

The SkillsUSA Program of Work is divided into six categories. Each Program of Work category has activities for the committee to facilitate for the entire chapter. Program of Work committees each contribute to the ultimate success of the chapter.



Advocacy and  
Marketing

**Advocacy & Marketing**—Promote SkillsUSA Chapter programs and career technical education programs, public relations initiatives and experiences to build social responsibility.

- Participate in SkillsUSA Week
- School board presentation
- Recruitment activity
- Active social media posts



Community  
Engagement

**Community Engagement**—Assess community needs, identify services and employ skills to meet needs that develop long-lasting partnerships

- Automotive student oil changes for military families
- Construction students build accessibility ramp at a local elementary school



Financial  
Management

**Financial Management**—Develop personal financial literacy and entrepreneurship skills through relevant work experience, project management and chapter funding.

- Chapter fundraiser
- Host an entrepreneur fair
- Financial Management guest speaker
- Students create personal budget



Leadership  
Development

**Leadership Development**—Establish interpersonal relationships, individual and team development through chapter operations, leadership competitions and individualized growth plans

- Conduct leadership workshop
- Hold a Chapter Officer retreat



Partner and Alumni  
Engagement

**Partner & Alumni Engagement**—Engage former members, parents, advisory committees, administrators, faculty and business and industry partners in SkillsUSA chapter and classroom activities.

- Advisory Committee Meetings
- Partners serve as mentors
- Recognize contributions of partners & alumni
- Provide business acumen & expertise to PoW



Workplace  
Experiences

**Workplace Experiences**—Participation in career exploration, planning and work-based learning opportunities including the SkillsUSA Championships.

- Conduct local championships
- Industry Tours
- Resume & Mock Interview Day
- Virtual Employer Panel Discussion

## The Targeted Essential Element

Determining the targeted Essential Element is the first step in the integration of the Framework with the Program of Work. The targeted Essential Element should be determined prior to the start of the Program of Work activity.



## SMART Goals

When planning your Program of Work, use SMART Goals when planning and evaluating PoW activities. This allows chapters to outline their PoW Categories, and integration of the SkillsUSA Framework. Using SMART Goals also helps chapters with the building of the Chapter Excellence Program applications.





**PROGRAM OF WORK—YEARLY CALENDAR**

<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>
<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>
<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>



# PROGRAM OF WORK—ADVOCACY AND MARKETING

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date

# PROGRAM OF WORK—COMMUNITY ENGAGEMENT

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date

# PROGRAM OF WORK—FINANCIAL MANAGEMENT

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date

# PROGRAM OF WORK—LEADERSHIP DEVELOPMENT

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date



# PROGRAM OF WORK—PARTNER & ALUMNI ENGAGEMENT

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date

# PROGRAM OF WORK—WORKPLACE EXPERIENCES

Activity Name: \_\_\_\_\_

Framework Component: \_\_\_\_\_ Essential Element: \_\_\_\_\_

Recommended Month: \_\_\_\_\_ Length of Time: \_\_\_\_\_

Planning: Determine the pieces needed to complete the PoW Activity (committees, materials needed, resources, deadlines, etc.)	Target Date