

Campus Activities

Celebrating SkillsUSA Week

Importance of SkillsUSA Week

SkillsUSA Week is the perfect time to shine the spotlight on your local chapter. By focusing your marketing energies during this specific week, you leverage the strength of simultaneous marketing efforts underway by the national organization and those within your state.

How you choose to celebrate the week is only limited by your members' creativity and passion to share the good news about SkillsUSA. Many chapters have found success with field trips to local businesses, open houses for parents or industry partners, visits to local community organizations to speak about SkillsUSA, or providing news releases and public service announcements to local media outlets for distribution.

SkillsUSA Week activities bring positive recognition to your chapter, your school and your members. They also underscore the importance of SkillsUSA's role in preparing America's future workforce for high skills and high demand careers.

Value to Your Program

SkillsUSA Week, celebrated each year during the first full week in February, gives chapter advisors and student members the opportunity to promote SkillsUSA programs and activities at the local, state and national levels. Chapters across the United States use this week to promote their program of activities, to give back to communities and generate positive public relations. Hundreds, possibly thousands, of chapters celebrate the week through daily activities. News media across the nation are contacted regarding SkillsUSA stories, keeping SkillsUSA prominent on news wires and in search engines.

Why it Works

SkillsUSA Week is an effective marketing strategy because it allows you to concentrate your public relations and marketing energies into a single, focused period of time. By conducting several activities during that week, you are following one of the time-honored rules for successful marketing ... repetition, repetition, repetition.

Conducting multiple events also allows you to reach specific target audiences with different events tailored to their unique wants and needs. One size doesn't fit all. That applies to marketing and public relations just as much as it does to clothes and shoes. Students in your school have different perspectives, needs and want, and so do business and industries in your community. By having separate activities uniquely designed to appeal to each group, you are more likely to capture their attention.

Steps to Success

SkillsUSA Week is *the* prime opportunity to tell not just the school, but the entire community about SkillsUSA. The best way to do that is to have an activity for each day of the week.

The SkillsUSA website (www.skillsusa.org) offers a number of resources to help you and your members celebrate SkillsUSA Week. Be sure to check them out. They'll save you time and energy and help you craft consistent, positive messages that will attract the attention of students and staff in your school and parents, family members, and business/industry professionals in your community.

Some of the key resources to check out on the SkillsUSA website (<http://www.skillsusa.org/educators/skillsusaweek.shtml>) include:

- Sample news release
- SkillsUSA Fact Sheet
- Sample Proclamation
- School Announcement
- Pre-recorded Public Service Announcements (PSAs)

Following is a sample set of daily activities. However, the key is to create a week tailored to *your* SkillsUSA chapter, its members and your school culture.

Day 1 – Media Blitz/P.R. Day: Blanket the campus with posters, door tags, bulletin boards and fliers. Place an ad in the school newspaper. Write short 15-second “spots” for the announcements. Have the SkillsUSA tagline and mission scrolling across TV screens on campus closed circuit announcements. Tell them what SkillsUSA is, what it does, how they can join and get involved. Inform, engage and tell short, impactful stories about SkillsUSA members and your chapter.

Day 2 - Staff Appreciation Day: Take the teacher appreciation day concept and make it even bigger. Thank administrators, school counselors, support staff and building maintenance personnel for their contributions to the school. Serve them donuts or cookies, coffee and juice. Have a prize drawing for SkillsUSA themed merchandise. Present an honorary membership to one or two staff members who are especially supportive.

Day 3 - Advocacy Day: Host an open house for school staff to showcase chapter activities and the high-tech equipment used in today’s Skilled and Technical Sciences classrooms, labs and shops. Make sure that host members are wearing SkillsUSA uniforms, clothing and badges proudly. They don’t know you’re a member or advisor unless it’s obvious!

Day 4 - Leadership Through Service Day: Conduct a campus cleanup project; spruce up the landscaping; showcase the skilled trades; provide a car care clinic; do-it-yourself brown-bag lunch lecture or other helpful activity. By giving back you are paying it forward while creating a positive image of SkillsUSA in the minds of everyone who sees your members in action.

Day 5 – Wearing of the RED Day: Plan one day where every member is encouraged to wear SkillsUSA t-shirts, polo shirts or other official attire like the red blazers. Call on your graphic design students to design a special SkillsUSA Week t-shirt for everyone to wear. Order extras to give out as prizes or appreciation gifts that day. Prep every member with a focused “elevator pitch” or two to three sentence sales pitch that tells an informative and engaging story about “Why SkillsUSA?”