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**State Director's Flash Friday Report Every 2<sup>nd</sup> and 4<sup>th</sup> Friday of the Month**

Dear Advisors:



### **Fall Leadership Conference was Outstanding**

This was the second year we held the Fall Leadership in Albany at the Desmond Inn. Students (290) were broken into 6 groups lead by the State Officers and State Officer Advisors. They received training in Frameworks, Program of Work, Team Building, Community Service and other leadership training. They were also given a tour of the State Capital. Student remarks indicated that it was great.

Advisors (90) received updates on State and National SkillsUSA items and were involved in training by Debbie Peabody from Nationals on the Frameworks and on the new Essentials Curriculum. Cheryl Winstel gave an update on SED activities

Contest updates were presented to all advisors by Ellen Coughlin and her Cluster Managers. The NY contest standards will be posted as soon as the cluster managers complete the review and update.

It was a great time and the State Officers did an outstanding job of making this all happen. Thanks go out to The State Officers, State Officer Advisors, State Officer Managers, Cluster Managers and Staff Members, Midge McCloskey, Ellen Coughlin and Katrina Fiorenza for making this a great Fall Leadership Conference.

### **Becoming a State Officer:**

We hope that when students leave Fall Leadership they will have the desire to become a State Officer for 2018-19. This is not only a commitment for the student it is also a commitment for both the school, advisor and the parents. We encourage as many as possible to take the step and run for an office. The application can be found in the Fall Leadership packet on our website under the tab conference. Please take the time to look it over.

## Membership:

Now is the time to work on membership, providing the opportunity for more students to become part of this great organization. Too often I hear about a student who did not join and was too late to take part in the great opportunities and events we offer.

### Use These Tools to Make Recruitment Efforts Count

The key to a successful chapter is the ability to recruit and retain members. Recruitment is an ongoing process and should involve as many current members as possible. If you are starting a new chapter, all it takes is a few interested students to help get the momentum going. When members and advisors focus on the goal of ensuring that every eligible student has the opportunity to be involved in SkillsUSA, it makes recruitment easy. Many tools are available to help:

- The heavy lifting has already been done for you. Check out the top 10 recruitment ideas that are tried and true from experienced SkillsUSA advisors, found in the [Membership Recruitment Ideas](#) document.
- Have students take the lead by personalizing the [Meeting Promotional Fliers](#) with information specific to your chapter and then hanging the fliers around the school. Encourage students to talk with other students and teachers about the benefits of SkillsUSA as they travel around the campus.
- Using the posters from the Membership Kit, create a bulletin board in a prominent location in the school. Get a few of your members involved. They will have an incredible time working together and create something that will have an impact on membership recruitment. Incorporate the SkillsUSA theme for the 2017-2018 year into your recruitment activities: ***SkillsUSA: Champions at Work, Job-Ready Day One.***



## Pin Design Contest

This is a good time to encourage your students to participate in the NYS pin design contest. This contest not only gives us the state pin and t-shirt for our State Conference it is also a national contest and our first-place winner can go on to compete at nationals for the best overall State Pin.

The contest standards can be found in the Fall Leadership packet on our website under the Conference tab. This contest is open to all NYS Members.

## Register Today for CEP Quality Chapter Application Webinar

You know you are having a great year in SkillsUSA, so why not be recognized for it? Did you elect officers, hold chapter meetings and engage in chapter activities? Then take it to the next level: Complete the Chapter Excellence Program Quality Chapter



application and receive the recognition you have earned as a chapter. Join SkillsUSA for an easy to follow, 30-minute webinar that will take you step-by-step through the application process — after all, you've earned it!

Please register for the webinar “Completing the CEP Quality Chapter Application” on **Thursday, Nov. 16, at 3 p.m. EST** at: <https://attendee.gotowebinar.com/register/496826810083956737>. After registering, you will receive a confirmation email with information about joining the webinar.

## Don't Miss Learning About the Newly Released *Career Essentials: Experiences*



The new *SkillsUSA Career Essentials: Experiences* curriculum is now available online. Replacing the Professional Development Program (PDP), *Career Essentials: Experiences* is one component in a suite of products. These turnkey solutions define, implement and measure career readiness in students.

SkillsUSA will host two webinars on this new product, taking you from ordering to reporting. Please register ahead of time for the webinar that will benefit you, and share this information to other teachers and administrators in your school.

- ***Career Essentials: Experiences* — Overview and Ordering Process**

This presentation will introduce the SkillsUSA Career Essentials suite and the new Career Essentials Assessment, Career-Ready. Topics covered: Career Essentials website overview, pricing and payment requirements, refund and exchange policy, IEP accommodations, creating your username/account in the system, steps to place an online order, and order management and customer support.

**Tuesday, Nov. 14, 2:30 p.m.-3:15 p.m. EST**

Registration URL: <https://attendee.gotowebinar.com/register/4701688028674764290>

Webinar ID: 405-687-275

- ***Career Essentials: Experiences* — Management Tools and Student Access**

This presentation walks you through the steps of implementing the Experiences to students and goes over the various management tools available. Topics covered: Fundamental and Advanced Experiences, verifying hardware/software requirements, accessing vouchers (to be provided to students to give access to the curriculum), teacher resources, creating a student account/username, redeeming vouchers for student use, exploring the student Learning Path, distributing vouchers to other teachers/administrators, reporting features and customer support.

**Tuesday, Nov. 14, 4 p.m.- 4:45 p.m. EST**

Registration URL: <https://attendee.gotowebinar.com/register/984162249351438594>

Webinar ID: 547-534-307

SkillsUSA looks forward to sharing this information with you. If you are unable to attend, the webinars will be recorded and archived on the website at: <https://www.skillsusa.org/events-training/webinars>

For assistance, call the SkillsUSA Career Essentials Team at 1-866-444-7779 or email [support@careeressentials.org](mailto:support@careeressentials.org).

## Don't Be Left Out! Nov. 15 Membership Incentive Deadline Quickly Approaching

Why is it important to register yourself as a professional member of SkillsUSA? It's one of the best ways you can demonstrate to your students the importance of the organization and the opportunities that membership will provide. As a professional member, you will receive online access to the following: *2018 SkillsUSA Championships Technical Standards*, *Jump into STEM!* curriculum and *SkillsUSA Career Essentials: Foundations*.

SkillsUSA professional members, as a free member benefit, receive the aforementioned items when they have submitted a current and accurate email address along with their membership details. The *2018 SkillsUSA Championships Technical Standards* is available online to professional members as part of their paid membership. Once membership has been submitted, an email will be sent to the address on file that will include a PIN to access the items electronically.

As a special membership incentive, register at least 15 student members in your training program plus one or more professionals by Nov. 15, and you will receive a free educational resource item, *Impact: Experiential Activities that Launch Productive Teams* (value \$9.95). Instructors who register with 100-percent membership plus one or more professionals will also receive a SkillsUSA Program of Work calendar (value: \$5.95).



## Service Grants Spread Kindness

To support high quality, youth-led community projects, Youth Service America and Hasbro will award “Be Fearless Be Kind” grants of \$500, \$1,000 or \$2,000 to K-12 schools and U.S. nonprofit organizations. Projects must take place between Sept. 18 to Dec. 15. Applications will be accepted, and grants awarded on a rolling basis until **Oct. 31 at 5 p.m. EDT**. To learn more and apply, go to: [www.YSA.org/BFBKGrants](http://www.YSA.org/BFBKGrants)

## This Video Contest is in the Bank

To encourage financial responsibility, the American Bankers Association Foundation has a “Lights, Camera, Save!” video contest that calls on students to educate themselves and their peers about saving and using money wisely.

Contest judges are looking for creative, innovative concepts — your students’ imaginations are the only limit to coming up with unique savings scenarios. Winning videos will be posted on YouTube and viewed across the globe. The contest is free and open to all students age 13-18, with the videos of local winners moving on to the national competition.

The entry period is Oct. 1-Dec. 1. The top three national winners will receive awards of \$1,000, \$2,500 or \$5,000 to fund their saving goals. Equally rewarding, if one of your students is a top-three national winner, your school will win a scholarship to attend the 2018 Jump\$tart National Educator Conference. Winners will be announced in March.

Visit [www.LightsCameraSave.com](http://www.LightsCameraSave.com) for additional contest information and to locate a participating bank in your area.