



Write your Elected Officials about SkillsUSA Week

Write to your elected officials to let them know about SkillsUSA Week (Feb. 5-9) as well as Career and Technical Education Month all February. You can use this information to write a letter of invitation or to request a visit to the state house.

Thousands of local SkillsUSA chapters are joining more than 50 state associations for SkillsUSA Week. The annual celebration represents SkillsUSA members nationwide and promotes career and technical education. The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics.

Subject: Feb. 5-9 is SkillsUSA Week

Dear **[[Recipient's Title and Name]]**:

Students and faculty at **[insert your school]** will join others across the nation to celebrate SkillsUSA Week, Feb. 5-9, 2024. The annual celebration represents SkillsUSA members nationwide and promotes career and technical education (CTE). The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics. It also provides schools with an opportunity to demonstrate how CTE helps prepare local students for college and high-wage, high-demand career fields. More than 4,000 SkillsUSA schools are expected to participate this year.

Among the special activities scheduled are **[insert the name/time/date/place of your local events that are open to the public]**.

"The activities planned over the next month will illustrate the rigor and relevance CTE courses offer our students," said **[name]**, director of the school. "By partnering with the business community, CTE programs are investing in students and providing them with the latest technology and skills that will prepare them to become successful employees and future leaders."

SkillsUSA Week activities nationwide include presentations to administrators, business leaders and legislators; school open houses; community service events to benefit local charities and organizations; interviews with the news media; student-led events and campus outreach; and industry partnership development. SkillsUSA Week is held the second full week of February each year in conjunction with Career and Technical Education Month.

"This is one of the most important weeks of the year. Expanding awareness of SkillsUSA is so important as we deliver a quality, diverse talent pipeline of over 100,000 students a year who are career-ready," said SkillsUSA's executive director, Chelle Travis. "SkillsUSA Week is a time for us to spread the positive message of the organization and bolster support for local programs that define student excellence."

For more information on local SkillsUSA Week, contact: **[local contact name, title, phone and email]**.

Sincerely,
[Your Name]



Write to the Media About SkillsUSA Week

Dear Advisors and Supporters:

Here is a template to let your local media know about SkillsUSA Week (Feb. 5-9) as well as Career and Technical Education Month in February.

Hundreds of local SkillsUSA chapters are joining more than 50 state associations for SkillsUSA Week. The annual celebration represents SkillsUSA members nationwide and promotes career and technical education. The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics.

SkillsUSA Week is a great time to make a presentation to administrators, business leaders or legislators; hold a community service event to benefit local charities; interview with the news media; or visit local community organizations to make a brief presentation about SkillsUSA. These activities all help raise awareness of SkillsUSA and the benefits of career and technical education.

Personalize the following release with information about your school, CTE programs and activities for SkillsUSA Week.

Thanks for being an advocate for SkillsUSA and career and technical education. Share your news stories with the SkillsUSA headquarters by emailing stories, photos or links to Jane Short at jshort@skillsusa.org.

Subject: Celebrating SkillsUSA Week

Dear [[Recipient's Title and Name]]:

NEWS RELEASE from **[Name of School]**

FOR IMMEDIATE RELEASE

Name:

Phone:

Email:

[School/Program Name] Celebrates SkillsUSA Week

City, State. - Students and faculty at [insert your school] will join others across the nation to celebrate SkillsUSA Week, Feb. 5-9, 2024. The annual celebration represents SkillsUSA members nationwide and promotes career and technical education (CTE). The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics. It also provides schools with an opportunity to demonstrate how CTE helps prepare local students for college and high-wage, high-demand career fields. More than 4,000 SkillsUSA schools are expected to participate this year.

Among the special activities scheduled are **[insert name/time/date/place of your local events that are open to the public]**.

"The activities planned this month illustrate the rigor and relevance CTE courses offer our students," said **[name]**, director of the school. "By partnering with the business community, CTE programs are investing in students and providing them with the latest technology and skills that will prepare them to become successful employees and future leaders."

SkillsUSA Week is held the second full week of February each year in conjunction with Career and Technical Education Month. SkillsUSA Week activities nationwide include presentations to administrators, business leaders and legislators; school open houses; community service events to benefit local charities and organizations; interviews with the news media; student-led events and campus outreach; and industry partnership development.

"SkillsUSA Week is a time for us to spread the positive message of the organization and bolster support for local programs that define student excellence. This is one of the most important weeks of the year. Expanding awareness of SkillsUSA is crucial as we prepare and deliver a quality, diverse talent pipeline of over 100,000 students a year who are career-ready," said SkillsUSA's executive director, Chelle Travis.

For more information on local SkillsUSA Week events, contact: [local contact name, title, phone and email].

About SkillsUSA

SkillsUSA is America's proud champion of the skilled trades. It's a student-led partnership of education and industry that's building the skilled workforce our nation depends on with graduates who are career ready, day one. Representing nearly 380,000 career and technical education students and teachers, SkillsUSA chapters thrive in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA's mission empowers students to become skilled professionals, career-ready leaders and responsible community members. That mission is accomplished through the SkillsUSA Framework of Personal Skills, Workplace Skills and Technical Skills Grounded in Academics, which is integrated into the classroom curriculum. Through Framework instruction, students develop the character-shaping leadership skills -- teamwork, communication, professionalism and more -- that successful careers and lives demand. At the same time, students hone their high-level technical skills against current industry standards in more than 130 skilled trade areas, from 3-D Animation to Welding. The result? Focused, confident and highly skilled graduates who are ready to work, ready to lead and ready to make a difference in our schools, workplaces and communities. A vital solution to the skills gap, where more in-demand skilled trades positions are available than qualified professionals to fill them, SkillsUSA has served over 14 million difference-making members since 1965. To learn more, visit www.skillsusa.org.

Sincerely,
[Your Name]

How to contact your legislators?

1. Go to <https://www.scstatehouse.gov/legislatorssearch.php> and type in your school's address.
2. Click on the names of your local (not U.S.) legislators and then it will direct to their webpage. You can find their office information for Columbia and/or Local Offices. The phone number listed is typically a secretary and can be used for scheduling. You can click on the "Send message to..." button to email the legislator.
3. When emailing, make sure you put your contact information correctly. If requesting to meet in Columbia, especially before or after the State House Visit, be sure to contact the Columbia Office.
4. Make sure you are following up with your legislatures, as they typically have very busy schedules.

Sample email to visit before or after the State House Visit.

Subject: SkillsUSA Week - Career & Technical Education Advocacy

Dear **[[Recipient's Title and Name]]**:

My fellow students and I, from **[insert your school]**, will join others across the state to advocate for SkillsUSA and Career & Technical Education (CTE) at the State House on Thursday, February 8, 2024. We will be receiving a resolution, at 11:00 am, in the Senate, declaring February 5-9 as SkillsUSA Week in our state. While at the State House, we would be honored to have an opportunity to meet with you and/or an aid to discuss SkillsUSA, CTE, and the impact that they have on our future and the future of business and industry in our area.

SkillsUSA is America's proud champion of the skilled trades. It's a student-led partnership of education and industry that's building the skilled workforce our nation depends on with graduates who are career ready, day one. Representing nearly 380,000 career and technical education students and teachers, SkillsUSA chapters thrive in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA's mission empowers students to become skilled professionals, career-ready leaders and responsible community members.

If possible, we would love to meet anytime before 10:30 am or after 1:00 pm. We will have a total of **[insert # of students]** students and **[insert # of advisors]** advisors from our school.

Thank you for your time, representation, and support.

Sincerely,
[Your Name]