



Back to School Meeting

September 5-6, 2023

Agenda

- What is SkillsUSA?
 - The SkillsUSA Framework, The Program of Work, and CEP
- Membership Registration and Information
 - Traditional vs. Affiliation
- Leadership Events
 - Regional Meetings, Fall Leadership Conference
- Competition Information
 - Contest Guide
 - Regional, State, and National Competitions
- Student Leadership Opportunities
 - State Officers, Courtesy Corps, Glam Squad, Social Media Ambassadors, Branding Design Contest
- Advisor Resources



What is SkillsUSA?

- Career and Technical Student Organization
- Integral to the success of CTE programs
- Advisor-led, student-driven
- SkillsUSA is America's proud champion of the skilled trades. Our mission is to empower students to become world-class workers, career-ready leaders, and responsible community members.



The SkillsUSA Framework

- Defines our mission
- Personal Skills, Workplace Skills, Technical Skills
Grounded in Academics
- 17 Essential Elements
 - Identified by industry as being the most important skills for career success
- Provides a common language for students to articulate their experiences
- Assesses skill development along a learning continuum of awareness, demonstration, and mastery
- Creates a vision for SkillsUSA programming to ensure quality experiences for all members



SkillsUSA Framework



SkillsUSA has an impact on the lives of America's future workforce through the development of personal, workplace and technical skills that are grounded in academics.

The Program of Work

- How our mission is actualized.
- Helps to engage students in their school and community with real experiences, including work-based learning.
- Chapter management tool to help advisors empower students.
- Plan and execute events related to one of the six areas of the program of work, identify Essential Elements, work in committees, etc.



The Program of Work

- Workplace Experiences
 - Career fair, job shadowing, SkillsUSA Championships
- Partner and Alumni Engagement
 - Guest speakers, competition mentorship, sponsorship
- Leadership Development
 - Chapter officer training, local leadership workshop
- Advocacy and Marketing
 - Chapter social media, local news engagement
- Financial Management
 - Financial literacy guest speaker, personal budgeting exercise
- Community Engagement
 - Community service project, community open house



Chapter Excellence Program

- How we recognize chapter excellence
- Provides a roadmap to chapter success in implementing the Framework
- Recognition is focused on the resulting development after the event
- Quality Chapter
- Chapters of Distinction (Gold, Silver, Bronze)
- Models of Excellence
- Applications online – due March 1



Membership Registration

- Join members online at register.skillsusa.org.
- Review instructions in the Chapter Success Guide to activate Member Enroll
 - Students enter their membership information, advisors submit and agree to invoicing terms
- To be eligible for competition:
 - At least 6 students and 1 professional member
 - Registered by February 1 (*check regional deadlines*)
 - Paid by March 1
- \$16/student, \$35/professional
- Affiliation Plans available



Affiliation Plans

- Total Participation Plan (TPP) – middle school, high school, college/postsecondary combined campuses
- College Campus Affiliation Plan – college/postsecondary institutions
- Reduced membership costs for full program/campus affiliation – must join all eligible students
- Affiliation fee on a sliding scale
- Educational resources credit – TPP only, \$5.95 per student
- Available for schools and school districts
- <https://www.skillsusa.org/join/how-to-join/>



Affiliation Plan Example

Pricing, deadlines, and plan information

225 Students	Traditional Membership	TPP	College Campus
Affiliation Fee	\$16/student	\$1,312	\$3,360
Educational Resource Credit	N/A	\$5.95 x 225 = \$1,338.75	N/A
Total Student Cost	\$3,600	\$2,650.75	\$3,360
Professional Affiliation	1/program	1 per 100	1 per 25
Professional Affiliation Cost	7 x \$35 = \$245	3 x \$35 = \$105	9 x \$35 = \$315
Total Cost	\$3,845	\$2,755.75	\$3,675
Total Cost per Member	\$16/\$35 (\$16.57, 232)	\$12.09 (228)	\$15.71 (234)



QUESTIONS?



New Member Enrollment Training

September 11 at 6 PM ET

September 12 at 10 AM ET

Sign up here:

<https://form.jotform.com/232225810687154>

Event Registration

- Register for events online at register.skillsusa.org
 - Must be registered members to register for competition
 - Follow steps in conference guides
- Onsite Registration and Packet Pickup
 - FLC – Monday, November 6, 8 AM to 9 AM
 - SLSC – Sunday, April 14, 1 PM to 6 PM
 - NLSC – Monday, June 24, 4 PM to 6 PM
 - Bring required forms and outstanding payments
 - Code of Conduct Forms
 - Requires parent/guardian signature for under 18
 - 1 per registered attendee
 - Approved Chaperone Form
 - Indicated school has approved those individuals to chaperone/supervise
 - Submit once per year, update as needed



Regional Leadership Meetings

- Usually held in September. Dates and locations vary by region.
- May include:
 - Regional officer elections
 - Steering Committee/Advisor meeting
 - Student professional development
 - Other activities
- Check with your Regional Coordinator for more information.



Fall Leadership Conference (FLC)

- November 6-7, 2023
 - Check in begins 8 AM Monday, adjourn 2 PM Tuesday
- Hilton Melbourne, 200 Rialto Place, Melbourne, FL
- State leadership training activity
- Essential elements: Teamwork, Planning, Organizing and Management, and Adaptability/Flexibility
- Student track – Maximize
 - Open to chapter officers, regional officers, chapter leaders, and any students looking to grow their chapter and career readiness skills
- Advisor track – Chapter Management Institute (CMI)
 - Open to new, nearly new, and not-so-new advisors



Fall Leadership Conference (FLC)

- **MAXIMIZE**

- Students are divided into Conference Chapters, where they learn to work in committees, operate effective chapter meetings, and plan and execute a skit for the Lip Sync Battle.
- As a result of participation, students will learn how to plan, execute, and evaluate a chapter activity focused on developing a Framework skill.

- **Chapter Management Institute (CMI)**

- Advisors dive deep into what SkillsUSA is, what it means to be an advisor, and how to build and grow your chapter
- Learn to implement resources like the Business Partner Guide, and to earn recognition through the Chapter Excellence Program
- Best practices discussions and networking sessions
- Facilitated by SkillsUSA national facilitator



Fall Leadership Conference (FLC)

- [FLC23 Conference Guide](#)
- Full agenda, registration info, deadlines, and other details
- Registration Open Now!
- Registration Closes/ Rooming List Due: October 2
- Payment due: October 30
- Package cost based on room occupancy.
 - Includes:
 - 1 night hotel (extra nights available for additional fee)
 - Conference registration and materials
 - Monday lunch and dinner; Tuesday breakfast and lunch; snacks
 - Conference shirt and other swag
 - Single: \$450/person
 - Double: \$375/person
 - Triple: \$350/person
 - Quad: \$325/person
 - Additional Room Night: \$135/room/night



QUESTIONS?



Fall Leadership Conference Guide

Registration Closes October 2

Payment Due October 30

<https://www.skillsusafl.org/wp-content/uploads/2023/09/2023-Fall-Leadership-Conference-Guide-FINAL.pdf>

Competition Information

- [2023-2024 Contest Guide](#)
 - Available now! – skillsusafl.org/resources
 - Eligibility
 - State Competition List and Description
 - Review this list to prepare for the year!
 - How to Prepare
 - Middle School, Florida-Only, and Special Needs competitions
 - New state and national competitions
 - Grievances and Scoring



SkillsUSA Florida: State Contests by Cluster 2023 – 2024

Competitive events offered by SkillsUSA Florida at the annual State Leadership and Skills Conference aligns with a sector, or career cluster, [as defined by the Florida Department of Education](#). Descriptions provided are general and should not be used for contest preparation. For specific contest guidelines and eligibility, refer to the official Technical Standards.



CONTEST	CLUSTER	TEAM?	MS	HS	CPS	FL-ONLY	DEMO	SPECIAL NEEDS
3-D Visualization and Animation	ART	2		X	X			
Action Skills	LEAD		X	X	X			X
Additive Manufacturing (MS team of 3)	MFG	2	X	X	X			
Advertising Design	ART			X	X			
American Spirit	LEAD	3	X	X	X			
Architectural Drafting	ARCH			X	X			
Audio/Radio Production	ART	2		X	X			
Automated Manufacturing Technology	MFG	3		X	X			
Automobile Maintenance and Light Repair	TRNS			X				
Automotive Refinishing Technology	TRNS			X	X			
Automotive Service Technology	TRNS			X	X			
Baking and Pastry Arts	HOSP			X	X			
Barbering	HUM			X	X			
Basic Health Care Skills	HEALTH			X				
Biotechnology Knowledge Bowl	HEALTH	4		X	X	X*	X*	
Cabinetmaking	ARCH			X	X			
Career Pathways	LEAD	3		X	X			
Ceramics	ARCH			X	X			

Competition Information - Updates

- Review the list of contests – submit requests by December 1
- New Contests
 - Commercial Roofing
- New Contests with Caveats
 - Biotechnology Knowledge Bowl
 - Wedding Cake Design – National competition
 - Hair Weave – Natural Hair Design and Braids – National competition
 - E-sports*



Regional Competitions

- February, date and location varies by region
- Some regions require Intent to Enter forms
 - Refer to [Chapter Success Guide](#) for links and info.
 - Intent to Enter is not a registration – planning purposes only
- Registration deadlines may occur prior to winter break – be sure any memberships are entered prior to registration deadlines!
 - Official state deadline is February 1
- Each region is assigned invitations per contest to maximize participation at the state level. Regional Coordinator will distribute the invitations.



State Competitions

- State Leadership and Skills Conference (SLSC)
- April 14-17, 2024
- Jacksonville, FL
- Competitions held at:
 - Hyatt Regency
 - Florida State College at Jacksonville Downtown Campus
 - Prime Osborn Convention Center (*expanded offerings*)
- Professional development, community service, Meet the Employer Career Fair, CONNECTED Expo and Trade Show, Champions Night Celebration, and more!



SLSC24 – Registration Info

- Registration Opens: February 1
- Registration Closes: March 4, 2024, 11:59 PM
 - No drops or refunds after this time – invoices are final
- Hotel Reservation Deadline: March 11, 2024
 - Hyatt Regency Jacksonville Riverfront - \$173/night
 - Hotel reservations online – conference guide and website
 - Schools make own reservations and payment arrangements
 - Communicate often and early with hotel!
- Registration Payment Deadline: March 18, 2024
 - Check payment preferred
 - Credit card payments automatically include processing fee
 - currently 3.3%
 - Payment must be received prior to participation!



SLSC24 – Registration Info

- Registration Information
 - \$150 per person, including contestants, advisors, models, and observers who will attend Opening and Closing ceremony
 - Courtesy Corps Members: \$50 (CC Leadership Team – no cost)
 - Includes:
 - Conference pin and t-shirt
 - Access to contest floor, Opening and Closing Ceremonies
 - Conference transportation between venues
 - Champions Night Celebration (including dinner)
 - Lunch for contestants and models during competition
 - Professional Development sessions for students and advisors
 - All other conference activities
 - Special events for advisors
 - NEW THIS YEAR: Day Pass available. \$35 per day, 4/15-16 only, purchase onsite. No access to opening or closing ceremonies.



SLSC24 – Opening Ceremony

- Opening Ceremony
 - Sunday, April 14, 2024
 - Florida Theatre
 - Doors open at 6:30 PM, Ceremony begins at 7 PM
 - State Level Awards
 - Keynote speaker
 - Last minute reminders and announcements
 - Attendance limited to conference attendees and partners.



SLSC24 – Conference Schedule

- Conference Activities – April 15 – 16
 - Professional Development – 10 AM to 2 PM
 - Competitions – 8 AM – 4 PM
 - CONNECTED Expo and Trade Show – 8 AM to 2 PM
 - Advisor Lounge – 7 AM to 4 PM
 - Community Service – TBD
 - Meet the Employer Career Fair – April 15, 5 PM to 8 PM
 - Delegate Sessions – 3 PM to 5 PM
 - Framework Luncheon – April 16, 12 PM to 2 PM
 - Champions Night Celebration and Advisor Reception – April 16, 6 PM to 10 PM



SLSC24 – Closing/Awards Ceremony

- Closing Ceremony

- April 17, 2024
- Hyatt Regency Jacksonville Riverfront
- Live streaming will be available for public viewing
- Attendance limited to conference attendees and invited partners.
- Doors open at 7:30 AM
- Ceremony begins at 8:30 AM
- Gold medalists complete Intent to Enter form for NLSC
- Immediately following, NLSC Delegation Meeting @ Hyatt
- Adjourn by 1 PM



QUESTIONS?



Contest Guide

Contest List and Descriptions, eligibility, and important links and information

<https://www.skillsusafl.org/wp-content/uploads/2023/08/2023-2024-Contest-Guide-FINAL.pdf>

Leadership Opportunities for Students

- State Officers
- Courtesy Corps
- Glam Squad
- Social Media Ambassadors
- Branding Design Contest



Leadership Opportunities for Students

- State Officers

- Student leadership team elected during state conference to serve for one program year
- Candidates submit application in advance, and campaign during SLSC Delegate Sessions
 - Marketing materials, campaign speech, problematic questions
- Lead state and regional events
 - Facilitation, community service, etc
- Engage in advocacy training and practice
- Support local chapters to promote chapter development
- Application and Program Guide available November 1
- <https://www.skillsusafl.org/about/state-officers/>



Leadership Opportunities for Students

- **Courtesy Corps**
 - Logistics team working behind the scenes to ensure events are successful
 - Serve at local, state, and national events
 - Competition at SLSC to determine the NLSC Delegation
 - Travel to NLSC all expenses paid (bus transport, registration, lodging)
 - Two Opportunities:
 - Leadership Team – Application due November 15, arrive early to SLSC and participate all expenses paid
 - Courtesy Corps Member – Application due by March 4, arrive and stay with school and pay reduced registration fee (\$50)
 - [Program Guide and Application available now!](#)



Leadership Opportunities for Students

- **Glam Squad**

- Cosmetology students work as hair and make up artists for the State Officer Team and VIPs at the Opening and Closing Ceremony at SLSC
- Students may work hair, makeup, or both
- Application link in SLSC24 Guide. Includes submission of portfolio photos.
 - Due by March 4. Applicants notified by March 8.
- Glam Squad receives:
 - Complimentary conference registration
 - Dinner Sunday and breakfast Wednesday
 - All-access pass for Opening and Closing Ceremonies
 - Does not interfere with competitions



Leadership Opportunities for Students

- **Social Media Ambassadors**
 - Team of students responsible for social media content during SLSC, which may include Instagram and Facebook, reels/ TikTok, and other outlets.
 - Receives responsible social media training and best practices
 - Open to students in any trade area with passion for social media
 - Application available in SLSC24 Guide. Includes listing publicly accessible, well-established channels with appropriate content.
 - Due by March 4. Applicants notified by March 8.
 - Ambassadors receive:
 - Complimentary conference registration
 - Dinner Sunday and breakfast Wednesday
 - All-access pass to the SLSC
 - Schedule can be adjusted to accommodate for competition



Leadership Opportunities for Students

- **Branding Design Contest**
 - Students submit a design package to represent the state theme
 - SkillsUSA Florida: Cruising Through Challenges
 - Must be a cohesive design package
 - T-shirt, Trading pin, Banner, Conference app homepage
 - Voting at the Fall Leadership Conference
 - Designs presented at Opening Session
 - Online voting for 24 hours, in-person voting at Lip Sync Battle
 - Winner announced during Closing Session of FLC
 - Comp registration for SLSC, swag bag and recognition during Opening Ceremony
 - [Contest standards and design specs available now!](#)
 - Due October 15, 2023



National Competitions

- National Leadership and Skills Conference (NLSC)
- June 24-28, 2024
- Atlanta, GA
- Hyatt Regency Atlanta*
- Competitions at Georgia World Congress Center
- Opening and Closing Session at State Farm Arena
- SkillsUSA University, TECHSPO, Delegate Sessions and Training, Academy of Excellence, Champions Night, and more!

* pending confirmation



NLSC24 – Registration Information

- Registration and Hotel Opens: At the conclusion of SLSC
 - Register online – register.skillsusa.org
 - Hotel reservations online – Passkey
 - Schools make hotel reservations; State Office invoices for package and collects payment
 - Schools arrange for travel and transfers to Atlanta
- Registration and Hotel Deadline: May 6, 2024, at 11:59 PM
 - No drops or refunds after this time – invoices are final
- Payment Deadline: May 27, 2024
 - Check payment preferred
 - Credit card payments automatically include processing fee
 - currently 3.3%



NLSC24 – Registration Information

- Official Delegation Information
 - Contestants, models, advisors and chaperones, or anyone else who will reserve hotel rooms within the state block
 - If someone is staying at the hotel within our block, they **MUST** be registered through the state office – including parents and admin.
 - Schools may **ONLY** book at the official state hotel.
 - **Students of all ages may not attend without school-provided supervision, including adults.**
 - Must register for a full package thru state office by May 6
 - Does not include General Attendees:
 - i.e., Parents or observers the school is not financially responsible for; those who will not stay at the hotel or attend the full event, etc.



NLSC24 – Registration Information

- Registration Information

- Package price based on room occupancy
 - ****estimates for budgeting purposes only. Final prices by Feb. 1***
 - Single - \$1,700/person
 - Double - \$1,100/person
 - Triple - \$930/person
 - Quad - \$830/person
- Includes:
 - 5 nights hotel, including taxes and fees (parking not included, extra room nights for additional fee)
 - Conference pin and t-shirt, plus extra pins for trading
 - Access to contest floor, Opening and Closing Ceremonies
 - Champions Night Celebration
 - Lunch for contestants and models during competition
 - SkillsUSA University and Academies of Excellence
 - All other conference activities
 - SkillsUSA Florida swag and spirit items
 - State Welcome Dinner on Monday and Celebration Dinner on Friday



NLSC24 – General Agenda Overview

- June 22-24 – Pre-conference activities
 - Leverage, Activate, Engage
- June 24 – Mandatory State Meeting, 6 PM
- June 25 – Opening Session, 5 PM
- June 25 – 27 – Contest/ Orientations, 8 AM
 - SkillsUSA University, TECHSPO, Delegate activities, and other conference activities
- June 27 – Champions Night Celebration
- June 28 – Closing and Awards Ceremony, 5 PM
- June 29 – Travel Home



NLSC24 – State Activities

- Mandatory State Meeting – Monday, June 24 at the state hotel at 6 PM
 - Dinner is served!
 - Plan to arrive in Atlanta by 4 PM to account for traffic and delays
- State Celebration Dinner – Friday, June 28 at the state hotel immediately following Closing Ceremony
 - Dinner is served!
 - Skill Point Certificates awarded
 - Additional awards and recognition
 - A giant sigh of relief
- Opening and Closing Ceremonies will be live streamed for public viewing



Advisor Resources

- Skillsusafl.org/resources
- [Contest Guide](#)
- [Chapter Success Guide](#)
- All Conference Guides ([FLC](#), SLSC, NLSC)
- [Branding Contest Standards](#)
- All meeting recordings and PowerPoints
- Required paperwork (*updated for 23-24*)
 - Code of Conduct forms (for [students](#) and [advisors](#))
 - [Approved Chaperone Form](#)





Advisor Resource

Join Now
Start a Chapter
Total Participation
College Campus Affiliation
Branding Design Contest

Membership Awards

Advisor Resources



Chapter Success Guide

Download the Chapter Success Guide

YOUR GUIDE TO A SUCCESSFUL YEAR!



register.skillsusa.org

Register for Membership and Events

INCLUDING REGIONAL, STATE, AND NATIONAL COMPETITIONS!



Absorb

absorb.skillsusa.org

Access Professional Member Benefits

INCLUDING THE CHAMPIONSHIPS TECHNICAL STANDARDS!

Shop

shop.skillsusa.org

Purchase SkillsUSA Merchandise

INCLUDING CLOTHING AND CURRICULUM

ADVISOR MEETINGS + CHAPTER RESOURCES

[Chapter Success Guide 2023-2024](#)

[Clothing Classifications 2022-2023 \(2023-2024 version available October 1\)](#)

[2023 SkillsUSA Florida W-9](#)

[Branding Design Contest 2023-2024](#)

FALL LEADERSHIP CONFERENCE (FLC) RESOURCES

[FLC23 Conference Guide](#)

[Statesman Study Guide \(FLC\)](#)

[Rooming List Form \(Excel sheet download\)](#)



Reach Out Anytime!

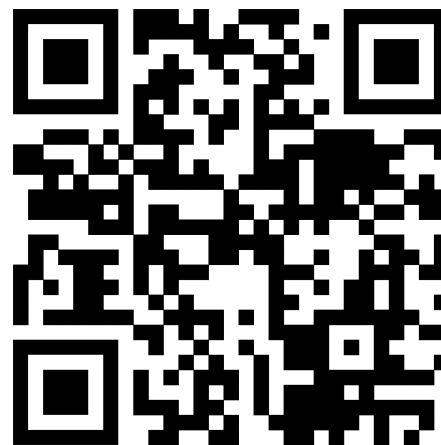
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Schedule a Time to Meet!



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Enter by 9/22***