



FRIDAY FLASH

»» Free Career Essentials Support for Instructors

If you are beginning your journey with Career Essentials this school year, support from SkillsUSA is available every step of the way! Instructors can call 844-875-4557 or email careeressentials@skillsusa.org for assistance with:

- Ordering Career Essentials for your students
- Developing an implementation plan
- Creating administrative accounts for new instructors
- Logging into your account
- Using the dashboard to monitor progress and performance
- Learning more about Career Essentials or the Absorb learning management system
- Learning about the 2022 revisions to the Career Essentials courses



If you are interested in learning more about using Career Essentials to define, implement and measure the development of career-readiness skills in your classroom, [register for a Career Essentials overview here](#).



»» Local Chapter Recruitment Resources are Available

Check out the [SkillsUSA Recruitment Week resource hub](#) to learn how your chapter leaders can successfully plan activities to engage potential new SkillsUSA members. There are also advisor resources to coach chapter leaders around recruitment and engaging potential new members. Holding a chapter recruitment activity is a [Chapter Excellence Program](#) Level 2 indicator, so utilizing these resources can be one extra step in achieving chapter excellence.

»» SkillsUSA Membership Kit Available Online Now and in the Mail

SkillsUSA's new opportunity-filled membership kits have been mailed to registered advisors and should arrive shortly. [You can also access the kit online](#). If you're starting a new chapter, contact the [SkillsUSA Customer Care Team](#) so they can mail you a membership kit as part of the welcome process. Membership cards can be printed from the membership registration system.

»» Support the Trades in Fashion

SkillsUSA has once again teamed up with [Tractor Supply Company \(TSC\)](#) and [Carhartt](#) for the “Support the Trades” campaign, designed to raise awareness of SkillsUSA and help close the skilled trades gap. As part of the campaign, Carhartt and TSC are offering an expanded “Support the Trades” line of shirts and hats designed by Carhartt, with a portion of the proceeds being donated to SkillsUSA! Show your pride for the skilled trades you proudly represent and the “Champions at Work” who keep our nation moving. The exclusive T-shirts and hats for women and men are now available at [Tractor Supply Online](#) or your local TSC store. [Check out this promotional video](#) and follow the campaign on SkillsUSA’s social media this fall.



»» Wolverine and Ram Trucks Support SkillsUSA

Wolverine and Ram Trucks have collaborated again this year on a Labor Day Campaign for “Wolverine x Ram” line of work boots, built in the USA and inspired by the iconic details of Ram Trucks. To support the next generation of skilled workers, Wolverine and Ram are donating \$10 to SkillsUSA for every pre-order from the new line (which also includes T-shirts and socks). [Check out the collection now.](#)



»» New Membership Registration Feature

SkillsUSA has added a new membership registration feature that allows advisors to register some students on their classroom roster now and allow others to join later. The advisor can select specific names or all names on the roster list in the join process. Here is the process: Log on to the [registration website](#)>click [Membership](#) button>click [Members](#) button. Once names are added to the roster, check the box next to each name in the [Ready to Join](#) column or check the column header box to join all names, then click the [Join Selected](#) button. Contact our [Customer Care Team by email](#) or call 844-875-4557 if you have questions.

»» SkillsUSA Store at WLTI

With the 2022 Washington Leadership Training Institute (WLTI) quickly approaching, now is the perfect time to take advantage of free shipping on the [SkillsUSA Store](#) and stock up for your conference needs. The SkillsUSA Store will also be open at the WLTI Hotel all day on Sunday, Sept. 18, from 7:30 a.m. to 5 p.m.



»» CHARGE: A SkillsUSA Chapter Officer Video Series

Advisors work hard to teach their chapter officer teams how to be successful leaders. SkillsUSA recognizes the challenge and has developed a program that makes it easier to create a strong chapter officer team. CHARGE is a weekly video series that covers topics that chapter officers will find useful in the day-to-day management of their local SkillsUSA chapters. Each CHARGE video features an activity guide to support chapter officer growth and development. There are 12 three-minute episodes:

- Episode 1 is called “Getting to Know Your Team.” Chapter officers will have a fun time getting to know one another and talking about their goals for the year.
- Episode 2 is all about the SkillsUSA Framework and makes learning the 17 Essential Elements fun, easy and applicable.
- Episode 3 guides chapter officers through their roles and responsibilities.
- Episode 4 is focused on teaching the chapter officers how to utilize the four pillars of leadership to become effective chapter leaders.
- Episodes 5 and 6 will be covered in next week’s Friday Flash. [Access CHARGE here.](#)

»» Plan Now for Manufacturing Day

Many SkillsUSA chapters participate in Manufacturing Day, a celebration of modern manufacturing meant to inspire the next generation. While the 2022 [Manufacturing Day](#) is celebrated on Oct. 7, you can hold events on any date in October. Activities for students may include a plant tour, a virtual industry tour or an event on campus that highlights manufacturing. SkillsUSA chapters should share their Manufacturing Day photos and stories with [Hayley Uffelman, SkillsUSA’s social media manager.](#)



»» A Wealth of Professional Development This Fall

Please join your fellow SkillsUSA advisors for SkillsUSA’s new Fall Professional Development offerings. These sessions can assist you in launching the new school year. Here are just a few:

- **Sept. 13 at 10 a.m. to 4 p.m. ET. — Professional Development Day.** By registering, you can attend any or all sessions. The topics and times are: Professional Membership Benefits (10-11 a.m. ET); Framework Implementation (11:15 a.m.-12 p.m. ET); How to Give Impactful Feedback (1-2 p.m. ET); Program of Work (2-2:45 p.m. ET); and Chapter Meetings: Success Stories (3-4 p.m. ET).
- **Sept. 27 at 3:30 and 6:30 p.m. ET. — Professional Membership Benefits.** During this session, we will learn how to navigate Absorb LMS and discover all the resources you can use. Register through Zoom by finding the session on the calendar [here.](#)

Register for all sessions through [absorb.skillsusa.org](#). Learn more about these and other Fall professional development offerings from [SkillsUSA's online training calendar.](#) For questions, contact [Karolina Belen.](#)

»» Registration Now Open for ELEVATE!

The SkillsUSA Elevate Chapter Officer Development Conference is Oct. 19 from 11 a.m.-4:30 p.m. ET. Plan now to attend this virtual interactive experience for local officer teams that focuses on building successful chapters by equipping officers with the skills to lead and serve their local members. Elevate is open to all SkillsUSA local chapter officers. At least one advisor must participate with each registered team. Participate right from your classroom. The cost is \$10 per participant. [Register through the membership site here.](#) Registration closes Oct. 5.

»» CHANNELLOCK Skilled Trades Site and Contest

SkillsUSA partner CHANNELLOCK has launched a “Trades 101” website that highlights the incredible benefits of a skilled trades career. On the site, students can explore trade schools, tips for choosing the

right trade and steps to enter a trade field. In addition, CHANNELLOCK is holding a [Trade School Trade-Up](#) national initiative aimed at giving CTE programs across the country a chance to win shop makeovers and tools to foster learning success. Contest entries are due by Oct. 12.