



2024-2025 State Officer Program Guide and Candidate Information Packet

This information packet is to serve as guide and assist the SkillsUSA Florida Advisors, students, and guardians for the preparation of their candidacy and term as a SkillsUSA Florida State Officer. Giving a clear expectation of the eligible candidate while giving clarity on qualifications, guidelines, and candidate events.

The State Officer term starts July 1, 2024, and ends June 30, 2025. Students apply during the 2023-2024 school year and are elected at the 2024 State Leadership and Skills Conference (SLSC24) in Jacksonville, Florida.

Prior to arriving in Jacksonville for SLSC24, students will complete a formal screening process consisting of a submitted application, knowledge test and online interview. All will be facilitated by State Staff of SkillsUSA Florida.

During their term, State Officers will be tasked with a variety of roles and responsibilities. Training will be provided on a continuum throughout their term, beginning with in-person training in July.

The State Officer Program is meant for the top students in their career and technical education courses. With an open mind, and willingness to grow, personally and professionally, these opportunities are endless. The overall program focuses on 3 key essential elements of the SkillsUSA Framework: leadership, communication and service orientation.

The skills learned through the State Officer program will not only help these student leaders be successful in serving the organization, but throughout their lives and future careers. We hope this all-encompassing resource will aid our stakeholders in better understanding the State Officer election process as well as give an insight into the goals and objectives of the State Officer program and expectations of the State Officers once they are elected.

SkillsUSA State Officer Program Guide

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SECTION 1 — STATE OFFICER JOB DESCRIPTION

| | |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Position Title: | SkillsUSA Florida State Officer |
| Work Location: | Remote with travel opportunities for trainings and assignments |
| Duration: | July 1, 2024, through June 30, 2025 |
| Hours Required: | 3 hours/week (avg), including training, assignments, activities, meetings, etc. |
| Reports To: | State Director, Jessica Graber; Assistant State Director, Jayde Alioto; and State Officer Trainer, Teresa Mankin |
| Application Process: | Complete State Officer application by February 28, 2024, and participate in the State Officer Election Process at the State Leadership and Skills Conference. Complete online application and required signature pages. |

ORGANIZATION BACKGROUND

SkillsUSA is a national career and technical student organization which serves middle school, high school, and college/postsecondary students preparing for careers in career and technical education. SkillsUSA's mission is America's proud champion of the skilled trades. Our mission is to empower students to become skilled professionals, career-ready leaders, and responsible community members.

SUMMARY

The primary role of a SkillsUSA Florida State Officer is to serve SkillsUSA Florida at the local and state level to support our organization's mission. Being a State Officer means representing all SkillsUSA student members, as well as the principles and purposes of our organization always. In this role, an officer will communicate key organizational information, while also promoting career and technical education. As a student leader, each officer must be clear on their priorities, able to manage a variety of tasks and projects, and use effective time and stress management strategies. Officers are expected to always demonstrate effective communication with staff and team.

MINIMUM REQUIREMENTS

Candidates must meet the minimum requirements.

1. Active member status in SkillsUSA Florida and SkillsUSA.
2. Enrolled in a coherent series of CTE courses or a career major that prepares them for further education and/or employment related to technology, the health industry, trades or industry, and have at least one academic year remaining in said course of study.
3. A grade point average of at least 3.0 in the course of study which leads to a career in a trade, industrial, technical or health occupations field.
4. Maintain at least a 2.5 grade point average in all other subjects not included in course of study.

PREFERRED EXPERIENCE

The position requires strong SkillsUSA and CTE experience. Candidates should have at least one year of SkillsUSA leadership experience, such as being a local, chapter, or regional officer with a willingness to continue their development.

TRAVEL REQUIREMENTS

State Officers must be available to travel for training and events throughout their year of service. After the election, the team will collaborate on availability and establish bi-weekly meetings. Supervision is provided by SkillsUSA Florida according to our policies and procedures. If additional supervision is required by the school/district, the chaperone's travel cost is the responsibility of the school/ district.

ASSIGNMENTS

Throughout the State Officers' year of service, they will be engaged in several assignments including the SkillsUSA Florida Fall Leadership Conference and the State Leadership and Skills Conference. Additional assignments may include:

- Complete the Career Essentials: Advanced or Adult Learner Course
- Participation in the National Leadership and Skills Conference
- Participation in the Washington Leadership Training Institute
- Regional Leadership Conference and Competitions
- Business partner events

STATE CALENDAR

State Officers must be available to attend the required events listed below in full.

- **July 14-18, 2024 (5 days)** – State Officer Training (*required*)
- **Bi-Weekly Officer Meetings (Virtual)** – Every other week, day/ time set by the team during training. (*required*)
- **September 21-25, 2024 (5 days)** – Washington Leadership Training Institute (*invitation*)
- **September TBD (1-2 days, varies by region)** – Regional Leadership Training Workshop (*required to attend own region, may receive invitation to other regions*)
- **October 26-29, 2024 (4 days, including pre-conference training)** – Fall Leadership Conference (*required*)
- **February TBD (1-2 days, varies by region)** – Regional Leadership and Skills Conference (*required to attend own region, may receive invitation to other regions*)
- **February TBD (2-3 days)** – CTE Day on the Hill, Tallahassee Florida (*invitation*)
- **April 25-30, 2025 (6 days)** – State Leadership and Skills Conference (*required; includes two days of preconference training*)
- **June 23-28, 2025 (6 days)** – National Leadership and Skills Conference (*invitation; may extend to June 20-28, based on participation details*)

KEY PROGRAM ESSENTIAL ELEMENTS AND OUTCOMES

The State Officers will participate in experiences that touch on all 17 Essential Elements within the SkillsUSA Framework. However, the State Officer program will focus primarily on three key Essential Elements: Leadership, Communication and Service Orientation. The SkillsUSA mission is achieved by ensuring that the State Officers can show proficiency in these skills.

- **Leadership** — Influencing the hearts, minds and actions of others.
 - Exhibit the four primary characteristics of high-quality leaders as defined by SkillsUSA: trust, compassion, stability, and hope.
- **Communication** — Sending and receiving clear messages.
 - Develop and deliver effective communication about SkillsUSA and career and technical education that is written or oral and targeted at a variety of stakeholder audiences.
- **Service Orientation** — Meeting the needs of internal and external customers.
 - Demonstrate an elevated level of service to meet the needs of all stakeholders.

STATE OFFICER CONTRACT

This form must be completed by handwritten signatures and uploaded with the application online.

As a State Officer of **SkillsUSA Florida**, I, (name) _____ have the responsibility to represent all members of the state association. My conduct must always be exemplary since I am always representing the organization. I may be meeting with students, advisors, administrators, business and industry representatives, government officials and educational leaders during my year of service. When I sign this **State Officer Contract**, it is with the understanding that my commitment to the year of service is substantial, as are the rewards of serving the organization. My actions will also reaffirm the ideals of **SkillsUSA Florida**.

As a State Officer of **SkillsUSA Florida**, I agree to adhere to the following rules & regulations:

CONDUCT

- I will represent SkillsUSA to the best of my abilities at all times.
- I will always respect all property and the rights of others.
- I will always implement and support the SkillsUSA culture of inclusion and diversity.
- My conduct will always be exemplary, during and outside of SkillsUSA functions.
- I will not use alcohol, tobacco and illegal substances while representing SkillsUSA at events, functions, conferences, and during travel.
- I will avoid places or activities that would raise questions as to my moral character or conduct.
- I will not engage in any behavior that might be considered sexual harassment including, but not limited to, verbal, written or physical statements or actions to or about others.
- I will always use social media accounts appropriately. This includes not engaging in bullying or cyberbullying of others including threatening words or behavior; menacing, hazing, taunting or intimidation; the use of lewd, profane, or vulgar language; verbal or physical abuse of others; or other threatening behavior toward others at any time.
- I will alert the State Officer Trainer or State Director of any disciplinary actions I incur at school or outside of school, including but not limited to actions involving law enforcement.

SKILLSUSA PROGRAM

- I will attend all trainings and activities as assigned and will be on time for all functions.
- I will complete all assignments on time.
- I will be prepared for all conferences and events by knowing my curriculum and will send all written speeches at least one week prior to delivery.
- I will regularly communicate with my State Officer trainer and chapter advisor.
- I will monitor and use my social media accounts responsibly and will monitor and use my SkillsUSA email account regularly.
- I will immediately forfeit my SkillsUSA office if I am involved in any activity that is deemed detrimental to SkillsUSA, my school or my reputation, including but not limited to being suspended, expelled, or arrested and charged with a crime.
- I will adhere to the stated SkillsUSA dress code and grooming standards.
- I will respect SkillsUSA attire and will not use cigarettes, e-cigarettes, a vape pen or any other substances while wearing SkillsUSA-branded clothing or attire, including outdoor venues.
- I commit to an entire year of service beginning immediately after my election and concluding after the National Leadership and Skills Conference the following June.

SCHOOL/ MEMBERSHIP

- I will maintain active SkillsUSA membership as outlined in Article IV Section 5 of the SkillsUSA High School and College/Postsecondary Bylaws by being “enrolled in a coherent sequence of courses or career major” and attend classes at the school my SkillsUSA chapter is based.
- I will submit my name on my chapter’s membership roster and pay SkillsUSA member dues for the year in which I am a State Officer, no later than the deadline of February 1.
- I will attend school daily unless I am on official SkillsUSA business or other approved excursions, or if I am ill. I will plan for absences and make up any class work missed.
- I will maintain above-average grades in all my classes.
- I will immediately forfeit my SkillsUSA office if I am no longer enrolled in my school/ training program due to dropping out or being suspended or expelled from school.

TRAVELING

- When traveling for SkillsUSA, I will abide by the established curfew, and will report to events in the morning on time and dressed appropriately.
- When traveling for SkillsUSA, I will spend each night in the room of the hotel to which I am assigned. I will not enter any hotel room other than the one I am assigned.
- When traveling for SkillsUSA, I will always respect all public and private property, including the hotel/ motel in which I am housed.
- When traveling for SkillsUSA, I will keep the SkillsUSA staff in charge always informed of my whereabouts. I will not leave the hotel/motel to which I am assigned without the permission of the assigned SkillsUSA staff in charge of the event.

I understand and commit to all the above statements and expectations, and I understand that there are consequences and potential disciplinary actions, including my removal from office, if at any time I do not fulfill my duties as a SkillsUSA State Officer.

State Officer Candidate Signature

State Officer Candidate Printed Name

Advisor Signature

Advisor Printed Name

Parent/Guardian Signature
(for students under 18)

Parent/Guardian Printed Name

SECTION 2 — STATE OFFICER ELECTION PROCESS

State Officer Candidate Application and Submission

The SkillsUSA Florida State Officer Candidate Application is available online only, but there are several items you need to prepare before starting the online application, as the application will not save unfinished work. The steps below will help you in preparing your application.

The application deadline is **February 28, 2024**

STEP 1

ELIGIBILITY

Ensure the State Officer candidate qualifications are met as outlined in this packet.

NOTE: Each State Officer candidate shall be an active SkillsUSA member and eligible to retain active membership in the organization until the member completes the term of office, if elected. Please double-check with your SkillsUSA chapter advisor and confirm dues for chapter, state and national membership were submitted by February 1 in the year you are running for state office.

STEP 2

REQUIRED DOCUMENTS

If qualifications are met, request and gather the following documents as early as possible in your application preparation process. All documents listed below are required. You will upload and attach these completed documents in PDF format only.

Documents to be labeled (First Initial_Last name_Document Title), i.e.,

M_Smith_ChapterAdvisorSupportLetter.PDF

Be sure to upload each document in the correct section of the online application.

- **SCHOOL VERIFICATION LETTER**

Verification letter on school letterhead from a school administrator (copy text below):

“(Candidate Name) is enrolled in a coherent series of courses or career major that prepares them for further education and/or employment and who are earning credit toward a high school diploma/ certificate or its equivalent and plans to continue in the training program at least one full academic year.

(School name) supports the efforts of (candidate name) in serving as a State Officer for the 2023-2024 school year and will excuse absences accrued while representing SkillsUSA. In return, (candidate name) is expected to complete any work missed, including makeup exams, homework, classwork, and other schoolwork.

(School name) understands that supervision is provided by SkillsUSA Florida for State Officers on official business, and that if additional supervision is required by a school or district, it will be provided at the school’s expense.

Should any disciplinary issue arise with the student, a representative from (school name) will contact the SkillsUSA Florida State Office as soon as possible.”

NOTE: Handwritten signature required.

- **CHAPTER ADVISOR SUPPORT LETTER**

Verification letter on school letterhead from the chapter advisor (copy text below):

“(Candidate Name) is a member of the (Chapter Name) Chapter of SkillsUSA and is currently a registered and paid member of SkillsUSA. (Candidate Name) will remain a member for the duration of their term in office.

(School name) supports the efforts of (candidate name) in serving as a State Officer for the 2023-2024 school year and will excuse absences accrued while representing SkillsUSA. In return, (candidate name) is expected to complete any work missed, including makeup exams, homework, classwork, and other schoolwork. I will maintain communication with (candidate name) on a regular basis to ensure assignments are completed.

(School name) understands that supervision is provided by SkillsUSA Florida for State Officers on official business, and that if additional supervision is required by a school or district, the school or district will supply supervision at the school’s expense.”

NOTE: Handwritten signature required.

- **STATE OFFICER CONTRACT**

Review and sign

- **CANDIDATE CAMPAIGN POLICIES**

Review and sign

STEP 3

ESSAY QUESTIONS

In **500 words or less**, prepare answers to the following questions. Use a word processing program to format and run spell check. Upload your responses on the online form.

- What is your SkillsUSA Framework story?
 - Create your story by identifying one Essential Element from the SkillsUSA Framework that you have developed and explain how experiences in SkillsUSA and/or your career and technical education program have aided in your growth.
 - Utilize Framework story creation tools in SkillsUSA Absorb with the help of your advisor.
- Why would you like to be a SkillsUSA Florida State Officer?
 - Provide information related to what motivated you to seek this leadership role, who influenced you or helped you in the process, what you will bring to SkillsUSA Florida members, and how you will positively affect career and technical education.

STEP 4

APPLICATION INFORMATION AND SUBMISSION

Gather the information outlined below, your required documents, and essay question responses.

Complete the application online at <https://form.jotform.com/220036101711031>

CANDIDATE DESIGNATION

- Chapter/School
- Division
- SkillsUSA Membership (*registered, paid dues*)

CANDIDATE INFORMATION

- First Name, Last Name, Preferred Name and Phonetic Spelling
- Candidate's Mailing Address
- Date of Birth
- Cell Phone #
- Personal Email (*not a school email – Gmail, Hotmail, etc.*)
- T-shirt Size, Polo Size and Style Preference (*men's or women's*)
- Special Needs and/or Dietary Restrictions/Allergies
- CTE Program
- Anticipated Graduation Date or Program Completion Date
- Which of the following activities have you participated in during your SkillsUSA membership? (*Activate, Chapter Officer, Regional Officer, Fall Leadership Conference (FLC), Washington Leadership Training Institute (WLTi), President's Volunteer Service Award, State Leadership and Skills Conference (SLSC), National Leadership and Skills Conference (NLSC), Other.*)

TRAVEL INFORMATION

This information will be used to book travel, including flights and hotel.

- Name as it appears on your driver's license or official government ID
- Preferred Departure Airport (*Jacksonville, Pensacola, Orlando, Tampa, Miami, Ft. Lauderdale*)
- Known Traveler Number (*optional; KTN provides the individual TSA precheck*)
- Travel preferences (*aisle seat, window seat, etc.*)

SCHOOL CONTACT INFORMATION

The advisor listed in this section will receive copies of correspondence related to candidacy activities.

- School Name, Address, and Phone #
- SkillsUSA Chapter Advisor Name, Phone # and Email
- School Administrator Name, Phone # and Email

STEP 5

CANDIDATE HEADSHOT

1. Head and shoulders shot (from chest up). Portrait (vertical) orientation only.
2. Shoot against a plain, one-color wall; preferably white.
3. Make sure the photo is well lit, but try to avoid shadows on the wall, if possible.
4. Wear SkillsUSA Official Dress Attire (wear only acceptable pins on jacket)
5. Do not use filters or edit your photo in any way.
6. Smile!

Complete the application process here: <https://form.jotform.com/220036101711031>

APPLICATION SUBMISSION AND DEADLINE

Once you begin the online application process, you must complete the entire application in one sitting, as it will not save unfinished work. If you stop in the middle, you will have to start over. Be sure that you have all the essays and scanned documents prepared before you begin.

Upon successful submission, you will receive a confirmation email with a copy of your responses. The application deadline is February 28, 2024. Candidates will be notified of next steps by March 21, 2024.

CANDIDATE PREPARATION

Below are the events held for State Officer candidates. The procedures are important, and this section is devoted to aiding in preparing candidates to attend and engage in the State Officer election process.

RECOMMENDED RESOURCES

- SkillsUSA Member Handbook — a thorough understanding of all sections.
- State Officer Program Guide.
- SkillsUSA Website - www.skillsusa.org: Mission, Vision, Values.
- The SkillsUSA Framework.
- SkillsUSA National and State Theme.
- Scenario Role-Play — Interview Practice. Interviewing knowledgeable individuals can be an effective way to learn a great deal about what you know, what you do not know and what you need to know.

INSTRUCTIONS, REMINDERS, AND INFORMATION

Approved/ verified State Officer candidates will receive information upon their application being accepted to find instructions for virtual events, reminders for preparation work for each event and information to aid in that preparation.

There will be a virtual orientation meeting held prior to the State Leadership and Skills Conference, date and time TBD. During this time, the State Officer candidate schedule will be reviewed and there will be time available for questions.

INTERVIEWS

On April 4, 2024, candidates will take part in interviews conducted on Zoom. Meeting information will be provided to qualified candidates and their advisors. Advisors may not attend the interview. Candidates will be held in the Zoom waiting room until it is their turn. Interviews will be conducted by a panel made up of SkillsUSA Florida stakeholders, including State Staff, Board of Directors, and former State Officers. The interview will focus on your personal commitment to becoming a SkillsUSA State Officer and will explore your experience in the growth of the Essential Elements of the SkillsUSA Framework. Candidates will be assessed using a rubric that is focused on the Essential Elements of the SkillsUSA Framework. Interview schedules will be shared at a future time.

CANDIDATE CAMPAIGN POLICIES

This form must be completed by handwritten signatures and uploaded with the application online.

CANDIDATE NAME: _____

BUSINESS SESSIONS AND MEET THE CANDIDATE

During the State Leadership and Skills Conference, the business sessions and Meet the Candidate will be held on April 15 and 16, 2024 at 3 PM. A full conference schedule can be found in the SLSC24 Conference Guide, available at skillsusafll.org/resources in January.

CAMPAIGN POLICIES AND PROCEDURES

Online campaigning will be allowed from 9 PM Monday, April 14, 2024, until the close of voting. Candidates should use the hashtag #SkillsUSAFLLStateOfficer and via social media platforms to ensure the broadest reach for virtual campaigning.

Candidates and their representatives (chapter officers, advisors, campaign committee members, parents, delegates, members, etc.) may NOT:

- Disclose the candidate's intent to run for state office or campaign in any manner prior to March 21, 2024, or when candidates are notified of official candidacy, whichever is earlier.
- Create, or use personal, chapter or state web pages, campaign websites, or custom/personalized electronic campaign apps for any type of campaigning.

Candidates and their representatives (chapter officers, advisors, campaign committee members, parents, delegates, members, etc.) may:

- Use acceptable campaign formats, including social media platforms, message boards, email messages, verbal communications and use of campaign slogans or hashtags.
- Use a Poster Board (measuring no more than 22"x28") for Delegate sessions and Meet the Candidates at the State Leadership and Skills Conference.
- Spend no more than \$50 on all campaign materials (donations must be counted at market value. An accounting of all expenditures must be provided to Teresa Mankin via email at Leadership@skillsusafll.org no later than April 1, 2024, at 3pm)

Campaign efforts – electronic and otherwise – are ultimately the responsibility of the State Officer candidate. Social media tools can be more difficult to monitor than some other campaigning methods, so candidates must be clear with anyone campaigning on their behalf as to policies and procedures.

When using social media platforms for campaigning, keep in mind candidates represent their local chapter and state SkillsUSA in every post, photo, and comment. Use the following Social Media Guidelines to ensure a successful campaign:

- **Be Professional** – Your digital presence, whether posted by yourself or by someone on your behalf, should be truthful, positive and spotlight your best self.
- **Be Fair** – Post only during the approved dates/times; no paid advertising.
- **Be Respectful** – Make only positive campaign posts; other candidates may not be mentioned.
- **Be Secure** – Moderate comments and photos on all platforms and approve/allow only those that are tasteful and meet the social media campaigning guidelines.
- **Be Responsible** – Use common sense and good ethics when posting; ensure campaigning is a positive representation of SkillsUSA.
- **Be Accountable** – Tell the truth about who you are and how you will serve SkillsUSA as a State Officer. Ensure everyone involved in your campaign follows the policies and procedures.

VOTING

Voting for State Officers will be conducted during Delegate Sessions on April 16, 2024, at the State Leadership and Skills Conference. Schools are assigned a number of delegates based on their membership for the year. Candidates may not serve as delegates for their own school.

The top vote recipients in each Region/Division will be State Officers. Candidates are seeking election as a State Officer in general. Specific State Officer roles will be determined during State Officer Training in July. Elected State Officers will be announced during the Closing Session at the State Leadership and Skills Conference on April 17, 2024.

State Officer Candidate Signature

State Officer Candidate Printed Name

Advisor Signature

Advisor Printed Name

Parent/Guardian Signature
(for students under 18)

Parent/Guardian Printed Name