

New Advisor Training

The Basics



Agenda

- About SkillsUSA
- Understanding Membership
- Keys to Chapter Success
- State and National Conferences
- Resources for Advisor Success



About SkillsUSA

- SkillsUSA is a national nonprofit education association serving middle school, high school and college students who are preparing for employment or further education in trade, technical and skilled service careers.
- SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce.

MISSION

- SkillsUSA 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.

VISION

- SkillsUSA produces the most highly skilled workforce in the world, providing every member the opportunity for career success



SkillsUSA Organization



National Organization



State Association



Local Chapters

The SkillsUSA Framework

3 Components

- Personal Skills
- Workplace Skills
- Technical Skills (grounded in academics)



The SkillsUSA Framework

What it Does

- Provides a **common language** for students to articulate what they gain from SkillsUSA participation to employers, school administrators, parents and other students
- **Assesses student skill development** along a learning continuum of awareness, demonstration and mastery
- Creates a **vision for SkillsUSA programs** at the local, state and national levels to ensure quality student-led experiences that build skills in all members



The SkillsUSA Framework

Why it Works

- Empowers every student to achieve career success
- Delivers a skill set ***demand***ed by ***business and industry*** but lacking in many employees today
- Ensures that every student member receives a ***consistent and specific*** skill set



The SkillsUSA Program of Work

- Provides a road map for Framework integration.
- Serves as chapter management tool, individual growth plan, and student engagement tool.
- Sets up both students and Advisors for success in the upcoming year.

The SkillsUSA Program of Work

6 Categories

- Advocacy and Marketing
- Community Engagement
- Financial Management
- Leadership Development
- Partner and Alumni Engagement
- Workplace Experiences



Advocacy and
Marketing



Community
Engagement



Financial
Management



Leadership
Development



Partner and Alumni
Engagement



Workplace
Experiences

Celebrating Success: The Chapter Excellence Program

- Celebrates student growth and career readiness.
- Recognizes chapter achievements and Framework Essential Element skills in its members.
- Uses the Program of Work activities to develop the application.





Level 1: Quality Chapter

- Honors chapters for achieving essential standards of excellence and is recognized at the state level.

Level 2: Chapter of Distinction

- Recognizes chapters that go beyond baseline requirements.

Chapter of Distinction award winners may earn bronze, silver or gold at the state level.

Level 3: Models of Excellence

- Gold Chapters of Distinction eligible for national selection as a Models of Excellence Chapter.
- These are chapters that define excellence and serve as models for other chapters.



Questions?



Mission

SkillsUSA is America's proud champion of the skilled trades.
We empower students to become skilled professionals,
career-ready leaders and responsible
community members.

SkillsUSA Framework

The SkillsUSA Framework defines the mission of the organization



Integration Locations

SkillsUSA Framework instruction is integrated
into these three locations



Program of Work

The delivery mechanism of the
SkillsUSA Framework



Member Success

Assessments to measure students' career readiness



Champion
YOUR FUTURE
2025-2026

Understanding Membership



Understanding Membership

- SkillsUSA's membership is annual from August 1st – June 30th each year.
- Official membership must be submitted in SkillsUSA Register.
- 2 Types of Members
 - Professional – Advisors, Administrators, Staff, etc.
 - Student
- Members must pay dues annually
 - \$20 students
 - \$30 professionals



Membership Plans

- Total Participation Plan (TPP) – MS, HS
- Campus Affiliation – C/PS
- Available for membership for an entire CTE program, school, schools/programs within a district, and whole school districts – must join all eligible students for membership
- Allows schools to use other funding (Perkins)
- Affiliation fee (sliding scale) + Professional membership

<https://www.skillsusa.org/join/how-to-join/>



CEP Membership Example

225 Students	Traditional Membership	TPP	College Campus
Affiliation Fee	\$20/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 \$30 = \$210	3 x \$30 = \$90	9 x \$30 = \$270
Total Cost	\$3,810	\$2,740.75	\$3,630
Total Cost per Member	\$20/\$30 (\$16.42, 232)	\$12.02 (228)	\$15.51 (234)



Understanding Membership

Deadlines

- November 15 – Early Affiliation Deadline
 - Receive free resources from national office with a minimum of 15 members
 - All affiliated members receive a free gift from state office
- January 30, 2026 – State Deadline
 - SLSC registration closes – Competitors must be submitted in order to be eligible to compete in state and national contests



Student Membership Benefits

Professionals:

- Framework Integration Toolkit
- NEW Work-based Learning Toolkit
- E-courses
 - Building Self-Motivation in Student Leaders
 - CTE Knowledge Certification
 - Framework Certification
- Xplore
- Middle School Momentum

Professionals AND Students:

- Championships Technical Standards
- Essential Element Self-Assessment and E-Modules (can be assigned/monitored by advisor)
- CHARGE, Chapter Officer Training Video Series

SkillsUSA Pathful

- Provides high-quality, equitable work-based learning experiences for all students (division-specific).
- Scalable tool for connecting students, advisors, and industry, building efficient pipelines between classroom and careers.
- No student data used for ads or 3rd party profiling.
- Robust safeguards and security.
- URL Whitelist: <https://www.skillsusafl.org/wp-content/uploads/2025/08/Domain-Allow-Whitelisting-SkillsUSA-Pathful.docx>



Registering Members

SkillsUSA Register - <https://www.skillsusa-register.org/Login.aspx>

- Submit new chapter request in SkillsUSA Register.
- Add yourself to an existing chapter.
- Register Student and Professional Members for membership and state/national conferences

Resource: Quick Start Membership Guide



Keys to Chapter Success



Getting Started in SkillsUSA

Secure support from school administration.

- Secure support for your chapter
- Understand school/district travel policies
- Understand funding

Connect with State Director

- Develop chapter constitution and bylaws
- Complete chapter charter application



Advisor Role and Responsibilities

- SkillsUSA Advisors empower students and leave a life-changing impact on your students.
- You'll find that many of the roles and responsibilities of serving as an advisor support the work that you are already doing in the classroom.



Advisor Role and Responsibilities

- Empower your student members to take the lead of their SkillsUSA chapter while serving as a guide and facilitator.
- Provide intentional instruction about the SkillsUSA Framework and Essential Elements.
- Connect business and industry to classroom learning.
- Prepare students to demonstrate their skills through championships that are assessed by business and industry.

Advisor Role and Responsibilities

- Install Chapter Officers to take charge.
 - Familiarize yourself with membership and registration.
 - Register for membership and conferences.
 - Assist in scheduling chapter activities.
- Install Chapter Officers to take charge.
 - Assist in scheduling chapter activities.
 - Advocate for your chapter.
 - Encourage students by celebrating wins.

Classroom Integration

SkillsUSA is designed to be intra-curricular!

- Integrate the SkillsUSA Framework
 - Framework Integration Toolkit
- Program of Work
- Competitions
 - Practicing for competitions can be built into curriculum
 - Use a competitive event as a graded project



Chapter Officers

- Allows chapters to move from advisor-led to student-led and advisor supported!
- Students take charge of chapter activities.
- Students hone in on their workplace and leadership skills.
- Officers can be simply identified and asked to lead a chapter OR an election process can take place.

Resource: [Chapter Officer Election Toolkit](#)



Chapter Officer Training

- Online CHARGE video training series

Resource: [Chapter Officer Election Toolkit](#)



BASIC Conferences

- Chapter officer training to help build a successful program of work, team building, leadership development, and networking with other CTSO members!

NEW – Postsecondary specific training!

- Designed around the different needs for PS chapters and for busy schedules
 - Postsecondary members are welcome to join all day, or only afternoon lunch and sessions



BASIC Conference

BASIC Registration Open Sept. 1-26

- October 17 – University of Idaho (Moscow)
- October 20 – Idaho State University (Pocatello)
- October 21 – Boise State University (Boise)

- Registration is \$35 per person
 - Includes lunch and SkillsUSA name badge for each participant
 - Conference T-Shirts are available for purchase \$12 each



Recruitment Week

- Pick a week that works for your school's calendar to promote SkillsUSA at your school in the fall
- Turnkey Advisor and Chapter Leader resources:
 - Chapter Leader Planning Guide
 - Advisor- and Student-facilitated mini lesson plans
 - Promotional materials
 - Conversation cards
 - And more!
- <https://www.skillsusa.org/events/skillsusa-recruitment-week/>



Recruitment Ideas

- Host a SkillsUSA Open House
- Posters and flyers in hallways and classroom
- Morning Announcements
- “Why SkillsUSA?” Video Series
 - Middle School: <https://youtu.be/6NtV56iJUQQ>
 - High School: <https://youtu.be/rz2vl1Zjn2k>
 - College/Postsecondary:
<https://youtu.be/WtqEAfRAWek>
- Snacks

Recruitment Resources:

<https://www.skillsusa.org/advisors/recruit/>



Chapter Meetings

What should it look like:

- No one set structure – make it work for your members!
- Before/after school; during class time; club days, etc.

Who should run it:

- Chapter Officers – schedule, plan, and facilitate meetings

What should be accomplished:

- Plan and participate in decision-making events for POW activities (*community service activities, fundraisers, leadership training, recruitment, admin/school board presentations*)
- Prepare for competitions (*school-level competitions, practice sessions, expert guest speakers, resume review, interview practice*)
- Celebrate accomplishments (*showcase medalists, share a recap video, visit a school board meeting*)



State and National Conferences



State Leadership and Skills Conference

- March 4-6, 2026
- NEW VENUE: Boise Centre
 - Opening/Awards/Techspo & Leadership Contests
- Registration: \$65 per person
- Registration opens: January 5, 2026
- Registration closes: January 30, 2026 at 11:59 PM



SLSC Event Agenda

- **March 4** – Registration/Opening Ceremony/Delegates
- **March 5** – Technical Competitions, Champions' Festival
- **March 6** – Leadership Competitions, TECHSPO, Professional Development, Delegates, Awards Ceremony



SLSC Leadership Opportunities

State Officer Candidates

- Students may run for state office at the spring State Leadership and Skills Conference.
- State Officers are students elected by their peers (Delegates) that work to advocate for and improve the SkillsUSA experience for our chapters across the state.
- State Officers are trained to assist chapters with growing and developing membership, the program of work, and more!



SLSC Leadership Opportunities

Delegates

- Engages chapter-identified members to represent their respective chapters in student Bylaws, as well as electing the next State Officer Team.
- Delegates receive training to develop their responsibility and decision-making skills while building their peer network.

Delegate Counts Per Chapter

(Based on membership numbers)

1-12 members	2 Delegate
13-24 members	3 Delegates
25-49 members	4 Delegates
50-79 members	5 Delegates
80-200 members	6 Delegates
201+ members	1 Delegate per 100 additional members

SLSC Leadership Opportunities

NEW – SLSC Courtesy Corps

- Volunteers (students and advisors) to assist in the set-up of various SLSC activities
- Free SLSC registration for non-competitor students!
- Lunch and t-shirt will be provided to members
- Competitors may also sign up on a non-competition day



Championships

- SLSC Contest Guide available [HERE](#)
 - Contest descriptions, qualifications, student prep, etc.

New Contests for 2025-2026:

- Facilithon: Leadership in Facility Management
- Robot Welding (Postsecondary Only)
- Request received for Plumbing – Pending board approval



SLSC Pin & T-Shirt Contests

- Available for all registered SkillsUSA Members
- Winning designs will be official SLSC pin and t-shirt and will be Idaho's pin for trading at NLSC
- Top 3 in each contest will receive a medal at SLSC awards ceremony
 - Gold medalists will be able to move on to compete at NLSC
- Design rules available [HERE](#)
- Submission deadline is **December 12, 2025**



State Level Awards

Help us recognize the folks who support our work! Nominations are due by January 30, 2026.

- Advisor of the Year
 - State Level Application
 - National AoY available for Chapters of Distinction
- Statesman Award (Students) – *Required for State Officer Candidates*
- Chapter Excellence Program



National Leadership and Skills Conference

- June 1-5, 2026, Atlanta, GA
- Competitions at Georgia World Congress Center
- Hotel: TBA
- Registration opens: March 6, 2026
- Registration closes: April 22, 2026 at 11:59 PM
- Payment Deadline: May 1, 2026



Resources for Advisor Success



Resources for Advisor Success

- Read the Friday Update Emails
 - Request to be added to mailing list if not receiving updates.
- Review the Back-to-School Roadmap and Checkpoints for a variety of resources
- <https://www.skillsusa.org/advisors/back-to-school/>
- Follow us on socials

Back to School Roadmap

Checkpoint 1: Prepare



Start strong and launch your SkillsUSA chapter with confidence – from promotional posters, event materials, and classroom scripts to tools for engaging parents and school administrators. This checkpoint features planning guides, social media tips, and customizable templates to help you build awareness and establish a solid foundation for the year ahead.



[Download these all of these resources here](#). If you want to download them individually, use the links below.

Resources

- [What is SkillsUSA? Advisor Lesson Plan](#)
- [What is SkillsUSA? Student Leader Lesson Plan](#)
- [Sample Administrator Letter](#)



The Redline Rundown

- New student newsletter created by the State Officer team – September issue available now!
 - Upcoming event info
 - Chapter activity ideas
 - Student member spotlights
 - Chapter highlights and showcase
- Published monthly on website and emailed to students (emails only come from IDCTE staff, not officers)
- Students may sign up for distribution list [HERE](#)

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THE REDLINE RUNDOWN

(208) 429-5529 ✪ SKILLSIDAHO.ORG ✪ @IDAHOSKILLSUSA



Student Spotlight

A huge congratulations to Nicole Prosser, who will be serving as a **SkillsUSA National Officer** this year! Her achievement is an inspiration to all of us, and we're excited to see the positive impact she'll make representing Idaho on the national stage.



Event Spotlight

All About BASIC!

Be the ultimate Idaho leader! **BASIC** (Be A Superior Idaho Chapter) brings together chapter officers from each of Idaho's seven CTSOs for a high-energy day of leadership training, team building, and networking. This reimagined event features engaging activities, impactful guest speakers, and opportunities to connect with student leaders from across the state.

Whether you want to **learn, connect, bond, or make new friends**, BASIC equips you with the skills and inspiration to lead now and elevate your chapter's success. Our entire SkillsUSA Idaho state officer team will be attending, and all members are welcome to register and join the experience.

Registration opens **Sept. 1** \$35 to register, lunch included.

UPCOMING EVENTS

- ✪ **WLT**
September 20 - 24
- ✪ **BASIC**
 - **October 17** – University of Idaho (Moscow)
 - **October 20** – Idaho State University (Pocatello)
 - **October 21** – Boise State University (Boise)

Chapter Highlights

We're excited to announce that Chapter Highlights will be starting soon! This will be a space to showcase what our members and chapters are accomplishing, if you'd like to be featured, send your updates, photos, or questions to mbradford@skillsidaho.org and atice@skillsidaho.org.



Chapter Visits

Need help? Want to showcase an activity? Schedule a chapter visit!

- Request additional training
- Guest speaker (State Director OR State Officers)
- Invite for chapter activity or showcase your chapter's strengths

We want to recognize chapter activities!

- Invite State Director and/or Officers to your
- Send photos and an event description to have it featured on SkillsUSA Idaho's social media
- Tag us in your social media posts



Online Resources

State Website Resources:

<https://skillsidaho.org>

- Annual Event Calendar
- Chapter Advisor Guide
- SLSC Contest Guide
- Pin and T-Shirt Design Contest
- State Officer Program Guide – *Coming this fall*
- Courtesy Corps Program Guide – *Coming this fall*
- Delegate Program Guide - *Coming this fall*
- SLSC25 Conference Guide – *Available December 2026*
- NLSC25 Conference Guide – *Available March 2026*



Online Resources

National SkillsUSA Website: <https://www.skillsusa.org/>

- Advisor Resources
- Student Resources
- Events
- Programs

SkillsUSA Brand Assets:

<https://brandfolder.com/skillsusa/skillsusa-brand-assets>

- Annual theme art graphics
- Chapter Logo Builder
- Framework/Program of Work Logos and Documents
- PowerPoint Templates
- Zoom Backgrounds
- Back to School Resources
- More!



Customer Care

- New Advisors
 - Chapter Management
 - Technical Support
 - Curriculum
-
- Phone: 844-875-4557
 - customercare@skillsusa.org

Need Help?

The SkillsUSA Customer Care Team is Here to Serve



ASSIST NEW CHAPTERS AND NEW ADVISORS

- Establish a new chapter
- Chapter management
- Create log-ins, add a training program or register members
- Register for local, state and national conferences
- Access professional member benefits
- Access online resources

New Chapters/New Advisors receive:

- Welcome email
- Mailed Membership Kit
- Follow-up email
- Follow-up phone call
- Follow-up note

WE'D LOVE TO HELP YOUR CHAPTER!

- Member recruitment
- Chapter management
- Navigating member registration
- Navigating the SkillsUSA website
- Learn about educational resources
- SkillsUSA Career Essentials Suite
- Chapter Excellence Program
- SkillsUSA Store

PROVIDE TECHNICAL SUPPORT

- Set up new accounts
- Navigate the LMS
- Complete a purchase
- Set up student accounts
- Assign student keys
- Create reports
- Troubleshoot technology issues

PROVIDE CURRICULUM SUPPORT

- Determine the right course for your students
- Course walkthrough (layout and functionality)
- Develop implementation plan
- Demonstrate LMS system and curriculum features



3

WAYS TO CONNECT
WITH THE CUSTOMER CARE TEAM

Have questions

about SkillsUSA membership or conference registration, Career Essentials, or need online support?

- **CALL** 844-875-4557
- **CHAT** on the membership registration page.
- **EMAIL** customercare@skillsusa.org for membership, Absorb (SkillsUSA's Learning Management System) and general support questions.

Care Team Hours

Monday/Wednesday/Friday
8 a.m. – 5 p.m. (ET)

Tuesday/Thursday
8 a.m. – 7 p.m. (ET)

We look forward to hearing from you!



Champion
YOUR FUTURE
2025 - 2026

State Support

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Thank You!

