stakeholder groups who are involved in our State Career and Technical Education System. The board members and staff involved in the development of this plan are listed in the appendix at the end of this document.
Vision, Values, Mission and Goals

Vision

SkillsUSA Florida is an inclusive organization involving over 25,000 students from middle school through college postsecondary education. Our program is recognized as a viable pathway to career and college success. We are supported at all levels by business and industry, state government, parents and communities. Every eligible student is involved and every life we touch in improved.

Values

The SkillsUSA Florida mission is built upon—and its success depends on—the commitment of our members and partners to the following values:

Excellence, Opportunity, Integrity, Dependability, Transparency, Respect, Citizenship, Service

Mission

SkillsUSA Florida empowers its members to become world-class workers, leaders and responsible American citizens.

SkillsUSA Florida improves the quality of our state and national skilled workforce through a structured program of citizenship, leadership, employability, technical and professional skills training. SkillsUSA enhances the lives and careers of students, instructors and industry representatives as they strive to be champions at work.

Major Goal Areas:

1. Quality, Up-to-date Competitions
   • Driven by B&I Leadership
2. Communication
   • All levels – Top down
3. Marketing
   • Brand recommendations
4. Industry Partnerships & Foundation
5. Member Engagement
Goal One: Quality Up-to-Date Competitions

_Tactics and Objectives:_

1. Contest Tech Committees

   Regional and Florida state contests have up-to-date competitions, driven by national contest standards, influenced by teachers and endorsed by Business & Industry Leadership, in place for the 2015 contests cycle. Contest description and frameworks available to region coordinators by December 15 prior to the contest year.

   - Publish regional contest packets by January 1
   - Publish state contest packets by March 1

   Review the contest success structure through surveying, contestants, advisors and industry partners at the completion of each conference (region and state) to be analyzed by each cluster chair and an action plan submitted for June board meeting.

Goal Two: Communication

_Tactics and Objectives:_

Responsive and relevant information to benefit our customers and stakeholders

1. Fully functioning and easy to navigate website filled with relevant and timely information, updated bi-weekly and weekly during contest months (January through April) Due September 2014

2. Utilize social media to its fullest extent (engaging) (Facebook, Instagram, LinkedIn, Twitter) in a weekly posting. Existing, but needs to be executed.

3. Adopt a “48 hour” return policy on all e-mails and phone calls. (All board members, state director, student leaders and alumni leadership.

4. Develop “Florida Executive Update” to inform members and stakeholders (similar to the national executive update) to include travel dates and locals, accomplishments, important updates for the month and contest updates to be emailed and posted on the website and links on social meeting.
Goal Three: Marketing

*Tactics and Objectives:*

1. Professional Development (PD) for teachers by May 2015.
   - Create training video for Florida CTE teachers
   - Include testimony from teachers and students
   - Measure increase in membership 25% for the 2015-2016 year

2. Professional Development (PD) for industry trade groups by February 2015.
   - Create promo package to present during trade meetings
   - Include testimony from industry and students
   - Measure engagement of industry to state conference: ____%

Goal Four: Industry Partnerships and Foundation

*Tactics and Objectives:*

1. Recruit two new business and industry representatives to join the Florida board of directors, by June 2015, to align with career clusters

2. Encourage schools to educate and engage advisory boards about SkillsUSA

3. Develop a webpage and other resources to inform new business and industry partners about SkillsUSA.

Goal Five: Member Engagement

*Tactics and Objectives:*

1. Each region adds one new school a year or one new program within a school annually.

2. By the 2016 school year, one half of the SkillsUSA Florida chapters will achieve the quality chapter certificate.

3. Adopt a middle school constitution by the start of the 2015-2016 school year. Develop a middle school program by the start of the 2016-2017 school year.

4. Research and develop a plan to implement advisor training by the 2016-2017 school year.
Appendix: Statement of SkillsUSA Florida’s values

Values:
The SkillsUSA Florida mission is built upon—and its success depends on—the commitment of our members and partners to the following values:

1. **Excellence** *(the state or quality of excelling, exceptionally good; extreme merit)*

2. **Opportunity** *(a situation or condition favorable for attainment of a goal)*

3. **Integrity** *(the quality or state of being of sound moral principle; uprightness, honesty, and sincerity)*

4. **Dependability** *(worthy of trust, reliable, capable of being depending on)*

5. **Transparency** *(the quality or state of being transparent)*

6. **Respect** *(to feel or show honor or esteem for; to show consideration for; deference or dutiful regard [respect for the law]; consideration, courteous regard)*

7. **Citizenship** *(the state of being vested with the rights, privileges, and duties of a citizen)*

8. **Service** *(an act of helpful activity: help; aid)*
Appendix: SkillsUSA Florida’s Board of Directors

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