



2024 Fall Leadership Conference Guide

Maximize and Chapter Management Institute

October 28-29, 2024

Melbourne, FL

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FALL LEADERSHIP CONFERENCE OVERVIEW

The SkillsUSA Framework defines our mission as an organization. It is the foundation of everything we do and a blueprint for career readiness. It provides students with a common language to articulate their experiences and ensures that participation in SkillsUSA empowers students to become skilled professionals, career-ready leaders, and responsible community members.

The Framework includes 17 Essential Elements, which employers identified as the skills most needed for career readiness—including communication, teamwork, leadership, and other soft skills. The Program of Work actualizes our mission and provides tools to implement the Framework at the chapter level. During the Fall Leadership Conference, students will learn how to plan activities focused on the Framework, and advisors will learn how to support students in those efforts. Read more about each opportunity below! All events and accommodations are at the Hilton Melbourne in Melbourne, FL.

Advisors and students also have the opportunity to earn their SkillsUSA Florida Statesman Award, which demonstrates civic and SkillsUSA knowledge. The conference culminates with local planning time, where advisors can meet with their students to begin planning local activities. Chapters will also be prepared to complete the Chapter Excellence Program application.

IMPORTANT DATES AND DEADLINES

Registration opens: August 1, 2024

Registration closes: September 30, 2024 at 11:59 PM ET

Rooming list due: September 30, 2024 ([download Rooming List Form here](#))

Payment due: October 15, 2024

Because of costs incurred immediately after registration closes, registration is final on the deadline, and drops and/ or refunds are not permitted. Substitutions may be made until one week before the conference.

Students are not required to be registered members before attending, but membership is strongly encouraged. Advisors attending the Chapter Management Institute must be registered members before attending the conference to gain access to workshop materials but may register before joining as members.

NEW THIS YEAR: Before registering for any event or membership, chapters must complete the Chapter Information Form, available here: <https://form.jotform.com/241896486613065>

The form requests the following information:

- Lead Advisor name and contact information
- Administrator/ Principal name and contact information
- Bookkeeper name and contact information
- District Finance Contact name and contact information (if district funds will be used for payments)

THE VENUE

The [Hilton Melbourne Rialto Place](#) in Melbourne, FL, will host all conference activities and accommodations. The hotel provides free Wi-Fi, free parking, an onsite restaurant and coffee outlet, room service, and a business center. Rooms booked for single occupancy may have one or two beds; rooms booked for two or more people will have two beds. Room types are assigned based on availability. Each room contains a mini-fridge and microwave for guest use, and ice machines are located on each floor.

All participants must stay at the official hotel. [Complete this rooming list form](#) and email it to Jaydea@skillsusaf1.org by September 30, 2024.

Download the Rooming List Form here:

<https://www.skillsusaf1.org/wp-content/uploads/2024/07/Rooming-List-Form-FLC.xlsx>.

FOR STUDENTS: MAXIMIZE

MAXIMIZE is SkillsUSA Florida's annual student fall leadership conference. It focuses on developing the Framework Essential Elements of teamwork, planning, organizing, and management, and adaptability/flexibility. Students will learn to plan and implement local events and work-based learning activities that will intentionally develop the skills they need for career success. Participants will be divided into small groups, or "Conference Chapters," where they will elect officers, hold chapter meetings, and work in committees to plan and execute a short lip-sync video for our annual Battle of the Chapters! As a result of their participation, students will have the tools to lead their chapter in activities rooted in the SkillsUSA Framework to grow their career readiness skills.

NOTE: Primary supervision is the responsibility of the school or district. Each school must register and pay for a chaperone/ advisor to attend with any students participating, including adult students. SkillsUSA Florida staff will supervise regional officers; if a school/ district requires additional or separate supervision, the school/ district must register and pay any related fees.

MAXIMIZE Registration Includes:

- All conference activities and workshop materials
- 1-night hotel accommodations (including taxes and fees for Monday night)
- Lunch and dinner on Monday; breakfast and lunch on Tuesday, plus snacks
- Conference shirt and SkillsUSA swag items

MAXIMIZE Cost:

- Single Occupancy - \$450/person
- Double Occupancy - \$375/person
- Triple Occupancy - \$350/person
- Quad Occupancy - \$325/person
- Additional room nights (optional) - \$150 per room (*not per person*)

TENTATIVE SCHEDULE FOR STUDENTS

Monday, October 28, 2024

8 AM	Registration and Packet Pickup
9 AM	Opening Ceremony and Branding Design Contest Presentation
10 AM	Workshops
11:30 AM	Lunch
12:45 PM	Workshops
3 PM	Break
5:30 PM	Dinner
6:30 PM	Workshops
8:30 PM	Battle of the Chapters and Branding Contest Voting
9:30 PM	Social Activity
11 PM	Lights Out

Tuesday, October 29, 2024

7:30 AM	Breakfast and General Session
8:30 AM	Workshops
10:15 AM	Chapter Excellence Program and Local Chapter Planning
12:30 PM	Lunch and Closing/Awards Ceremony
2:00 PM	Adjourn

FOR ADVISORS: ADVISOR MEETING AND PLANNING SESSION (AMPS)

SkillsUSA Florida seeks input from our most valuable resource, our chapter advisors! All advisors are invited to attend the first annual Advisor Meeting and Planning Session (AMPS) on October 28, 2024, from 10 AM to 2 PM. During this meeting, advisors will receive information about state and national events and programming and work with other educators in the same career cluster or training program to support regional and state competitive events. Our goal is to provide an annual in-person gathering where advisors can gather to network, plan for the program year ahead, and provide input on visionary planning for the organization.

Lunch will be served! There is no cost to attend, and limited funds are available to offset the cost of travel and/or substitute teachers. Contact the state office for more information about funding opportunities. Attendees will be provided a certificate of participation. **Register here:** <https://form.jotform.com/241844803898167>

All-Hands Advisor Meeting Registration Includes:

- Working groups to support state and regional contests
- Review of the SkillsUSA Florida program year and resources
- Lunch on Monday

All-Hands Advisor Meeting Cost:

- FREE for advisors, unlimited attendance per school
- HOTEL ONLY: To reserve a hotel room with no additional meals or conference activities, the room rate is \$150 per room per night. Contact info@skillsusaf1.org to book a room; include the check-in and check-out dates and the name that should be included on the reservation in your email.
 - Note: Hotel Only is not available for advisors chaperoning students at MAXIMIZE.

FOR ADVISORS: CHAPTER MANAGEMENT INSTITUTE

After the Advisor Meeting, advisors are invited to attend the Chapter Management Institute (CMI). While students learn their role in chapter operations, advisors will work with SkillsUSA facilitators to develop a resource toolbox for their chapter and classroom. The facilitator will provide resources and support to help advisors bring the best experience to their students. Topics include Professional Member benefits, integrating the SkillsUSA Framework, local, state, and national competitions, and building business and industry relationships for your program. CMI is perfect for new, nearly new, or not-so-new advisors. Advisors must join as Professional Members before attending and bring a laptop or tablet. Participants will be provided a certificate of participation.

Chapter Management Institute Registration Includes:

- All conference activities and workshop materials beginning at 4 PM on Monday
- 1-night hotel accommodations (including taxes and fees for Monday night)
 - Not included for Commuter registrations.
- Dinner on Monday, breakfast and lunch on Tuesday, plus snacks
- Conference shirt and SkillsUSA swag items

Chapter Management Institute Cost:

- Single Occupancy - \$300/person
- Double Occupancy - \$225/person
- Commuter - \$100/person
 - The commuter option does not include hotel accommodations.
- Additional room nights (optional) - \$150 per room (*not per person*)

TENTATIVE SCHEDULE FOR ADVISORS

Monday, October 28, 2024

8:00 AM Registration and Packet Pickup Begins

NOTE: Opening Session for the Fall Leadership Conference will begin at 9 AM. Advisors are encouraged to attend the Opening Session as an optional activity. Registration and Packet Pickup will continue until 10 AM.

10 AM Advisor Meeting and Planning Session Begins

11:30 AM Lunch

2 PM Advisor Meeting and Planning Session Adjourns

4 PM Chapter Management Institute Workshops Begins

5:30 PM Dinner

6:30 PM Workshops

8:30 PM Battle of the Chapters: Lip-Sync Battle and Branding Contest Voting

11 PM Lights Out

Tuesday, October 29, 2024

7:30 AM Breakfast and General Session

8:30 AM Workshops

10:15 AM Chapter Excellence Program and Local Chapter Planning

12:30 PM Lunch and Closing/Awards Ceremony

2:00 PM Adjourn

CONFERENCE PRE-WORK

REQUIRED PREWORK: FRAMEWORK CERTIFICATION

The SkillsUSA Framework outlines the traits and skills employers identify as necessary for career success. SkillsUSA empowers our members to become world-class workers and leaders by developing these skills in our students and providing teachers with the resources to teach them. **All students and advisors participating in Maximize and the Chapter Management Institute must complete the Framework Certification before the conference. Advisors attending AHAM may complete the certification, if desired.**

Through the Framework Certification, participants will learn about SkillsUSA and how it ensures the development of skilled workers, career-ready leaders, and responsible community members through the SkillsUSA Framework. Participants will articulate the meaning of SkillsUSA's mission and vision statements, explain the Framework through a brief Framework story, describe the six components of the Program of Work, and select appropriate activities that align with it. The certification is self-paced, online, and takes 60-90 minutes to complete. *NOTE: Advisors who have completed the certification before do not need to repeat it.*

The certification consists of:

- Why SkillsUSA? E-module
- Short knowledge check
- Completion and submission of learning journal (provided)
- Review of Essential Elements Definitions and Behaviors
- 20-question Framework Assessment

Students must achieve at least 80% on the assessment in a maximum of 2 attempts.

OPTIONAL PRE-WORK: STATESMAN AWARD

During the conference, all students and teachers earned the Florida Statesman Award. The SkillsUSA Florida Statesman Award is the highest honor a member can attain. Recipients have demonstrated proficiency in civics, government, career and technical education, and SkillsUSA knowledge. The award is open to all students and professional SkillsUSA Florida members. To achieve the Statesman Award, recipients must:

- Complete the Framework Certification by October 15, 2024
- Complete and pass the Statesman Exam by October 15, 2024
- Deliver their Framework Story (max 2-5 minutes) to their conference chapter during MAXIMIZE.
- Demonstrate civic and SkillsUSA knowledge verbally to an official Statesman Signer
- Attend and actively participate in all Fall Leadership Conference sessions and functions

This award requires preparation before the conference and can only be achieved with work in advance.

Access instructions for online materials will be sent to attendees after registration closes. If access instructions have not been received by October 2, please contact the State Office at info@skillsusaf1.org.

- **Statesman Study Guide and Information:**

<https://www.skillsusaf1.org/wp-content/uploads/2024/07/Florida-Statesman-Information-2024.pdf>

REGISTRATION INSTRUCTIONS - CMI and MAXIMIZE

1. Login to your account at register.skillsusa.org.
 - a. Register for the All-Hands Advisor Meeting: <https://form.jotform.com/241844803898167>.
2. Click on “Conference” and select “My Registrations.”
3. Ensure the correct event is selected: FLC: Maximize and Chapter Management Institute.
4. In the screen's top left corner, click “Add Registrant.”
5. Select the registration type. Register students as “Student (room occupancy)” and Advisors as “Advisor (room occupancy).”
6. Enter the registrant’s name or select the member from the drop-down list. Click “Save & Continue.”
7. Enter registration information, including:
 - a. Address
 - b. Phone number
 - c. Date of birth (mm/dd/yyyy format)
 - d. Email address
 - e. Accompanying adult name and phone number (required for all students, including adults)
 - f. Shirt size
 - g. ADA or Dietary restrictions or accommodations, as appropriate*
8. **To add additional room nights**, scroll to “Add Optional State Fees” and click “Add Product.” Select “Additional Room Night” from the drop-down list. Enter the number of nights needed and click “Save.”
 - a. If you do not need additional room nights, skip this step.
9. After all information is entered, click the attestation at the bottom of the page.
10. Click “Save Registration.” This will return you to the list of all the conference registrations for your school. Here, you can add additional registrants until all are entered.
11. Once you have entered all participants, click “Submit Registration.”
12. Review the email address validation. Each participant must have a unique, working email address. School or district email addresses may not be used for students, as they block outside communications.
13. Select whether you would like to receive an invoice by program or one invoice for the entire school. Then, click “Submit Training Programs” or “Submit Entire School.” You can also preview your fees at the bottom of the screen.
14. The system will generate an invoice in a pop-up window, and one will also be emailed to you. Provide this invoice to your bookkeeper or finance department for payment.

**Be sure to note any dietary restrictions or allergies when registering for the conference. We cannot guarantee the availability of suitable alternative meals without this information in advance.*

PAYMENT INSTRUCTIONS

Mail check payment to:

SkillsUSA Florida
4446 Hendricks Ave PMB 229
Jacksonville, FL 32207

Download our W-9 here: skillsusaf1.org/resources

Pay by credit card:

Visit <https://square.link/u/D0gKSQZj>

Enter invoice amount, school, and invoice number.

NOTE: A 2.5% administrative fee is automatically added to each credit card transaction.

CONFERENCE RULES AND EXPECTATIONS

NEW REQUIREMENT: CHAPTER INFORMATION FORM

Before registering for events or membership, each chapter must submit the Chapter Information Form with contact information for the Lead Advisor, School Administrator or Principal, and Bookkeeper. The chapter must also read and acknowledge the Payment Terms for state invoices.

Access the form here: <https://form.jotform.com/241896486613065>.

The form must be completed once per year.

HOTEL RESERVATIONS AND INCIDENTAL COSTS

SkillsUSA Florida will make the appropriate hotel reservations based on each school's registration. The hotel will work to block rooms near each other but cannot guarantee a school will be blocked on the same floor.

Incidental expenses will be turned off for rooms, so a credit card should not be required for check-in. However, if you plan to make charges to your room, a credit card will be required to activate the option. There is no fee for parking or internet at the hotel. The hotel has an on-site restaurant, bar, and coffee outlet, as well as a room service option.

If a participant makes charges to their room and does not settle the bill before check out, the SkillsUSA Florida State Office will bill the school, along with a 25% processing fee.

SUPERVISION AND CODE OF CONDUCT FORMS

Students and teachers must complete the Code of Conduct forms (for [students](#) and [advisors](#)) and submit them at onsite registration to participate in any overnight activity. SkillsUSA members are expected to conduct themselves with high professionalism and integrity and abide by the rules and regulations outlined in the Code of Conduct form. Students under the age of 18 require a parent/ guardian signature.

Each school must provide primary supervision of students, including adult students. At least one advisor per school must register and attend the event. If students leave the conference venue, they must be accompanied by a designated chaperone or advisor. SkillsUSA Florida provides supervision for regional officers. Any additional supervisory requirements of a school/ district must be fulfilled by school/ district personnel, and any financial obligations are the responsibility of the school/ district.

Participants are required to adhere to published curfews and lights-out times. Students may not arrange for food delivery to be received after the curfew, and orders received after the curfew may be confiscated.

Participants are not permitted to swim or engage in water activities during the conference. The use of publicly available scooters (e.g., Lime) is strongly discouraged.

Student Code of Conduct: <https://www.skillsusafll.org/wp-content/uploads/2023/08/Student-CoC.pdf>

Advisor Code of Conduct: <https://www.skillsusafll.org/wp-content/uploads/2023/08/Advisor-CoC.pdf>

INCLUSIVITY STATEMENT AND EXPECTATIONS

SkillsUSA Florida aims to be inclusive to all participants of SkillsUSA events to ensure a welcoming, safe, and respectful environment by reflecting the diverse interests of our membership. We remain committed to providing an inclusive environment for all participants without regard to, and prohibit harassment on the basis of race, color, national origin, religion, sex, age, disability, marital status, sexual orientation, or genetic information. Lack of English language skills will not be a barrier to admission and participation.

For the purposes of this statement, "participant" includes student members, advisors, chaperones, business and industry partners, judges, volunteers, alumni, contractors, vendors, exhibitors, and anyone else present at a SkillsUSA Florida function or activity.

EXPECTED BEHAVIOR

All participants must adhere to the following expectations:

- Exercise consideration and respect in your speech and actions.
- Avoid demeaning, discriminatory, or harassing behavior or speech.
- Be mindful and respectful of your surroundings and fellow participants.
- Alert staff if you witness a violation, someone in distress, or a potentially dangerous situation.

UNACCEPTABLE BEHAVIOR

The list of behaviors below is not exhaustive. Participants must exercise common decency and professionalism in all interactions and behaviors. The list below is in no way exhaustive or inclusive.

- Intimidating, derogatory, or demeaning speech or actions by any participant.
- Displaying or otherwise distributing harmful or prejudicial verbal or written comments or visual images related to age, gender, gender expression or identity, race, ethnicity, nationality, health status, disability, relationship status, sexual orientation, socioeconomic status, faith, or religion.
- Use of nudity and/ or sexual images, obscene gestures, or language.
- Deliberate stalking or following; harassing photography or recording; sustained disruption of talks or other events; real or implied threat of physical or professional damage or harm.
- Unwelcome and uninvited attention or contact or physical assault (including touching/ groping).
- Retaliation for reporting an incident or reporting an incident in bad faith.

REPORTING UNACCEPTABLE BEHAVIOR

If you feel uncomfortable or unwelcome due to another participant's behavior, witness inappropriate behavior, or have concerns regarding another participant's behavior, contact the closest SkillsUSA Florida staff member onsite or email jgraber@skillsusaf1.org. If possible, provide any relevant details and documentation on this form: form.jotform.com/223326176041044

- Your name and contact information; date, time, and location of the incident. Reports may be submitted anonymously.
- Identifying information of any offenders or victims (physical traits, contestant number, school, etc.)
- Description of the violating behavior and any physical injuries or property damage.
- Photos, videos, screenshots, or any other evidence; identifying information for any witnesses and any additional information that might be useful.

POTENTIAL CONSEQUENCES FOR VIOLATION

Incidents will be investigated promptly, and advisors/ chaperones will be notified. SkillsUSA Florida has a zero-tolerance policy for unacceptable behavior and will take any necessary and warranted action.

- Point penalties in competition and/ or disqualification from competition.
- Removal from leadership positions, including State Officers and Courtesy Corps.
- Referral to school administration and/ or contact to parent/ guardian.
- Removal from the conference at own cost.
- Permanent ban from future SkillsUSA and SkillsUSA Florida activities.
- Legal action, including involvement of law enforcement agencies, to the fullest extent of the law.

COVID-19 HEALTH AND SAFETY EXPECTATIONS

SkillsUSA Florida's events are offered in person, pursuant to local government orders permitting such gatherings at the time of the event. SkillsUSA Florida requires all attendees and staff to comply with safety precautions specified in the federal, state, and local governments and CDC guidelines. Any person disclosing or exhibiting symptoms of COVID-19 or knowingly exposed to the disease will be refused admittance to the in-person event. Any person refusing to comply with required safety protocols must leave the event at their own expense. Completing registration and attending indicates your acknowledgment and acceptance of the following terms and conditions:

- I will not travel/ attend if I knowingly have been exposed to anyone testing positive or presenting symptoms of COVID-19 (based on CDC Guidance at the time of the event).
- I will not travel/ attend if I have tested positive or presented any of the symptoms of COVID-19 listed below. I will not enter the conference if I am experiencing signs or symptoms of COVID-19, including
 - Chills or fever (100.4 F or higher)
 - Cough, congestion, runny nose, sore throat, shortness of breath and/ or difficulty breathing
 - New loss of taste or smell
 - Nausea, vomiting, or diarrhea
- I will immediately isolate myself, leave the event area, and notify SkillsUSA Florida Staff if I, or a close contact, is exposed to, exhibit symptoms of, or receive a positive test result of COVID-19.
- I expressly agree to fully comply with appropriate COVID-19 health and safety measures and protocols for attending events, including adhering to CDC guidance and applicable state and local requirements related to wearing face masks and maintaining appropriate social distancing.
- While at events, I will always make every effort to maintain CDC-recommended hygiene procedures, including frequent hand washing (or suitable hand sanitizer), avoiding touching my eyes, nose, and mouth in public places, and covering coughs or sneezes with a tissue or inside my elbow.

ASSUMPTION OF RISK

The COVID-19 virus continues to spread from person-to-person contact and other means, and people reportedly can spread the disease without showing symptoms. Evidence has demonstrated that COVID-19 can cause severe and potentially life-threatening illnesses and even death. Therefore, by choosing to participate in the in-person event, I may be exposing myself to or increasing my risk of contracting or spreading COVID-19 despite safety precautions. In exchange for participation in the in-person event, I hereby choose to accept the risk of contracting COVID-19 for myself, my peers, or my family.

WAIVER OF LAWSUIT/ LIABILITY

I hereby forever release and waive my right to bring suit against SkillsUSA Florida and its officers, directors, managers, officials, trustees, agents, employees, or other representatives in connection with exposure, infection, and/ or spread of COVID-19 related to my participation in-person events. I understand that this waiver means I give up my right to bring any claims, including for personal injuries, death, disease or property losses, or any other loss, based upon claims of negligence.

VIRTUAL EVENT CONTINGENCY

SkillsUSA Florida reserves the right to change events to ensure the safety of its staff, volunteers, students, teachers, partners, and stakeholders. Any changes to these measures will be communicated to attendees. By registering for the event, participants understand that this event is scheduled to occur as a regular, in-person event and agree to follow all protocols and procedures to mitigate the risk of contracting COVID-19. Failure to comply may result in removal from the event without a refund. Should the unlikely need arise to convert to a virtual event, participants are responsible for the virtual registration fees, and no refunds/ drops are allowed.

Submitting registration and attending a SkillsUSA Florida event indicates your agreement to the above COVID-19 Health & Safety Expectations.