



# STATE OFFICER PROGRAM GUIDE



## FOREWORD

The State Officer Program Guide was created to assist SkillsUSA advisors and members in preparation for state officer candidacy.

It provides an overview of the state officer program from beginning (candidacy) to end (completion of year of service). Each section of the State Officer Program Guide provides information for advisors, members and parents in understanding the expectations of a state officer, as well as clarifying the qualifications, rules and details of candidate events.

In addition, we have provided preparation suggestions and resources for state officer candidates.

We hope this all-encompassing resource will aid our stakeholders in better understanding the state officer election process as well as give an insight into the goals and objectives of the state officer program and expectations of the state officers once they are elected.

### Contact Information for Questions

*Mr. Kent Storm*

*State Director*

[statedirector@skillsusaiaowa.org](mailto:statedirector@skillsusaiaowa.org)



During the State Leadership and Skills Conference each year, SkillsUSA Iowa delegates from across the state elect seven high school and seven college/postsecondary officers to serve as student leaders for the organization – state officers. These student leaders serve in a variety of roles throughout their year of service. As leaders, they serve as communicators, advocates, and facilitators.

The state officer team leads our state conferences, including the SkillsUSA Iowa Fall Leadership Conference and the SkillsUSA Iowa State Leadership and Skills Conference. The state officer team also serves local chapters and teaches members skills from the SkillsUSA Framework to help them become career ready.

Being a state officer is one of the personal growth and student leadership experiences within SkillsUSA. The overall programs focus on three key essential elements of the SkillsUSA Framework: Leadership, Communication and Service Orientation.

The skills learned through the state officer program will not only help these student leaders be successful in serving the organization, but the skills will also help them throughout their lives and future careers.



## **SECTION 1 — STATE OFFICER JOB DESCRIPTION**

Position Title:	SkillsUSA State Officer
Work Location:	Remote with travel opportunities for trainings and assignments
Classification/Duration:	At the Conclusion of the State Leadership & Skills Conference to the Conclusion of the next State Leadership & Skills Conference.
Weekly Hours:	Average of 5 hours per week
Reports To:	Mr. Kent Storm, State Director
Application Process:	Complete state officer application by the application deadline and participate in the state officer election process.

### **ORGANIZATION BACKGROUND**

SkillsUSA is a national career and technical student organization which serves middle school, high school, and college/postsecondary students who are preparing for careers in career and technical education. SkillsUSA's mission is to empower its members to become world-class workers, leaders, and responsible American citizens. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

### **SUMMARY**

The primary role of a SkillsUSA state officer is to serve SkillsUSA at the local and state level to support our organization's mission. Being a state officer means representing more than five hundred SkillsUSA student members, as well as the principles and purposes of our organization at all times. In this role, an officer will communicate key organizational information, while also promoting career and technical education. As a student leader, each officer must be clear on their priorities, able to manage a variety of tasks and projects, and use effective time and stress management strategies.

### **MINIMUM REQUIREMENTS:**

Candidates should meet the minimum requirements outlined in the SkillsUSA Iowa Bylaws.

### **PREFERRED REQUIREMENTS:**

The position requires strong SkillsUSA and CTE experience. Candidates should have had at least one year of SkillsUSA leadership experience, such as being a local or district officer with a willingness to continue their development.

### **TRAVEL REQUIREMENTS:**

State officers must be available to travel for training and events throughout their year of service. After the election, the team will collaborate on availability and establish training dates and times.

### **ASSIGNMENTS**

Throughout the state officers' year of service, they will be engaged in several assignments including the SkillsUSA Iowa Fall Leadership Conference and the SkillsUSA Iowa State Leadership and Skills Conference. Additional assignments may include:

- o Complete the Career Essentials: Advanced or Adult Learner Course.
- o Participation in Leverage.
- o Participation in the Washington Leadership Training Institute.
- o Participation as a national delegate during the National Leadership and Skills Conference.



## TRAINING SCHEDULE FOR THE STATE OFFICER TEAM

The below calendar serves as the minimum training and travel requirements for the SkillsUSA Iowa State Officer Team but does not include five hours of additional time dedicated to the office each week. Additional travel and/or assignments may be added at any time with advanced notice.

Task	Month	Attendance
State Leadership & Skills Conference (State Officer Election Process)	April 2024	Required
Post-Election Training	June 2024	Required
Leverage Conference	June 2024	Optional
National Leadership & Skills Conference	June 2024	Recommended
Washington Leadership Training Institute	September 2024	Optional
State Fall Leadership Conference	October 2024	Required
SkillsUSA Week	February 2025	Required
CTE Day at the Capitol	February 2025	Required
State Leadership & Skills Conference	April 2025	Required

## KEY PROGRAM ESSENTIAL ELEMENTS

The state officers will participate in experiences that touch on all 17 Essential Elements within the SkillsUSA Framework. However, the state officer program will focus primarily on three key Essential Elements: Leadership, Communication and Service Orientation.

- **Leadership** — Influencing the hearts, minds and actions of others.
- **Communication** — Sending and receiving clear messages.
- **Service Orientation** — Meeting the needs of internal and external customers.

## OVERALL PROGRAM OUTCOMES

As a result of the State Officer Program, the SkillsUSA mission is achieved by ensuring that the state officers are able to demonstrate proficiency in the following Essential Elements: Leadership, Communication and Service Orientation.

- **Leadership** – Exhibit the four primary characteristics of high-quality leaders as defined by SkillsUSA: trust, compassion, stability and hope.
- **Communication** – Develop and deliver effective communication about SkillsUSA and career and technical education that is written or oral and targeted at a variety of stakeholder audiences.
- **Service Orientation** – Demonstrate a high level of service to meet the needs of local, district and state stakeholders.

## **SECTION 2 — BYLAWS - STATE OFFICER ELECTION PROCESS**

### **High School Division Bylaws**

#### **ARTICLE VI – MEETINGS, SECTION 2. – LOCAL CHAPTER VOTING DELEGATES**

The official business of the Association may be transacted by voting delegates representing local SkillsUSA chapters affiliated with the Association during the Annual Fall Leadership Conference. Each local SkillsUSA chapter in good standing with the Association shall be entitled to be represented by voting delegates at all official business sessions and delegate assemblies held during the Annual Fall Leadership Conference. The number of voting delegates representing each local SkillsUSA chapter during official business sessions and delegate assemblies shall be determined in accordance with the following guidelines:

Number of Members in Local Chapter      Number of Voting Delegates

0-10 members	2 voting delegates
11-20 members	3 voting delegates
21-30 members	4 voting delegates
31-40 members	5 voting delegates
41-50 members	6 voting delegates
51-60 members	7 voting delegates
61-70 members	8 voting delegates
71-80 members	9 voting delegates
81-90 members	10 voting delegates
More than 90 members	Number of voting delegates increases proportionately

The Board of Directors may modify the guidelines used to determine the number of voting delegates entitled to represent local SkillsUSA chapters during official business sessions and delegate assemblies held during the Annual Fall Leadership Conference. All voting delegates must be active members of local SkillsUSA chapters affiliated with the Association. The names of all voting delegates must be submitted to the Association prior to the Annual Fall Leadership Conference within the time and in accordance with procedures established by the Board of directors. Each voting delegate representing a local SkillsUSA chapter shall be entitled to one vote on all matters which come before all official business sessions and delegate assemblies held during the Annual Fall Leadership Conference. A majority of all registered voting delegates shall constitute a quorum for the transaction of business at any delegate assembly or business session held during the Annual Fall Leadership Conference. The act of a majority of the voting delegates present at a business session or delegate assembly at which a quorum is present shall be the act of the voting delegates and the Association, unless the act of a greater number is required by law or these Bylaws. Voting delegates must be present at business sessions and delegate assemblies to cast votes. Voting delegates may not vote by proxy.

## College / Postsecondary Division Bylaws

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## SECTION 3 — STATE OFFICER ELECTION PROCESS

### State Officer Candidate Application and Submission

#### PREPARATION OF INFORMATION AND APPLICATION COMPONENTS

The state officer candidate application is available online only, but there are several items you need to prepare before starting the online application, as the application will not save unfinished work. The steps below will assist you in preparing your application.

The application deadline is April 15, 2024.

- Step 1** – Ensure the state officer candidate qualifications are met as outlined in the SkillsUSA Iowa bylaws.

**NOTE:** Each state officer candidate shall be an active SkillsUSA member and eligible to retain active membership in the organization until the member completes the term of office, if elected. *Please double-check with your SkillsUSA state director and confirm dues for **chapter, state and national membership** were submitted by the state and national deadlines for the year you are running for state office.*

- Step 2** – If qualifications are met, request and gather the following documents as early as possible in your application preparation process. You will upload and attach these documents in **PDF format** only as part of your online application.

**NOTE:** Documents to be labeled (First Initial\_Last name\_Document Title), i.e.,  
M\_Smith\_ChapterAdvisorSupportLetter.PDF

**Only ONE file is allowed per upload area on the application.** Combine multiple documents into a single PDF document. Several apps are available to assist with this - Tiny Scanner, PDF Scanner, or Scannable.

- School Verification Letter** – Verification letter from a school administrator indicating that: Candidates are enrolled in a coherent series of courses or career major that prepares them for further education and/or employment and who are earning credit toward a high school diploma/certificate or its equivalent **and** plans to continue in the training program at least one more year.
- Chapter Advisor Support Letter** – This letter must be from the advisor of the chapter and confirm the candidate will be a member during **term in office**, including a handwritten signature.
- Step 3** – Gather the following information to complete the application:
  - Candidate Designation**
    - Chapter
    - Division
    - Paid SkillsUSA Membership for the current year
  - Candidate Information**
    - First Name, Last Name
    - Candidate's Mailing Address
    - Date of Birth
    - Cell Phone #
    - Email
    - Special Accommodations
    - CTE Program
    - School Name
    - School Address



School Phone #

Which of the following activities have you participated in during your SkillsUSA membership?

- Activate.
  - Chapter Officer.
  - Fall Leadership Conference (FLC).
  - Washington Leadership Training Institute (WLTI).
  - President's Volunteer Service Award
- Travel Information** – Name as it appears on your driver's license or official government ID
- Correspondence Contact Information** – SkillsUSA Chapter Advisor

- Step 4** – In **500 words or less**, prepare answers to the following questions. Use a word processing program to establish formatting and run spell check.

- What is your SkillsUSA Framework story?
- Create your story by identifying one Essential Element from the SkillsUSA Framework that you have developed and explain how experiences in SkillsUSA and/or your career and technical education program have aided in your growth.
  - Utilize Framework story creation tools [here](#).

**Read, acknowledge and agree to the State Officer Contract you will be held to, if elected.**  
**Read, acknowledge and agree to the candidate campaign policies and procedures.**

- Step 5 – State Officer Candidate Application Forms**

Download, print, complete and obtain signatures for the following documents.

- Candidate Headshot
1. Head and shoulders shot (from chest up) – PORTRAIT (vertical) orientation only
  2. Shoot against a plain, one-color wall, preferably white
  3. Make sure photo is well lit, but try not to have any shadows on the wall, if possible
  4. Wear SkillsUSA Official Dress Attire (wear only acceptable pins on jacket)
  5. Do not use filters of any kind
  6. Smile!

Once you have all the information gathered, you are ready to begin the application process.

### **APPLICATION SUBMISSION AND DEADLINE**

Once you begin the online application process, you must complete the entire application in one sitting, as **it will not save unfinished work**. If you stop in the middle, you will have to start over.

Upon successful submission, you will receive a confirmation email. The application deadline is **April 15, 2024**. You will be notified by **April 20, 2024**, if you are eligible to be an official candidate.

## Candidate Preparation

Below are the events held for state officer candidates. The procedures are important, and this section is devoted to assist in preparing candidates to attend and participate fully in the state officer election process.

### Recommended Resources

- *SkillsUSA Member Handbook* — a thorough understanding of all sections.
- State Officer Program Guide.
- SkillsUSA Website [www.skillsusa.org](http://www.skillsusa.org): Mission, Vision, Values.
- The SkillsUSA **Framework**.
- Scenario Role-Play — Interview Practice. Interviewing knowledgeable individuals can be an effective way to learn a great deal about what you know, what you do not know and what you need to know.

### INSTRUCTIONS, REMINDERS AND INFORMATION

Approved/verified state officer candidates will receive information upon their application being accepted to find instructions for virtual events, reminders for preparation work for each event and information to assist in that preparation.

There will be an orientation meeting held immediately at the conclusion of the awards session. During this time, the state officer candidate schedule will be reviewed and there will be time held for questions.



## Candidate Process

### CAMPAIGN POLICIES AND PROCEDURES

Online campaigning will be allowed during the State Leadership & Skills Conference until the close of voting. Candidates should use the hashtag **#SkillsUSASStateOfficerCandidate** and via social media platforms to ensure the broadest reach for virtual campaigning.

Candidates and their representatives (chapter officers, advisors, campaign committee members, parents, delegates, members, etc.) *may NOT*:

- Disclose the candidate's intent to run for state office or campaign in any manner prior to the conference.
- Create, or use personal, chapter, state or state web pages, campaign websites, or custom/personalized electronic campaign apps for any type of campaigning.

Acceptable campaign formats include: SkillsUSA CONNECT, social media platforms, message boards, email messages, verbal communications and use of campaign slogans or hashtags.

Campaign efforts – electronic and otherwise – are ultimately the responsibility of the state officer candidate. Social media tools can be more difficult to monitor than some other campaigning methods, so candidates must be clear with anyone who may be campaigning on their behalf as to campaign policies and procedures.

When using social media platforms for campaigning, keep in mind candidates represent their local chapter, state and state SkillsUSA in every post, photo and comment. Use the following Social Media Guidelines to ensure a successful campaign:

- **Be Professional** – Your digital presence, whether posted by yourself or by someone on your behalf, should be truthful, positive and spotlight your best self.
- **Be Fair** – Post only during the approved dates/times; no paid advertising.
- **Be Respectful** – Make only positive campaign posts; other candidates may not be mentioned in your campaign.
- **Be Secure** – Moderate comments and photos on all platforms and approve/allow only those that are tasteful and meet the social media campaigning guidelines.
- **Be Responsible** – Use common sense and good ethics when posting; ensure campaigning is a positive representation of SkillsUSA.
- **Be Accountable** – Tell the truth about who you are and how you will serve the SkillsUSA organization as a state officer. Ensure everyone involved in your campaign follows the policies and procedures of campaigning.

### Campaign Violations

If you believe a violation of campaign policies and procedures has occurred, please report it via email to Kent Storm at [statedirector@skillsusaiowa.org](mailto:statedirector@skillsusaiowa.org). Violating campaign policies and procedures may result in disqualification.

### VOTING

Voting for state officers will be conducted via online software.

### Final Vote

The top vote recipients will be state officers. Any unopposed office must receive a majority of the possible votes.



## SECTION 4: OFFICER ANNOUNCEMENT & TRAINING

The 2024-25 SkillsUSA Iowa State Officers will be announced during the SLSC recognition ceremony.

\*Post-election training & meeting information will be shared at a future time.

