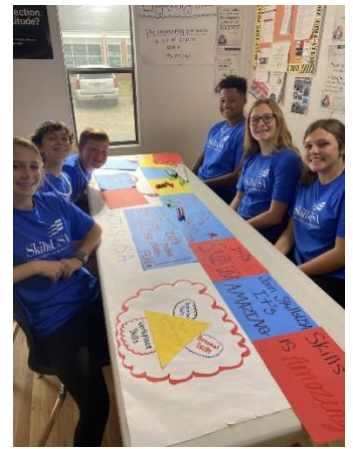




»» "The SkillsUSA Advantage" Presentation Resources

Advisors and stakeholders can now access the "[SkillsUSA Advantage Report Asset Collection](#)" from our [Brand Assets page](#). The collection includes the full report, a two-page flyer, slide decks that are ready-to-go or customizable and a leave-behind piece for use in presentations to administrators, partners, school boards or community leaders. Download the individual assets you're interested in or download the entire collection as one .zip file. Use the full report or extract the data you need to supplement your own presentation. Also available on the page is a [SkillsUSA Advantage social media toolkit](#) to help you spread the word online.



In summary, the research released by the Student Research Foundation shows the majority of surveyed SkillsUSA members feel they are engaged in relevant career and technical education (CTE) coursework that prepares them for the future. This holds true regardless of gender, race/ethnicity or socioeconomic status.

»» No-Cost Virtual Industry Panels for Chapters

On Wednesday, Nov. 15, at 2 p.m. ET, SkillsUSA will host [Pour the IndusTEA](#), an event that allows classrooms and chapters to engage with career-cluster-specific industry professionals. This high-energy, informative experience will connect students with business and industry panelists right from your classroom, and best of all, it's free! We invite all to attend this career-focused event to hear firsthand knowledge and expertise on their specific industry interest. Register your chapter leaders or your whole classroom and participate as a group in this interactive event by attending a panel that is specific to your career pathway. Registration opens Oct. 9 and closes **Nov. 10**.

»» Fall Professional Development Offerings

Are you ready to take your SkillsUSA knowledge to the next level? SkillsUSA's Fall Professional Development offerings include new advisor training, Framework integration, the SkillsUSA Advantage report, local competition guide and more. Check out our [training website](#) and [use this form to sign up](#) for your selected sessions.

»» CHARGE: A SkillsUSA Chapter Officer Video Series

Advisors work hard to teach their chapter officer teams how to be successful leaders. SkillsUSA recognizes this challenge and has developed a program that makes it easier to create a strong team. [CHARGE is a weekly video series](#) covering topics that will help chapter officers in the day-to-day

management of their chapters. Each CHARGE video has an activity guide to support chapter officer growth and development. There are 12 three-minute episodes, and this week, the focus is on Episodes 5 and 6.

- Episode 5 covers personal communication style and introduces how effective communication between chapter officers and chapter members can lead to a more successful chapter. After watching a short animation, chapter officers complete the activity guide which discusses oral, nonverbal and written communication styles, as well as how to listen effectively, and which style best represents them.
- Episode 6 covers learning how to set personal growth SMART goals (specific, measurable, assignable, realistic and time-related) to drive growth for themselves and for their chapter.

»» SkillsUSA Certification Courses

SkillsUSA has [three Career Essentials certifications and two bundle options](#) available for professional members and students:

- **CTE Knowledge Certification:** Students learn how SkillsUSA and career and technical education are solutions to the world’s skills gap. To earn the certification, learners will complete an e-module, complete and submit a learning journal and pass a 20-question knowledge assessment.
- **SkillsUSA Framework Certification:** Students learn about SkillsUSA and how it ensures the development of world-class workers, leaders and responsible citizens through the SkillsUSA Framework. To earn the certification, learners will complete an e-module, submit a learning journal, review the Essential Elements definitions and behaviors, pass a 20-question SkillsUSA Framework assessment and complete a self-evaluation.
- **DEI Certification:** Students will learn how successful leaders create environments where everyone can participate; promote diversity, equity and inclusion; and feel included, valued and respected. To earn the certification, learners will complete an e-module, submit a worksheet and pass an assessment.

The SkillsUSA Knowledge Certification and the SkillsUSA Framework Certification are bundled at \$10.95 per user. If you add the DEI Certification, the cost for all three is \$13.95. If you have an account in the SkillsUSA Absorb learning management system, simply log in and place an order. If you don’t have an Absorb account, contact the [Customer Care Team by email](#) or call 844-875-4557 to create an account

»» Shop Now to Support the Trades

SkillsUSA partners Tractor Supply Company, the Tractor Supply Company Foundation and Carhartt have launched a new “Support the Trades” apparel collection to help advance skilled trades in the U.S. The Carhartt collection is sold exclusively at [Tractor Supply in stores or online](#). The clothing line includes short-sleeved and long-sleeved shirts in several colors, plus three ball caps and two knit hats. For every item sold, a portion of the proceeds will be donated to SkillsUSA. Support the Trades first launched in 2021. Order your “Support the Trades” merchandise now and help spread the word by showcasing your attire on social media and tagging SkillsUSA! For more information, check out the new [“Support the Trades” video](#).