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SkillsUSA Maryland ➔ www.mdskillsusa.org

⇒ https://www.youtube.com/channel/UCyUgp3SwHUPjaoj63V77FcQ
⇒ https://www.facebook.com/SkillsUSAmd/
⇒ https://twitter.com/skillsmd
⇒ https://www.instagram.com/skillsusamd/?hl=en
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA is a vital solution to the growing U.S. skills gap and provides training so students graduate career ready. This nonprofit partnership of students, instructors and industry ensures America has the skilled workforce it needs to stay competitive. Founded in 1965 and endorsed by the U.S. Department of Education, the association serves more than 335,000 member students and instructors each year in middle schools, high schools and colleges. This diverse talent pipeline covers 130 trade, technical and skilled service occupations, the majority STEM-related.

More than 600 corporations, trade associations, businesses and labor unions actively support SkillsUSA at the national level. SkillsUSA programs are integrated into career and technical education through our framework of developing personal, workplace and technical skills grounded in academics. Local, state and national championships, designed and judged by industry, set relevant standards for career and technical education and provide needed recognition to its students. SkillsUSA also offers technical skill assessments and other workplace credentials.

Whether you are new to SkillsUSA or an advisor with years of experience, we think you will find the Advisor Handbook instrumental as you empower students.
SkillsUSA Maryland: Chapter Advisor’s Handbook

WHO WE ARE

SkillsUSA Maryland boasts a statewide membership of 5,000 students. These young men and women have started training for their chosen career paths in high school. Future plans often include earning post-secondary credits, degrees and/or certifications at two and four-year colleges, technical schools and apprenticeship programs.

Technical skills complemented by leadership and employability skills training make SkillsUSA students’ career-ready, productive and promotable.

SkillsUSA Maryland is committed to the concept of total development of the individual. In order to foster the development of citizenship and leadership qualities, it has been necessary to develop programs based on selected goals.

The goals of the organization are:

- Acceptance of SkillsUSA activities by the education system as an integral part of the instructional program;
- Involvement of every instructor as an advisor to students in carrying out SkillsUSA’s national Program of Work;
- Creation of programs that will motivate members in their training and chapter activities;
- Expansion of high-quality leadership training for students, advisors, and partners on the local, state, and national levels;
- Expansion of competitive activities;
- Addition of print and electronic resources for members and chapters;
- Improvement of public relations and civic/community involvement;
- Employment of an individual to conduct the duties of the state association director; and
- Growth of membership in secondary schools and college/postsecondary programs.
MEMBER BENEFITS

Advisors and Professional Members
- SkillsUSA magazine subscription—SkillsUSA Champions
- mikeroweWORKS Foundation Competitor Travel scholarship opportunities. ➔ https://www.mikeroweworks.org/
- Car rental discounts
- Professional membership cards
- Opportunities to win prizes and scholarships

Students
- SkillsUSA magazine subscription
- Scholarship and award opportunities
- Members Only Section of Web site
- Access to career resources and contact with industry
- Opportunities to compete in the SkillsUSA Championships at the local, state, or national levels
- Job contacts and networking opportunities
- Opportunity to learn and practice professional and leadership skills
- Recognition from peers, teachers, and leaders within the community

School
- Student enrollment in Career and Technical Education increases
- Community awareness increases
- Recognition for the school through equipment grants and financial donations
- Business and industry support is developed
- Media coverage for the school and its programs
As a SkillsUSA Advisor, many of the resources you need can be found right on the SkillsUSA Maryland website while others are available for purchase.  

CONNECT WITH US TODAY  ⇒ https://www.mdskillsusa.org/board_of_directors.html

Basic information is provided in this Advisor Handbook, but the Board of Directors and the State Director are always available to answer questions.

There is also a comprehensive list of Advisors throughout the state on our Web site:


One of the most important things to remember is to help your students to learn an effective planning process for carrying out activities, and to let students take the lead on planning and carrying out your events. They will learn and grow as they carry out their calendar of events.

2020 SkillsUSA Maryland Advisor of the Year
Charlene Zinnel
Dorchester Career & Technology Center
Checklist for New Chapters
Here are the basic steps to follow to start a new chapter:

✔ Obtain a Membership Kit by calling 800-355-8422 or download membership materials for the current school year.
✔ Meet with the School Administrator to request permission to start a new program and to gain support for the SkillsUSA chapter (it’s a good idea to have a few brochures on hand to explain program basics and benefits to students, instructors and the school).
✔ Contact your state office and request to be placed on the state mailing list. Find out about any upcoming activities or deadlines.
✔ If you are starting a new chapter, complete an application for charter.
✔ Identify one or more possible SkillsUSA leaders (technical instructors, a career counselor or another interested person within the school) to help with the new chapter.
✔ Gain support from other faculty members if you plan to involve students from other training programs.
✔ Explain SkillsUSA to the Industry Advisory Council that supports your program, and ask for their support and involvement as the chapter develops by serving as guest speakers, contest judges, etc.

Please make sure that you submit SkillsUSA membership prior to the deadline. The deadline determines eligibility for running for office, serving as a voting delegate or being a leadership or skill contestant at the district, state or national level. Don’t let a single student lose out on a life-changing opportunity because of a missed deadline.
SkillsUSA CONNECT is SkillsUSA’s virtual community.

- Allows members to connect with all of the exciting experiences and programs that SkillsUSA has to offer while also giving them the chance to connect with each other in a collaborative environment.
- You will engage in new ways to continuously develop and refine your personal skills, workplace skills and technical skills grounded in academics.
- Provides deep engagement opportunities to build community, grow in your Framework skills and receive recognition for your excellent work.

REGISTER FOR YOUR ACCOUNT TODAY!

Advisors: For security reasons, information on how to sign up for SkillsUSA CONNECT can be found in the secure portion of SkillsUSA’s member information system. SkillsUSA CONNECT ⇒ https://www.skillsusaconnect.org/home

Once signed into the site, look for the SkillsUSA CONNECT button to view and download instructions for both you and your student members.

If you need any assistance with creating your account, contact the SkillsUSA Customer Care Team at 844-875-4557 or ⇒ customercare@skillsusa.org.
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA FRAMEWORK

The SkillsUSA Framework illustrates how students fulfill the mission of the organization “to empower members to become world-class workers, leaders and responsible American citizens.”

What it does

• Provides a common language for students to articulate what they gain from SkillsUSA participation to employers, school administrators, parents and other students
• Assesses student skill development along a learning continuum of awareness, demonstration and mastery
• Creates a vision for SkillsUSA programs at the local, state and national levels to ensure quality student-led experiences that build skills in all members

Why it works

• Empowers every student to achieve career success
• Delivers a skill set demanded by business and industry but lacking in many employees today
• Ensures that every student member receives a consistent and specific skill set

START USING THE FRAMEWORK TODAY ⇒ https://www.mdskillsusa.org/framework.html
CHAPTER OF EXCELLENCE

The Chapter of Excellence Program (CEP) is the single best way to ensure you have a successful SkillsUSA chapter. The Chapter of Excellence Program takes the guess work out of what it looks like to be a healthy SkillsUSA chapter. It provides the requirements and indicators that meet the standards for success and prepares members for career readiness as defined in the SkillsUSA Framework. The Chapter of Excellence Program honors chapter achievement relative to SkillsUSA’s framework of developing personal, workplace and technical skills.

Every chapter or section with paid membership is eligible to participate. There is no fee or cost associated with participation. Most likely, your chapter already has an active program of work, and this is your opportunity to be recognized. The Chapter of Excellence Program application specifically outlines how chapter success is measured.
The program consists of three award levels, with the first two levels recognized by the state and the final level eligible for national recognition.

1. **First Level**: Honors chapters for achieving essential standards of excellence as a “Quality Chapter.”

2. **Second Level**: Recognizes chapters that go beyond baseline requirements with bronze, silver, and gold “Chapters of Distinction” awards. This recognition is awarded by the state association at a state-level event such as the State Leadership and Skills Conference. All chapters receiving a gold award will be invited to the National Leadership and Skills Conference and recognized alongside the program sponsor at a reception. Up to the top 10 percent of all chapters in each state that receive the gold award will be eligible for selection as a Models of Excellence chapter.

3. **Third Level**: Honors the very best chapters through “Models of Excellence” awards. These chapters are identified on the national level and define excellence. Best practices will be gleaned from the award winners and shared with the field to serve as models for other chapters to emulate in strengthening their local programs.

The CEP is focuses on learning and skills developed as a result of chapter involvement versus honoring chapters by the number of activities they employ throughout the year. The award application is written and presented in a manner that supports evidence of these findings.

**GET STARTED NOW** ⇔ [https://www.mdskillsusa.org/cep.html](https://www.mdskillsusa.org/cep.html)
The SkillsUSA competition theme is used throughout the year as the topic to be addressed by contestants in the Chapter Display, Prepared Speech and Promotional Bulletin Board competitions at local, state and national levels.

The topic to be addressed by contestants in the Chapter Display, Prepared Speech and Promotional Bulletin Board competitions is how our theme, “SkillsUSA: Champions at Work, Empowered to Succeed,” addresses the SkillsUSA program of work in the area of professional development.

Within this topic, contestants might illustrate or discuss any of the following:

1. What does “Empowered to Succeed” mean to you in relation to your career readiness?
2. How has participating in the SkillsUSA Program of Work empowered you to succeed?
3. How does the SkillsUSA Framework empower you to succeed?
   - How are you empowered with the personal skills needed for career success?
   - How are you empowered with the workplace skills needed for career success?
   - How are you empowered with the technical skills needed for career success?
4. In what specific ways has SkillsUSA empowered you to be successful in life?
5. What activities or learning within your career and technical education program have empowered you to succeed?
LEADERSHIP CONFERENCE

One of the first steps for officers is to attend the state SkillsUSA Maryland Annual Fall Leadership Conference in Ocean City. It is here our students met other SkillsUSA students, attended valuable leadership training sessions and had the time of their lives. Leadership sessions included etiquette, time management, parliamentary procedure, teamwork, and public speaking.
SkillsUSA Maryland: Chapter Advisor’s Handbook

It is here students attended valuable leadership training sessions including etiquette, time management, parliamentary procedure, teamwork, and public speaking. The SkillsUSA Statesman Award is presented to students who attend and actively participate in functions and sessions, demonstrate leadership in action and complete these requirements set forth in the conference brochure.

STUDY GUIDES ARE OFFERED ON QUIZLET ⇒ https://quizlet.com/16190758/skillsusa-statesman-award-flash-cards/

![Image of students in red uniforms attending a SkillsUSA event]

![Image of students on a boat-themed photo opportunity]
SkillsUSA offers many opportunities for growth through competitions. There are many competition opportunities available through SkillsUSA membership.

Students can compete at the local or state level. State winners go on the national competition. Other contests include the WorldSkills Competition, the opportunity to design the National Leadership and Skills Conference Pin and the chance to have your photography published in SkillsUSA Champions magazine.
Students compete and are able to advance to a state level if they earn a gold, silver or bronze medal. The competition locations are determined within each of the region. This year was a bit different with the pandemic but SkillsUSA Maryland students shined at their regional competitions.
**SkillsUSA Maryland: Chapter Advisor’s Handbook**

**PROGRAM OF WORK**

Why should your chapter create a yearly SkillsUSA Program of Work (PoW)?

When a chapter provides rich experiences in all six categories of the PoW, it empowers students to become career ready. These activities allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills.

*The SkillsUSA Program of Work Categories*

The SkillsUSA program of work is divided into six categories.

Why these six categories? They define areas of focus for a well-run chapter in the same way a well-run business may be divided into different divisions. Each division has specific responsibilities, but all contribute to the overall success to the business.

Each program of work category has activities for the committee to facilitate for the entire chapter. Program of work committees each contribute to the ultimate success of the chapter and the educational experiences provided to members.

[Image]

**OUR STATE PROGRAM OF WORK ➔**

SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA Maryland
2020-2021 State Officer Team

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<thead>
<tr>
<th>Position</th>
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<tr>
<td>President</td>
<td>Sahil Patel</td>
<td>North Point High School</td>
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<tr>
<td>Vice President</td>
<td>Tehya Gaines</td>
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<tr>
<td>Secretary</td>
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<td>Reporter</td>
<td>Kathryn Moats</td>
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State Officer Team Advisor: Charlene Zinnel, Board of Directors, SkillsUSA Maryland
BOARD OF DIRECTORS

The SkillsUSA Maryland Board of Directors consists of twelve elected SkillsUSA professional members who are responsible for promoting and advancing the interest of Career & Technology Education (CTE) in schools across the state of Maryland through participation in the development of professional, leadership, and technical skills in SkillsUSA Maryland.

The Board meets four times per year with a primary focus on running the 5,000+ membership organization and preparing for the SkillsUSA Maryland Fall Leadership Conference and the SkillsUSA Maryland State Championships. The Board of Directors welcomes input from Maryland SkillsUSA members. Members may contact any Board member to request that the board consider an issue or request.

Board members serve a three-year term with four terms up for re-election each year. The lead advisor from each active chapter will receive a ballot by April 15th with ballots due approximately two weeks later. New board members will be notified by May 1st and will assume their positions at the first meeting following the SkillsUSA Maryland State Championships.

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<td><strong>CHAIRPERSON</strong></td>
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<tr>
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<td><strong>VICE CHAIRPERSON</strong></td>
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<td><strong>STATE ALUMNI COORDINATOR</strong></td>
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## BUSINESS and INDUSTRY PARTNERS

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<td>Patuxent Farm</td>
<td>4335 Buena Vista Road • Prince Frederick, MD 20678</td>
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<tr>
<td>Jim Maynard</td>
<td>Peninsula Regional Medical Center</td>
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<td>Etta Maynard</td>
<td>A Personal Look</td>
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<td>Paul Foster</td>
<td>Printing &amp; Graphics Association of Mid-Atlantic</td>
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### SkillsUSA MARYLAND CONFERENCE MANAGER

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
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<tbody>
<tr>
<td>Dennis Peaton</td>
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### SkillsUSA MARYLAND DIRECTOR

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Chuck Wallace</td>
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### OUR STATE BOARD OF DIRECTORS

HOTLINE OPERATORS/MEMBERSHIP SPECIALISTS FOCUS ON ... 
Assist NEW Chapters and NEW Advisors with 
- Establishing and operating chapters 
- Creating log-ins, adding training programs, and adding and joining members 
- Registering for local, state and national conferences 
- Retrieving pin codes and access of online resources 
All new Chapters and new Advisors are 
- Followed-up with a 17-Point Touch Recruitment process 
- Welcome and Information email 
- Mailed Membership Kit 
- Follow-up email 
- Follow-up phone call 
- Follow-up note

CAREER ESSENTIALS COACHES FOCUS ON ... 
Technical Support 
- Navigation of LMS via virtual, phone and email 
- Establish and set-up new user accounts 
- Assistance with making or completing a purchase 
- Assigning student keys 
- Assistance with student account set-up 
- Assistance with all reporting needs 
- Troubleshooting technology issues 
Curriculum Support 
- Assistance with determining the most appropriate course 
- Walkthrough of course layout and functionality 
- Guidance on development of classroom implementation plans 
- Virtual demonstration of the learning management system and curriculum features

HOTLINE OPERATORS/MEMBERSHIP SPECIALISTS ALSO ASSIST ... 
All Chapters and Advisors with 
- Recruiting members and chapter operations 
- Navigating the registration system 
- Navigating the SkillsUSA website 
- Discovering more about new products, resources, programs and materials 
Career Essentials Suites 
Chapter Excellence Program 
SkillsUSA Store

3 WAYS TO CONNECT WITH A SKILLSUSA HOTLINE OPERATOR OR COACH
- CALL 844-875-4557 
- CHAT on the membership registration page 
- EMAIL operators@skillsusa.org for membership and general support 
careeressentials@skillsusa.org for Career Essentials resources

Hotline Hours 
Monday/Wednesday/Friday 
8:00 a.m. – 5:00 p.m. (EST) 
Tuesday/Thursday 
11:00 a.m. – 7:00 p.m. (EST)

We look forward to hearing from you!
Meet the SkillsUSA Hotline Operators and Career Essentials Coaches, the faces behind the voices!

**Marcia Strickland** joined SkillsUSA six years ago and leads our team of operators and coaches. Marcia began her career and technical education career in 1999 when she joined the staff of two state-based career and technical student organizations that served special needs populations. She would become the state coordinator for each of those organizations and serve in that role until 2010. Marcia often expresses how fortunate she feels to be able to have the opportunity to work directly with dedicated SkillsUSA advisors from across the nation daily.

**Lauri Domer** began serving as a SkillsUSA Hotline Operator in the fall of 2018. Lauri’s SkillsUSA involvement is abundant as she has served in several roles from chapter chaperone, middle school chapter advisor, state staff member and state director officer team. Lauri is currently serving on the SkillsUSA Championships Management Team as a Cluster Chair at the National Conference. Lauri’s many roles in SkillsUSA makes her a great addition to the SkillsUSA Membership Hotline where she is energized daily with helping advisors and members.

**James Harper** joined SkillsUSA Virginia in 2010 as an advisor. He has served as a district judge, state judge, state contest chair, state cluster chair, state prize team member, state registration/scoring chairperson, and national scoring chairperson. In addition, he serves on both the SkillsUSA Virginia Board of Directors and SkillsUSA Virginia Foundation Board of Directors. In early 2019, he began working as a part-time seasonal operator for the SkillsUSA Hotline. James enjoys working for the organization and believes strongly in the mission of SkillsUSA and career and technical education in America.

**Katie Rodebaugh** joined SkillsUSA in 2018 as a Career Essentials Coach. Katie has a background in education as a former elementary school teacher, having taught grades from first to fifth. After starting a family of her own, Katie decided to take her passion for education and re-route it into assisting educators from the outside looking in. Fully believing in the Career Essentials curriculum, Katie has found joy in assisting CTE instructors across the country with anything from Career Essentials tech support to implementation ideas and plans in their classrooms and beyond.

**Payten Stowe** has been working as a Career Essentials Coach since October 2018. Payten has been involved in career and technical education for 8 years. She served as a state officer for SkillsUSA Georgia in 2014 and then went on to become a National Officer for the organization in 2015. She recently graduated with a degree in marketing. Payten understands the long-term value of employability skills, which is why she loves having the opportunity to help teachers and advisors from across the nation use the Career Essentials resources.
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA Symbolism and Ceremony

Like most other organizations, SkillsUSA has a certain amount of symbolism and ceremony which is unique to the organization. Through study and practice of the ideals exemplified in the SkillsUSA pledge, creed, motto, emblem, and colors, students gain insight into true meaning and purpose of their organization.

SkillsUSA Pledge

Upon my honor, I pledge to prepare myself by diligent study and ardent practice to become a worker whose services will be recognized as honorable by my employer and fellow workers; to base my expectations of reward upon the solid foundation of service; to honor and respect my vocation in such a way as to bring repute to myself; and further, to spare no effort in upholding the ideals of SkillsUSA.

Meaning of the Pledge

- Upon my honor, I pledge: This is a very strong statement. It means you are committed to follow through on your promise.
- To prepare myself: Preparation requires self-control. It means effort without immediate reward but with the knowledge that the effort will pay off when the preparation is completed.
- By diligent study: Diligence implies something far beyond a quick review of assignments. Diligence means perseverance, concentration and not always taking the easy route and that learning is lifelong.
- And ardent practice: A person of character makes every effort in spite of setbacks or personal loss.
- To become a worker: SkillsUSA members take pride in making things happen and in being good workers for their employers.
- Whose service: Doing things for others is the basis of many occupations. SkillsUSA members strive to be active in their schools and communities.
- Will be recognized as honorable: The result of preparation, work experience, and service is the respect and honor given to SkillsUSA members.
- To base my expectations of reward upon the solid foundation of service: This statement reinforces the attitude that we must first serve in order to gain. This attitude is important to success.
- To respect my vocation: SkillsUSA members recognize the need to find their vocation and strive to understand its traditions, skills, leaders, and potential.
- To bring repute to myself: SkillsUSA members strive to have a good reputation among their peers, fellow workers, teachers, parents, and employers.
- To spare no effort in upholding these ideals: This means service to the community, school, and chapter—getting things done and becoming a leader, all with the ideals of SkillsUSA in mind.
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA Creed

The word creed is defined as a brief statement of belief. This portion will present the six parts of the creed that represent your organization. Take a few minutes to think about each statement. Are the statements beliefs that you can accept? Take some time to discuss your attitude toward these beliefs with your classmates.

I believe in the dignity of work.
I hold that society has advanced to its present culture through the use of the individual’s hands and mind. I will maintain a feeling of humbleness for the knowledge and skills that I receive from professionals, and I will conduct myself with dignity in the work I do.

I believe in the American way of life.
I know our culture is the result of freedom of action and opportunities won by the founders of our American republic, and I will uphold their ideals.

I believe in education.
I will endeavor to make the best use of knowledge, skills, and experience that I will learn in order that I may be a better leader in my chosen career and a better citizen in my community. To this end, I will continue my learning now and in the future.

I believe in fair play.
I will, through honesty and fair play, respect the rights of others. I will always conduct myself in the manner of the best professionals in my career and treat those with whom I work as I would like to be treated.

I believe satisfaction is achieved by good work.
I feel that compensation and personal satisfaction received for my work and services will be in proportion to my creative and productive ability.

I believe in high moral and spiritual standards.
I will endeavor to conduct myself in such a manner as to set an example for others by living a wholesome life and by fulfilling my responsibilities as a citizen of my community.
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA Motto
Preparing America’s Skilled Workforce

SkillsUSA Colors
The colors red, white, blue and gold represent the national SkillsUSA organization.

- **RED** and **WHITE** represent the individual states and chapters.
- **BLUE** represents the common union of the states and of the chapters.
- **GOLD** represents the individual, the most important element of the organization.

SkillsUSA Logo

The SkillsUSA Brand Center is officially open ⇒ [www.skillsusabrandcenter.org](http://www.skillsusabrandcenter.org).

This online system will help unify SkillsUSA’s visual identity among our state associations and local chapters. An overarching goal is to help all members understand the importance of consistency in how SkillsUSA is communicated and help them advocate for our brand.

On displays, chapter material, casual apparel, and other promotional items, use the SkillsUSA logo as the official symbol of your organization.
SkillsUSA Maryland: Chapter Advisor’s Handbook

SkillsUSA Emblem
Early in the organization’s history, student members designed the emblem and the symbolism of its parts. All of the following components comprise our emblem. Separately they could be applied to many organizations, but as one unit they represent the fundamental principles and purposes of our organization. The emblem represents SkillsUSA, and today, it is still used in ceremonies and on the official blazer.

The shield represents patriotism.
The shield denotes our belief in democracy, liberty, and the American way of life.

The gear represents the industrial society.
The gear, symbolic of the industrial society, denotes the interdependence and cooperation of the individual working with labor and management for the betterment of mankind.

The torch represents knowledge.
The flaming torch reflects the light of knowledge, which dispels the darkness of ignorance. In the light of the torch, progress will be made toward the vocational goals of the individual.

The orbital circles represent technology.
The circles represent the challenge of modern technology and the training needed to accept and master the challenge of new technical frontiers and the need for continuous education.

The hands represent the individual.
The hands portray a search for knowledge and our desire to acquire a skill. In the process of attaining knowledge and skill, we will develop a respect for the dignity of work and become productive and responsible citizens.

SkillsUSA, a Career Technology Student Organization (CTSO), is a national partnership of students, teachers and industry representatives working together to ensure America has a skilled workforce. SkillsUSA is a national membership organization serving middle-school, high-school and college/postsecondary students who are preparing for careers in trade, technical and skilled service occupations, including health occupations.

Mission: SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation’s future skilled workforce through the development of personal, workplace and technical skills grounded in academics.

Partners: More than 600 business, industry and labor organizations support SkillsUSA at the national level through financial aid, in-kind contributions and involvement in SkillsUSA activities. Documented support to the SkillsUSA Championships is valued at more than $36 million.