

# California Association of SkillsUSA, Inc.

Strategic Plan 2014–2017



# INTRODUCTION

The SkillsUSA California Board of Directors and state staff, in consultation with the National SkillsUSA organization, developed the first strategic plan in 2011 to guide the organization in a new direction aligned with a vision and desire to fulfill our mission in service to the students, teachers, administrators and business partners of the California Career Technical Education system.

Since its inception, many of the goals and objectives established in the strategic plan were successfully accomplished. The organization experienced unprecedented growth in membership, started over 23 new chapters, and has increased participation in the State Skills and Leadership Conference by over 100%. The objectives set forth in the updated strategic plan will maintain the quality of current operations with increased focus on developing business partnerships and financial sustainability that will enhance services for our members and facilitate future growth.

The goals and objectives in this plan support conferences, training programs and competitions that SkillsUSA California operates for its members. The following activities, held annually, will continue to be administered by the state staff, in partnership with business and industry, education, labor and a host of volunteers:

- State Officer Elections and Training
- Chapter Advisors' Professional Development
- Regional Leadership & Skills Conferences
- State Leadership and Skills Conference
- The SkillsUSA Championships
- Community Service Initiatives
- California delegation travel and participation in the National Leadership and Skills Conference and SkillsUSA Championships.

The SkillsUSA California Board of Directors is comprised of representatives of the stakeholder groups who are involved in our State Career Technical Education System and partners from business and industry. The Board members and staff involved in the development of this plan are listed in the appendix at the end of this document.

## **Vision, Values, Mission & Goals**

**Vision:** A skilled and relevant workforce leading California's future.

### **Mission:**

Provide Career and Technical Education (CTE) students with the opportunity to develop skills, leadership, character, and work ethic.

Connect prepared students with careers in business and industry.

Develop programs essential to California's economic stability, growth, and prosperity.

### **Values:**

Our SkillsUSA California mission is built upon—and its success depends on—the commitment of our members and partners to the following values:

**Integrity, Respect, Responsibility, Citizenship, Service**

### **Goal Areas:**

Business/Industry Partnerships

Chapter Development

Marketing/Brand Awareness

Fiscal Stability

Organizational Capacity

## **GOAL AREA 1: BUSINESS/INDUSTRY PARTNERSHIPS**

- 1.1 Develop a baseline to measure industry participation by April 2014.
  - 1.1.1 Determine how many B&I volunteers participate in the organization annually.
  - 1.1.2 Determine how many B&I resources are donated to the organization annually.
  - 1.1.3 Determine how much B&I financial support is donated to the organization annually.
  - 1.1.4 Determine how many B&I SkillsUSA alumni participate in the organization annually.
- 1.2 All technical committees (20) will be chaired by a member of Business and Industry (B & I) by April 2017.
- 1.3 Install a member of the Arts, Media and Entertainment industry to serve on the Board beginning in 2015.
- 1.4 Install a member of the Information Technology to serve on the Board beginning in 2015.
- 1.5 Install a member of the Health Occupations to serve on the Board beginning in 2016.
- 1.6 Install a member of the Building and Construction trades to serve on the Board beginning in 2016.
- 1.7 Install a member of the Energy, Environment, and Utilities to serve on the Board beginning in 2017.
- 1.8 Install a member of the Public Services to serve on the Board beginning in 2017.
- 1.9 Involve at least five new B&I partners each year to attend and participate in regional, state, national conferences and competitions.
- 1.10 Honor a B&I Partner of the Year Award by April 2015.
- 1.11 Host a B&I Partner Appreciation Event once a year at State Conference by April 2015.
- 1.12 Recognizing our B&I sponsors through yearly marketing tools and communication materials by April 2015.

## **GOAL AREA 2: CHAPTER DEVELOPMENT**

- 2.1 Increase the number of active SkillsUSA California chapters from 139 to 150 by December 2017.
  - 2.1.1 Provide \$500 of incentive funding for new single-school chapters starting September 2014.
- 2.2 Increase the number of new advisors by 10% annually for the next three years (currently 350 advisors in 2013).
- 2.3 Increase involvement in the “Total Participation Program” for 25% of all chapters by April 2017.
- 2.4 By June 2017, increase statewide membership to 15,000 members.
  - 2.4.1 Establish one State Certified Trainer in each region.
  - 2.4.2 Increase levels of student participation 50% in the Fall Leadership Conferences by October 2017.
- 2.5 Conduct a yearly Chapter Management and Operations seminar/training for advisors in each region.

## **GOAL AREA 3: MARKETING/BRAND AWARENESS**

- 3.1 Create communication tools for marketing/brand awareness.
  - 3.1.1 Develop key messages for target audiences by June, 2014.
    - State Legislators
    - Business & Industry (B&I)
    - Media
    - School administrations
    - School boards
    - Member parents
- 3.2 Revise design of the SkillsUSA California web site by December 2014.
  - 3.2.1 Perform website audit to determine best practices.
  - 3.2.2 Balanced content with more B&I partner-centric language (multiple audiences).
  - 3.2.3 Smartphone/tablet friendly
  - 3.2.3 Improve navigation and ability to find information
- 3.3 Create marketing materials by January 2015
  - 3.3.1 California branded leave-behind
  - 3.3.2 Media kit
  - 3.3.3 Partnership solicitation package – develop sponsorship levels.
  - 3.3.4 Recognition Plan
- 3.4 Launch/Conduct a marketing awareness campaign in 2015.
  - 3.4.1 Engage students to host “SkillsUSA” Week event during February 2015 (CTE month nationally)
  - 3.4.2 Provide tool kit for chapters

- 3.4.3 Reach out to State legislators. Two touchpoints per year (State Officers and Board members).
- 3.4.4 Establish at least one Public Relations/Advocacy campaign in each region during the current fiscal year. Communicate with membership, counselors, PTA, administrators, etc.
- 3.5 Increase Alumni and Friends memberships in the organization to 3,000 by June 2017.
  - 3.5.1 Recruit qualified Alumni and Friends members to serve on technical committees, 10% participation by 2015.
- 3.6 Develop a social media campaign to increase web presence – integration of Facebook, Twitter, Flickr, Instagram, etc. by January 2015.
- 3.7 Have a SkillsUSA California representative attend and promote the organization at yearly education conferences, political forums, and business and industry meetings (i.e., CITEA, Educating for Careers, WestTEC, California Partnership Academies, CALCP/CAROCP, CCCAOE).

## **GOAL AREA 4: FISCAL STABILITY**

- 4.1 Develop alternative incomes as outlined in the Fund Development Plan to supplement current State and Federal funding streams - \$250,000.
- 4.2 Secure one or more corporate sponsorships for the state conference by March 2014.
- 4.3 Seek partnership funding in the amount of \$5,000.00 to provide student travel scholarships for state champions traveling to the NLSC.
- 4.4 Complete a financial audit of the organization by October 2015.
- 4.5 Update and post Financial Operations Handbook by April 2014.



## **GOAL AREA 5: Organizational Capacity**

- 5.1 Review and update organizational chart to display the leadership structure of the state association annually.
- 5.2 Define staff capacity and organizational roles for future of the organization by June 2014.
- 5.3 Utilize the National Conference Management Matrix and adapt to California State Leadership and Skills Conference. Share the matrix at Board of Director's Annual Business Meeting.
- 5.4 Increase the integration of the SkillsUSA *Professional Development Program (PDP)* as a curriculum resource in the classroom.
  - 5.4.1 Establish a benchmark for determining the number of chapters integrating PDP into their classroom instruction by June, 2014. Establish number of students participating in leadership contests that have completed one or more levels of PDP.
  - 5.4.2 Provide Board of Directors with a report by demonstrating use and completion of SkillsUSA PDP levels at Board of Director's Annual Business Meeting.
  - 5.4.3 Monitor leadership contest participation levels annually at Regional and State Conferences to correlate or measure PDP implementation. Provide a report at the Board of Director's Annual Business Meeting beginning April, 2015.
- 5.5 Increase organizational capacity as defined in the Fund Development Plan by April 2015.

## **Appendix:** Complete statement of SkillsUSA California values

**The California SkillsUSA mission is built upon—and its success depends on—the commitment of our members and partners to the following values:**

- 1. Integrity** *(the quality or state of being of sound moral principle; uprightness, honesty, and sincerity)*
  - Showing fairness in our dealings with others.
  - Being honest and forthright in our personal and professional conduct.
  - Treating our co-workers and community members with a sense of equality.
  - An ongoing commitment to excellence in all we do, both personally and professionally.
- 2. Respect** *(to feel or show honor or esteem for; to show consideration for; deference or dutiful regard [respect for the law]; consideration, courteous regard)*
  - Respect for our teachers, students, co-workers, neighbors, parents and children.
  - Respect for ourselves and our inherent worth to our communities, nation and world.
  - Respect for the differing beliefs, traditions and cultural backgrounds of others.
  - Respect for our occupations and the occupations of others.
  - Pride in the traditions of our nation's past and the opportunities of its future.
- 3. Responsibility** *(condition, quality, fact, or instance of being responsible; obligation, accountability, dependability, etc.)*
  - Responsibility not only for ourselves but also for our families, our workplaces and our communities.
  - Responsibility for remaining vital members of society by taking part in lifelong learning and education.
  - We will be seen as individuals who can be depended upon for quality work and conduct.
- 4. Citizenship** *(quality of an individual's response to membership in a community)*
  - Committed to fulfilling our civic responsibilities as active American citizens.
  - Knowledge that the quality of our skills and personal conduct affects the quality of our nation.
  - Patriotism

## **Appendix: Complete statement of SkillsUSA California values (continued)**

### **5. Service** (*work done or duty performed for another or others; an act of giving assistance or advantage to another*)

- Service to our communities through community service efforts and volunteering.
- Service to our students by providing them with opportunities to succeed.
- Service to our teachers by helping to foster an optimal environment for learning.
- Service to our employers and co-workers by demonstrating the employability skills necessary for quality work and a quality work environment.
- Service to business and industry by helping to produce the types of workers needed for success.

## **SkillsUSA California Board Members**

**Courtney McLeod-Golden**, Dreyfuss & Blackford Architects, *Board Chair*

**Gene Streeter**, State Farm Insurance, *Vice-Chair*

**Robert Page**, Sandvik Coromant, *Treasurer*

**Ed Railsback**, Former Paso Robles Unified School District Administrator, *Secretary*

**Ron Canzoneri**, Snap-On Industrial

**Marquese Howard**, Alumni and Friends Coordinator

**Clay Mitchell**, SkillsUSA California State Director, California Department of Education

**Michael Mullen**, SkillsUSA California State Officer Post-Secondary President

**Don Runyan**, 2013 National Advisor of the Year

**John Stokes**, Cuesta College Automotive Instructor

**Adria Torrez**, Association of Woodworking and Furnishing Suppliers

**Tom Trisdale**, Toyota Motor Sales