

Executive Update

Volume 3
Edition 4

11.05.05

TO: Advisors
Board of Directors
Executive Council
Technical Committee Chairs
Championships Management Team

FROM: Scott Soldat, Director

Arizona Update

Director's Report

- School/District Visits
- PDP Seminar
- SkillsUSA—Arizona Championships Kick-Off Dinner
- Regional Fall Leadership Conferences
- Leadership Training Camp

- 2006 National Contest Pin Design Contest

National Update

- Comments from Tim Lawrence, SkillsUSA, Executive Director
-

IMPORTANT DATES

- Leadership Training Camp (LTC'05): November 16-18, 2005

DEADLINES

- **NATIONAL MEMBERSHIP (fall deadline):** November 15, 2005
This is the deadline for chapters to receive full membership services. To apply for membership, visit: <http://www.skillsusa.org/join.html>
- **2006 National Conference Pin Design Competition:** February 1, 2006
- **\$2500 SkillsUSA—Arizona Tuition/Tools Scholarship Deadline:** March 30, 2006

School/District Visits

During this fall I have had the pleasure of meeting with the following schools:

- Apache Junction High School
- Camp Verde High School
- Apache Trail High School
- Metro Tech High School
- Colorado River Unified School District (CTE teachers from Mohave HS & River Valley HS)
- Dysart High School
- Arizona Automotive Institute
- MCC—CAT Think Big Program

As many of you know, I will meet with teachers prior to getting the students involved in SkillsUSA. Once we have prepared the teachers (with information) and they have had an opportunity to speak with their students, then we often send Carrie O'Grady, Membership & State Officer Manager, to work directly with students. She gives an awesome SkillsUSA presentation and upon request can include many different types of workshops into her presentation.

I'm looking forward to working with many new teachers this year to provide great experiences for their students.

Professional Development Program (PDP) Seminar in Phoenix

Last Friday, we had 48 teachers attend the SkillsUSA PDP seminar that was sponsored by State Farm. They received training from Marsha Daves, Director of Membership, Programs and Training, SkillsUSA. The seminar also included activities that crosswalk the PDP curriculum to the State of Arizona's first nine workplace readiness competencies.

Two years ago, while developing our 2005-06 strategic plan, the Board asked me to provide teacher training seminars. Since that time, we have held two Chapter Management Institute (CMI) and three PDP seminars. That means that about 150 teachers have attended training seminars in our state. I'm proud of our progress and of our teachers for stepping-up to learn more about running SkillsUSA programs and providing quality educational experiences for students.

SkillsUSA—Arizona Championships Kick-Off Dinner

Scottsdale Community College's Culinary Department hosted the annual Championships Kick-off Dinner. The Culinary Department served a delicious 5-course meal that delighted (and filled-up) our guests. Karen Chalmers and SCC Culinary have sponsored our dinner for several years. We are always grateful and humbled by their support.

Regional Fall Leadership Conferences

We have recently completed all of the fall leadership conferences. Some experienced increases in registration. Certificates for conference attendees are being sent to teachers this week. Please contact Sandy Keams at (602) 542-5197 if you have any issues or have not received your certificates.

2005 Leadership Training Camp

Woohoo! We have over 200 students and advisors registered for the annual LTC. Able Information Technologies, Inc. is the corporate sponsor and will be working with us to provide great sessions for students and teachers. I'll have more details regarding the outcomes in the next update.

Advisor Information Item

2006 National Conference Pin Design Contest

SkillsUSA is sponsoring a national conference pin design competition that is open to all dues-paying student members of the organization. The winning design will become the official pin for the 2006 SkillsUSA National Leadership and Skills Conference. Only one winner will be selected. All entries must be submitted to SkillsUSA exactly as directed in the rules, and all

entries become the property of SkillsUSA once submitted.

Only one entry per SkillsUSA member is permitted.

For more information, visit: <http://skillsusa.org/pindesign.html>

[Click here](#) to download the official contest rules (PDF file).

Deadline: ALL entries must be received in the SkillsUSA national office by 5 p.m. on Feb. 1, 2006. The winner of the competition will be announced in April 2006.

NATIONAL UPDATE

by Tim Lawrence, Executive Director, SkillsUSA

Fall Meeting of the State CTE Directors

I attended the National Association of State Directors of Career and Technical Education consortium (NASDCTEc) meeting in Harrisburg, Pennsylvania on September 29, 30 and October 1. Tom Holdsworth represented SkillsUSA on September 27 and 28, particularly for the legislative committee meeting. Of course, reauthorization of Perkins and the budget were high on the agenda, but actions on both are stalled by other business in Congress at the moment. NASDCTEc is looking ahead to making the case for CTE in high school reform, and I think that's smart. No one has to look far for the things Congress believes are important for high school reform. That's what Congress has been doing with Perkins for years. Over two-thirds of the states were represented, and I believe I spoke with most of the directors. These meetings are great for networking and setting some future plans. I spoke to directors about advocacy trips from their states to our national conference and involving our students and teachers in advocacy at the state level.

Directors wanted to hear about the WLTI delegation visits to Capitol Hill and what their Senators and Representatives had to say. I was happy to oblige. One of the quotes I liked best was this one from an education legislative assistant in Representative Lynn Westmoreland's office (Ga.) who told the students: "In the three years I've worked in this office, I've never met a group of more prepared, organized and professional young people." That's what I mean when I talk about "putting the face of CTE in front of Congress."

Some Quick Takes on Things Financial

This is the first year in our memory that SkillsUSA has exceeded its cash fundraising goal! We received over \$2 million in cash. That figure includes the U.S. Department of Labor (DOL) grant to put the *Professional Development Program (PDP)* online for the Automotive Youth Educational Systems (AYES). The final and official amount of cash contributions is still subject to adjustment by the auditors.

The DOL grant for establishing three college-level contests has been extended to this year. That's a \$75,000 grant to be matched by SkillsUSA in the amount of \$25,000. We view it as an opportunity to expand our membership on the college side.

In Kansas City, we've retained the services of Jeffrey Byrne & Associates to assist in fundraising. SkillsUSA is falling far short of its fundraising goal in the Kansas City business community this year. We're grateful that the Kansas City Convention and Visitors' Association will pick up the retainer for JB & A and we are hoping – and working – to have this additional support make a difference.

YDF Meeting in Connecticut

Eric Gearhart, Scott Leslie and I just returned from the YDF Meeting in New Britain, Connecticut. The meeting was hosted by our friends at The Stanley Works. We were happy that three state association directors were in attendance and contributed to the discussions—Bob Carosi, Heidi Balch and Karen Ward. Karen Ward presented results of a *PDP* survey conducted with employers in Massachusetts. Data is showing high levels of job performance from students who have been involved with the *Professional Development Program*.

Ten of our best business supporters were in attendance, and the meeting focused on financial and programmatic support for SkillsUSA. The business partners in attendance are very interested in alumni development and providing statistically the value of the SkillsUSA experience.

Thanks to Joe Ondriezek and Ted Lund at The Stanley Works for their great hospitality!

Alliance Agreement Signed with OSHA

On Monday, October 17, in Washington, D.C., I signed an alliance agreement with Acting Assistant Secretary of Labor Jonathan L. Snare, Occupational Safety and Health Administration (OSHA). The purpose of the alliance is for SkillsUSA and OSHA to “provide career and technical educators and their students with materials, guidance and access to training resources to impact the occupational safety and health of young workers.” There are three goal areas spelled out in the alliance agreement, generally dedicated to exchanging information and expertise through various media, and speaking and exhibiting at SkillsUSA and OSHA events. In addition, OSHA will provide expertise – and, we hope, staffing – to the SkillsUSA Championships. SkillsUSA is the first student organization to sign an alliance agreement with OSHA. Enclosed for state association directors is SkillsUSA’s release, and this release and photos will be posted on our Web site shortly. The link to the OSHA news release is http://www.osha.gov/pls/oshaweb/owadisp.show_document?p_table=NEWS_RELEASES&p_id=11644.

I was particularly pleased to have the SkillsUSA Virginia student state treasurer, IdaRose Miller and her cosmetology instructor, Polly Stout, from Triplett Technical School, join us for the signing ceremony and for the initial alliance meeting that followed. Time and time again, SkillsUSA plays an important role in making sure that policymakers have the chance to meet the people who are actually affected by federal policy. As far as SkillsUSA is concerned, this alliance is meant to benefit our members – students, instructors and sponsors – by promoting information and practices essential for safe workplaces. Part of the agreement is the foundation of a mutual Web site. Here’s the link: <http://www.osha.gov/dcsp/alliances/skillsusa/skillsusa.html>.

Expansion of SkillsUSA’s Reach in Washington

On Thursday, October 20, five students from Maryland’s Calvert Career Center and four students from Virginia’s Edison Academy met as a focus group at the U.S. Department of Labor with the Federal Network for Young Worker Safety and Health (FedNet). In addition to the nine students– who represented diverse backgrounds – principals from both schools and two SkillsUSA advisors attended the meeting. This was the first student panel to appear before the FedNet group.

There are ten federal departments involved in Fed-Net including the departments of Agriculture, Commerce, Education, Labor, Transportation, Defense, and Housing and Urban Development. Several of the departments had not been aware of SkillsUSA previously but, according to Tom Holdsworth, there are individuals at all of those agencies who are aware of us now. The students fielded questions from over 30 people attending on what young people believe are appealing information sources, what characteristics they look for (and believe) in Web sites, and who are the “personal influencers” on the worksite. Tom reports that the students did a beautiful job of answering the questions from the panel, and he doesn’t know who had a better time: the agency representatives, the principals and teachers or the students.

Planning Retreat with SkillsUSA Directors

On Tuesday, October 18, the SkillsUSA staff directors and associate directors met at the Automotive Service Excellence (ASE) headquarters in Leesburg, Virginia to begin the discussion for strategic and long range planning. A top priority of the meeting was to identify high priority projects and campaigns for sponsor support. High on the list was visibility for SkillsUSA. The group also put together an extensive list of ongoing SkillsUSA projects and activities for consideration, but there’s much more to do.

Highlights

- On September 27 and 28, I was in Atlanta to present to the Refrigeration Service Engineers’ Society board meeting. While there, I spoke with Dan Cathy, the CEO of Chick-fil-A.

- On October 17, SkillsUSA will sign a two-year alliance agreement with OSHA to help teach students and their instructors safe working practices.
- If everything goes according to plan, the SkillsUSA Web site will be redesigned by January. Our intent is to make the site more “user-friendly” and to support the brand.
- Heidi Ambrose reports extensive travel by the national officers to state conferences, thanks to our generous support from Snap-on.
- Heidi and Marsha Daves just returned from the Culinary Institute of America (CIA) in Hyde Park, New York where they had a positive visit discussing SkillsUSA college/ postsecondary membership and activity at that institution.
- I’m pleased to report that levels one through five of the *Professional Development Program* are now available online.
- I’ve received word that former SkillsUSA board member and SkillsUSA state association director Nancy Beggs will retire from the Alabama Department of Education on November 1. She’s been a great leader and – as far as I’m concerned – she’s still too young to retire.
- I met with the Sacramento superintendent of schools on October 14.
- John Hinesley has become even more of a celebrity. Since becoming president of the board, he’s received news coverage in Arvin- Meritor publications and in the trade press.
- Both Steve Denby and Michael Regauld were in town last week. I’m happy to say that both are well and rested. Steve and Marilyn are back from a month in Nova Scotia where – I understand– the fishing was beautiful.
- Last weekend, I went to Park City, Utah for the Utah Leadership Training Institute (ULTI). The Timberland Company sponsored a wonderful community service project at their conference. SkillsUSA Utah appreciates Timberland’s support as does the Ohio and Massachusetts conferences this coming fall.
- Thanks to SkillsUSA’s old friend, Ken Tough, now retired from General Motors and working with the California Motor Cars Association, I had a meeting with the superintendent of Sacramento city schools and his senior staff on October 14. The superintendent wants his district more involved in SkillsUSA. He’s particularly interested in the *PDP* and our *Total Quality Curriculum*. It turns out he wants to go after the Baldrige Award and having the teachers and students versed in total quality management is part of his strategy.
- I was very impressed by the Timberland service project in Utah. State director Curtis Barnett and I dug in with the students from beginning to end with two projects. One was a safe house for battered women and another at the National Activities Center that provides sports activities for the disabled. While there for the October 5-7 conference, I had a great session with the advisors. In a time when there’s so much bad national and international news, they were thrilled to hear how well the national SkillsUSA organization is doing.
- Speaking of good news, Webmaster, Craig Moore, recently gave me some new figures comparing SkillsUSA Web site hits from last year to this. It’s an increase of 26 percent. The average monthly hits in 2004 were 782,270. This year, the monthly average is 1,052,902. Given what the students told Fed- Net, this isn’t a surprise. When asked how they get information, all nine of our students said “the Internet.”
- Scott Leslie just returned from the Mid-America Leadership Conference.
- I attended the Idaho Fall Leadership Conference in Sun Valley Idaho, October 20-22.

That’s it for now. As always, thank you for all you do for the great students and teachers we serve.

SkillsUSA and Hurricane Relief

Following Hurricanes Katrina and Rita, SkillsUSA members nationwide have found ways to help those affected. Chapters have raised money to donate to the Red Cross and other charities; taken in displaced families providing food and shelter; built modular home sections; provided haircuts and haircare products to victims; reached out to hurricane victims with care and concern, and students and advisors from 24 states who attended the 2005 Washington Leadership Training Institute raised \$1,000.00 for hurricane victims. In addition, all proceeds from SkillsUSA bracelet sales will go to a SkillsUSA special fund set up by the Youth Development Foundation to aid SkillsUSA chapters and members adversely affected by

Hurricanes Katrina and Rita. Please pass the word. We each can help our members and chapters in need. Go to www.skillsusa.org/katrina.html to donate.

Final List of 2005 Official Sponsors

Please find listed below a year-end list of the 2005 Official Sponsors from September 1, 2004 to August 31, 2005. We are very pleased to have the fine support of these organizations and businesses whose annual cash and or in-kind contribution ranges from \$10,000 to \$250,000 and beyond. They are

Air-conditioning & Refrigeration Institute
American Honda Motor Co., Inc.
American Welding Society
AMT—The Association for Manufacturing Technology
Associated Builders and Contractors, Inc.
Autodesk, Inc.
AutoZone
AYES, Inc.
Carrier Corporation
Caterpillar Foundation
Clausing Industrial, Inc.
CompTIA
DaimlerChrysler Corporation
DaimlerChrysler Corporation Fund
Deere & Company
DEWALT Industrial Tool Co.
DST Systems, Inc.
Ewing Marion Kauffman Foundation
Farouk Systems USA
Fastenal Company
Festo Corporation
Ford Motor Company
General Motors Foundation
Harley-Davidson Motor Co., Inc.
J.E. Dunn Construction Company
K2Share

Kansas City Convention & Visitors Assn.
Lennox Industries, Inc.
Maytag Training and Development
National Auto Body Council
National Institute for Automotive Service Excellence
National Occupancy Competency Testing Institute
Pivot Point International Inc.
PPG Industries, Inc.
Robert Bosch Tool Corporation
Rubbermaid
Snap-on Inc.
Sprint Foundation
St. Louis Carpenters' District Council
The Stanley Works
State Farm Insurance
Steel Framing Alliance
Thomson Delmar Learning
The Timberland Company
Toyota Motor Sales, USA, Inc.
USG Corporation

Official Partners

Air National Guard
U.S. Army Recruiting Command
U.S. Department of Labor

EEOC Seeking Partnerships with SkillsUSA Chapters

The U.S. Equal Employment Opportunity Commission (EEOC) is the federal agency that enforces the employment discrimination laws. As part of a new national initiative called *Youth@Work*, EEOC is seeking partners to help promote equal employment opportunities for our nation's next generation of workers.

EEOC's *Youth@Work* Initiative has three main goals, all centered around helping young Americans become productive adult citizens: The initiative is working to:

- (1) Empower youth to understand workplace rights and responsibilities;
- (2) Partner with employers to promote fair and inclusive workplaces; and
- (3) Build alliances with parents, educators and youth organizations.

This is where the state SkillsUSA associations come into the picture. The EEOC is asking for SkillsUSA's assistance. During the coming days and weeks, state association directors may be contacted by regional representatives of the EEOC seeking information on schools and chapters for the purpose of making presentations hosted by trained EEOC representatives. These presentations can be tailored for specific audiences and classroom settings. EEOC has found the information particularly useful for students in cooperative work experience or internship programs, as well as other high school students who are currently working or looking for work.

If you are interested in partnering with EEOC or would like more information about the *Youth@Work* Initiative, please contact EEOC by email at youth.atwork@eeoc.gov or by telephone at (202)663-4624.

Career and Technical Education Week

The dates for Career and Technical Education Week (determined by the Association for Career and Technical Education—ACTE) are February 12-18, 2006. This year's theme is **Career Tech: Education for Success**. SkillsUSA week will be celebrated during this same time frame.

Carhartt's Grilling for Dollars

For those state directors and chapter advisors interested in participating in Carhartt's "Grilling for Dollars" fundraiser, please call or e-mail the co-op office at Carhartt: 1-800- 358-3825, or copadvdept@carhartt.com. The co-op office will set you up with a nearby Carhartt retailer and provide you with t-shirts, banners and \$250.00 for food purchases. These events are usually conducted in the retailer's parking lot.

Carhartt's "Grilling for Dollars" program gives you a substantial head start on a successful fundraising event for your chapter. You can also leverage these "Grilling for Dollars" events as a local PR and student recruitment asset.

This process has been redesigned this year, and we hope to see increased participation. We encourage you to let your advisors know about and take advantage of this great opportunity.

SkillsUSA and NTHS Team Up for Student Recognition

SkillsUSA is working with the National Technical Honor Society (NTHS) to promote student achievement within career and technical education. SkillsUSA encourages chapters to participate in the honor society as part of their program of work. NTHS has 2,000 member schools and colleges, and it contributes to a positive image for technical education in the community. Students who join the honor society must demonstrate academic achievement, skills development, leadership, honesty, responsibility and good character. Student candidates should also be active in SkillsUSA.

NTHS will award scholarships to SkillsUSA members at the 2006 SkillsUSA National Leadership and Skills Conference. To be eligible, students must be active, dues-paying members of both SkillsUSA and NTHS. To apply, schools must have an active NTHS chapter, which includes submission of a charter application and approval from the school administration. For more information, go to: www.skillsusa.org/nths.html.

New State Director Mailing Addresses

Below are new **mailing** and **physical** addresses for Dale Derrickson and SkillsUSA Delaware:

Mailing Address

Dr. Dale Derrickson
Education Associate
Department of Education
401 Federal Street, Suite 2
Dover, DE 19901

Physical Address (UPS, Fedex, etc.)

SkillsUSA Delaware
Department of Education
Collette Education Resource Center
35 Commerce Way
Dover, DE 19904

The phone and fax numbers (and e-mail address) remain the same as what we currently have in the national directory.

Free 2005-06 Teacher Incentives Reminder

Be sure and remind all local chapters that the deadline for full membership services, including all four issues of *SkillsUSA Champions*, is November 15. Chapters that enter membership online or postmark a roster by November 15, 2005 and register at least 20 student members plus one or more professional members, will receive a free Employment Skills Series: Government and Civic Awareness CD-ROM. This curriculum helps students learn how to work with government leaders in order to become advocates for career and technical education. The Instructor's Guide includes teaching strategies, a timeline, student progress chart and more! Copy data into your own word processing software to customize (valued at \$14.95). Chapters with 100 percent membership will also receive a SkillsUSA planning calendar for their classroom.

New College Contest Structure

Plans are underway to offer a newly designed program at the community college level. SkillUSA is developing a new contest structure for three contests this year that would allow individual students to join SkillsUSA and enter competitive events at the national level outside the traditional SkillsUSA boundaries.

Students will be required to take an online qualifying exam to determine their contest eligibility. The online exam will test for academic knowledge, technical knowledge within the subject area, and general employability skills. The online exam will serve as the state qualifying system.

Because they support fast growing occupations, the following programs of study have been selected as pilots for this year:

- Geospatial Technology
- Civil Engineering
- Landscape Architecture

This program would provide colleges with a mechanism to validate their technical education programs and measure them against national standards.

Please stay tuned for more updates!
