South Carolina Association of SkillsUSA Strategic Plan Fiscal Years 2018–2020

INTRODUCTION

The South Carolina Association of SkillsUSA Board of Directors and Department of Education, within the guidelines of National SkillsUSA organization, has developed this strategic plan to guide us toward our vision as we accomplish our mission in service to the students, teachers, administrators and business partners of the South Carolina Association of Career and Technical Education system.

On July 28 - 30, 2013, the Board of Directors for South Carolina Association of SkillsUSA met at a Board Workshop in North Charleston, South Carolina and received guidance on the duties and responsibilities of non-profit boards. On July 30, 2013 the Board began taking steps toward the development of a strategic plan. On July 16-16, 2018, the Board of Directors for South Carolina Association of SkillsUSA met to update the 2016-2018 Strategic Plan for 2018-2020.

At this Board Workshop, the Board reviewed the reports submitted by the Executive Director and began to identify critical issues facing the future of the state association. Based on this information and guidance from the Stated Department of Education, a major shift in the structure of the Board of Directors was undertaken and the requirement for regional committees was introduced.

On July 15-18, 2019, the Board of Directors for South Carolina Association of SkillsUSA met to update the 2018-2020 Strategic Plan.

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

- Washington Leadership Training Institute
- State Fall Leadership Conference
- State and Local Officers State House Visit
- State Leadership and Skills Competition
- Officer Leadership Retreat

The South Carolina Association of SkillsUSA Board of Directors is comprised of representatives of the stakeholder groups who are involved in our state career and technical education system and partners from business and industry. The Board members and staff involved in the development of this plan are listed the Appendix B at the end of this document.
Vision, Values, Mission & Goals

Vision:
- Reach…
  - 5000 students, advisors, alumni and professionals annually
- Connect…
  - Through a partner network benefiting all members, education and industry
  - Using a strong organization to deliver needed services
- Lead…
  - In employability education for continuous career success
  - As a locally, nationally and internationally known expert in workforce education and employment readiness.

Values:
Our South Carolina Association of SkillsUSA 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**
(Complete statement of values in appendix A)

Mission:
Our South Carolina Association of SkillsUSA mission is to empower its members to become world-class workers, leaders and responsible citizens.

This mission reflects the National SkillsUSA Mission Statement: 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 Framework skills that include personal, workplace and technical skills grounded in academics.

Goal Areas:
- Growth
- Business/Industry Partnerships
- Marketing, PR and Communication
GOAL AREA 1: GROWTH
MEMBERSHIP COMMITTEE (Recruitment…Including middle schools and post-secondary): Waylon Ulmer, Chair; Kimberly Jones; Donnie Pearson

1.1 Increase the number of South Carolina Association of SkillsUSA members by April 2020: Middle School membership to 25 (currently 13); Secondary to 4250 (currently 3619); post-secondary to 50 (currently 24); alumni to 1250 (currently 1005); all professionals to 500 (currently 452).

1.1.1 Work with SC Department of Education to continue development of new contests that will align with national guidelines.

1.1.2 Conduct at least one Public Relations/Advocacy campaign in each region during the current fiscal year. Communicate with membership, counselors, PTA, administrators, etc.

1.1.3 Have a South Carolina Association of SkillsUSA representative attend and promote the organization at yearly education conferences, political forums, and business and industry meetings (i.e., SC EBS, etc.).

1.1.4 Increase the number of State Certified Trainer to the maximum allowed by National.

1.2 Increase involvement in the “Total Participation Program” to 5 chapters by 2020.

1.3 Continually update the South Carolina Association of SkillsUSA web site.
GOAL AREA 2: BUSINESS/INDUSTRY PARTNERSHIPS
PARTNERSHIP COMMITTEE: Phil Tanner, Chair; Eddie Jackson; Terry Cox; Tracey Scoville

2.1 Develop key performance indicators to measure industry participation by January 2019.

2.2 Seek partnership funding from at least 10 corporate sponsors in the amount of $500 (or more) to provide training for state officers, funding for the state conference and student travel scholarships the NLSC.

2.3 Encourage at least two new industry partners to attend and participate in yearly, state, and national conferences and competitions.

2.4 Develop a business and industry outreach plan by January 2019 that provides recruitment resources and ideas to regions for reaching businesses in their area.
GOAL AREA 3: MARKETING, PR AND COMMUNICATIONS
MARKETING COMMITTEE (Includes Social Media): Belinda McEachern, Chair; Madison Keeney/Veronica Boggs; James Baxley:

3.1. Establish a new marketing and communications strategy to involve all education and Business/Industry partners by January 2019.

3.2. By December 2018, establish a teacher e-mail distribution list for all South Carolina teachers that are not currently involved in SkillsUSA South Carolina. (BT Martin will collaborate with Steven Watterson to reach schools that are not members)

3.3. To generate awareness, develop a SkillsUSA flyer for distribution and awareness for all stakeholders by September 2018.

3.4. Develop Public Service Announcements.

3.5. Recruit new chapters.
Appendix A: Complete statement of South Carolina Association of SkillsUSA values

The South Carolina Association of 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 A: Complete statement of South Carolina Association of SkillsUSA 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
Appendix B: South Carolina Association of SkillsUSA Board Members

The following Board Members Updated the strategic plan in 2019:

Region 1
Donnie Pearson

Region 2
Belinda McEachern

Region 2
Phil Tanner

Region 3
Terry Cox

Post-Secondary
Waylon Ulmer

CTEA
Kimberly Jones

Business and Industry
Eddie Jackson

Executive Director
Dr. Rick Kalk