



# FY19 OPERATIONAL PLAN



**SkillsUSA Kansas FY2019 Operational Plan  
September 1, 2018 – August 31, 2019**

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## **MISSION**

SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens, SkillsUSA improves the quality of America's skilled workforce through a structured program of citizenship, leadership, employability, technical and professional skills training. SkillsUSA enhances the lives and careers of students, instructors and industry representatives as they strive to be champions at work.

## **GOAL**

SkillsUSA Kansas will focus on four areas established by the national board of directors

1. Marketing and Member Services
2. Training
3. Fiscal Integrity
4. Advocacy

## **VISION**

SkillsUSA is recognized as the organization that empowers students to be global leaders of America's skilled workforce and ready for continuous career success. Our partner network benefits all members, education and industry. Every eligible student is involved and every life we touch is improved.

### **KANSAS VISION 20/20 Summary**

Reach: 5,000 students and teachers annually

Reach: 2,000 alumni members

Connect: Through a partner network benefiting all members, education and industry

Connect: Using a strong organization to deliver needed services

Lead: In employability education for continuous career success

Lead: As a nationally and internationally known expert in workforce education and employment readiness.

### **SkillsUSA VALUES:**

The SkillsUSA Kansas mission is built upon - and its success depends on – the commitment of our members and partners to the following values:

- Citizenship
- Integrity
- Respect
- Responsibility
- Service

### **CORE MESSAGE:**

SkillsUSA Kansas is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA helps each student excel.

### **BRAND PROMISE:**

SkillsUSA Kansas makes every member and partner feel like a champion.

Our customers feel successful and respected for their personal commitment to developing skilled workers and good citizens. They feel connected to a State & National network. Through our exceptional service, our customer feel they are treated with sincerity, equality and appreciation. Their involvement in SkillsUSA results in feelings of personal pride and achievement.



## Operational Metrics for FY19

*Each Operational Metric Goal is marked with the appropriate tag [Reach, Connect and/or Lead] as stated under the Vision.*

### Operational Metric One: Membership

- a. Develop strategies for Reach, Recruit and Engage (2RE), including member recognition and benefits and new strategies for middle school and professional membership engagement. [Reach]
- b. SkillsUSA Kansas will have an impact upon 4000 learners and educators including Middle School, High School, Postsecondary students and instructors and alumni by August 2019.
- c. Conduct and increase participation in State programs, leadership programs and conferences and maintain or increase customer-satisfaction over prior years. SkillsUSA Kansas will develop a

membership system that assists teachers in engaging students to become career ready. And, we will identify and list the programs and services that are core to the delivery of the SkillsUSA mission and how they are financially supported in FY2019. [Lead]

### **Operational Metric Two: Brand Focus**

Build exposure of SkillsUSA Kansas brand with particular emphasis on three brand delivery measures including social networking participation, media impressions, and Alumni news. [Reach]

### **Operational Metric Three: Product and Service Marketing**

Research, support and promote the most-valued products and services of SkillsUSA Kansas measured by maintaining or increasing customer satisfaction over prior years and return on investment. Improve direct communications with SkillsUSA stakeholders through an integrated system of digital media. [Connect and Lead]

### **Operational Metric Four: Training**

Provide workshops, seminars and other training programs to meet the needs of the SkillsUSA Kansas association coordinators, instructors, alumni, students, sponsors and staff for growth and development of the association and service to individual members. Develop new training strategies that focus on new education resources and revised curricula. Evaluation based on customer satisfaction for selected programs in FY2019. In addition, measure the number of individuals trained and the estimated number of individuals affected by August 2019. [Lead]

### **Operational Metric Five: Fiscal Integrity and Growth**

Ensure future growth and solvency of the Kansas Association so it may continue to fulfill its mission. Revenue raised from all sources will total \$100,000 thousand combined in SkillsUSA and the SkillsUSA Foundation. Develop a plan to increase earned income, restricted and unrestricted revenue by August 2019. The plan will include new and enhanced strategies to grow revenue to support the reach to Vision 2020, including opportunities for larger donations to support new initiatives and branding of SkillsUSA students as essential to a highly skilled workforce, and as a solution to the skills gap in Kansas. August 2019 [Connect]

### **Operational Metric Six: Infrastructure Development**

During FY2018-19, SkillsUSA Kansas volunteer staffing will be reviewed to ensure the necessary talent is in place and prepared. Revise as necessary the existing SkillsUSA Kansas infrastructure plan to meet the needs and secure the resources of the organization. [Connect]

### **Operational Metric Seven: State Association Capacity and Support**

Assist and support local chapters through an initiative to align local strategies with the State strategic plan and vision and reinforce the value of SkillsUSA in local education systems as an essential element of a quality CTE program. Introduce local plans by fall 2018. [Connect]

### **Operational Metric Eight: Advocacy**

Win, maintain and expand support of state policymakers, state agency leaders and administrators and advisors for career and technical education and for SkillsUSA. Assist local chapters to win public policymaker support. Staff, board, foundation and students and instructors members will make at least one visit to, or two-way communications with, government or local representatives in FY2019.

## **Operational Metric Nine: Skills Gap Focus including STEM**

SkillsUSA Kansas will promote our programs and services as STEM-related and as a solution to address the skills gap. We will engage Business and Industry partners, education and government leaders, chapter advisors and administrators in recognition of the work SkillsUSA is doing in STEM education. We will develop messaging and our case for industry support around the skills gap. SkillsUSA Kansas will participate in at least two State led events (CTE Conference & the K-ACTE Conference) to showcase our skills gap solution efforts and STEM connections. [Lead and Connect]

## **Operational Work Plan for FY2019**

### **Operational Plan for Metric One: Membership Focus**

- a. Membership Tools: Revise Advisor Packets to reflect Program of Work initiatives
- b. Membership Tools: Connect the SkillsUSA Kansas website to the National website for online materials and activities
- c. Membership Tools: Enhance CMS system by obtaining an electronic satisfaction survey, and provide ongoing training.
- d. Market Specific Strategies: Conduct an assessment of current marketing materials
- e. Market Specific Strategies: Develop a campaign to reach, recruit and engage stakeholders and potential members.
- f. Market Specific Strategies: Provide opportunities for business partners to have access to our postsecondary membership for recruitment purposes.
- g. Market Specific Strategies: Implement a mission framework awareness campaign
- h. Market Specific Strategies: Promote the Chapter Excellence Program
- i. Market Specific Strategies: Promote the new Red Jacket to membership
- j. Market Specific Strategies: Develop a SkillsUSA Week Marketing Kit
- k. Market Specific Strategies: Develop a themed Membership Recruitment Campaign
- l. Conference: Initiate and manage conference logistics
- m. Conference: Host the Executive Director at the SkillsUSA Kansas Championships
- n. Conference: Improve the two days of Delegate Sessions and State Officer Election process
- o. Conference: Encourage local officers and district officers to attend the Mid-America Conference that supports local chapter program of works initiatives
- p. Conference: Promote the Washington Leadership Training Institute to all members.
- q. Conference: Enhance video and photographic needs for publication
- r. Conference: Incorporate live streaming during the Kansas State Championships
- s. Programs & Projects: Introduce the Presidents volunteer Service Award opportunity
- t. Alumni: Develop an Alumni Foundation Board
- u. Alumni: Initiate participation from the Alumni (Community Service project/5K Fun Run)

### **Operational Plan for Metric Two: Brand Focus**

- a. Brand and Messaging: Develop key public messages for members to use with news media
- b. Host events in Topeka with legislators and the Governor of Kansas
- c. News and Social Media: Continue updating the SkillsUSA Kansas Website
- d. News and Social Media: Continue to update Facebook with current happenings. Link facebook to Instagram for more outreach to the members.
- e. News and Social Media: Utilize Public Service Announcements to distribute news throughout the state communities.
- f. News and Social Media: Promote the SkillsUSA Champions Magazine quarterly through the SkillsUSA Kansas Website and the Friday Flash Newsletter.

- g. News and Social Media: Provide publications, branding guidelines, electronic media content and web services to chapter advisors.

### **Operational Plan for Metric Three: Product and Service Marketing**

- a. Communications: Ensure data entered in the CMS system is accurate information for each member
- b. Communications: Develop integrated communications plan to improve direct communications with advisors, administrators, State agency, Government agency, and business and industry partners.
- c. Marketing Strategies: Promote national educational resources made available to members
- d. Marketing Strategies: Promote Professional Member discounts for chapter member engagements (Membership enrollment by November 15<sup>th</sup>; District Conference participation; Fall Leadership Conference participation)
- e. Marketing Strategies: Incorporate a link from the SkillsUSA Kansas website to the National SkillsUSA Store website

### **Operational Plan for Metric Four: Training**

- a. Student and Advisors: Plan and conduct State officer, chapter leader training sessions during Fall Leadership Conference (FLC) and Kansas State Championships
- b. Student and Advisors: Plan and conduct two days of delegate session with both HS/PS houses at the FLC.
- c. Student and Advisors: Manage and train the State Officer Team to be ambassadors for the organization
- d. Chapter Advisors: Provide new chapter advisor training twice in a year (Aug/Jan)
- e. Chapter Advisors:

### **Operational Plan for Metric Five: Fiscal Integrity**

- a. Accounting Practices and Controls: Develop a plan to increase earned income to help make profit and not lose money.
- b. Accounting Practices and Controls: Engage business and industry in corporate donations to help offset the cost of conference registration
- c. Accounting Practices and Controls: Increase new merchandise (more selections) in the SkillsUSA Kansas Store
- d. Accounting Practices and Controls: Develop a sound and profitable TechSpo during Fall Leadership Conference and the Kansas State Championship Conference
- e. Accounting Practices and Control: Continue to have a third party auditor review the financial records and file a report of their findings

### **Operational Plan for Metric Six: Infrastructure Development**

- a. Infrastructure: Fine tune the Kansas State Championship merge to Hutchinson, Kansas.

### **Operational Plan for Metric Seven: Local Chapter Capacity and Support**

- a. Local Chapter Associations: Update recruitment toolkits to market business industry, parents, teachers and school administrators
- b. Local Chapter Associations: Implement the Chapter Excellence Program

- c. Local Chapter Associations: Engage and support the Workforce Ready System with connecting links within the SkillsUSA Kansas Website
- d. Local Chapter Associations: Begin the development of local strategic plans for each local chapter
- e. Local Chapter Associations: Develop a new advisor training workshop

### **Operational Plan for Metric Eight: Advocacy**

- a. Advocacy: Support the initiatives of the reauthorization of the Perkins Funds
- b. Advocacy: Deliver news alerts communications to members through the SkillsUSA Kansas website and Friday Flash newsletter.
- c. Advocacy: Conduct face-to-face visits with State leaders during Citizenship & Legislative Days at the Capitol.

### **Operational Plan for Metric Nine: Skills Gap including STEM**

- a. STEM: Implement leadership activities that introduces Middle School Children to SkillsUSA Kansas.