



**OPERATING PLAN  
2023-2024**

# **SkillsUSA Kansas FY2023 Operational Plan**

## **September 1, 2023 – August 31, 2024**

**Imperative 1: Enhance our efforts to build a diverse and career-ready talent pipeline by strengthening student engagement with SkillsUSA Kansas.**

### **Operations:**

- a. Enhance student experience
  - Occupational identity exploration
  - Authentic assessments
  - Work-based learning opportunities
- b. Create hands-on experiences for Middle School students to explore career opportunities
  - Collaborate with Kansas Technical Colleges creating a “My Path” Event in each district
- c. Promote NLSC as the aspirational destination for SkillsUSA students.
  - Develop promotional materials connecting students with industry partners
  - Promote NLSC as the aspirational destination for its members
    - i. Advisor Workshop
    - ii. Fall Leadership Conference
    - iii. Kansas State Championships
  - Promote to teacher and business industry how the SkillsUSA Framework translates to career-ready students (ROI)
    - i. Advisor Workshop
    - ii. Contest Chair Luncheon
    - iii. KSC Promotional materials
    - iv. Community engagements (Chamber, parents)
    - v. Promote SkillsUSA curricular resources to support instructors
    - vi. Career Essential Curriculum
    - vii. Framework Certification
    - viii. CTE Certification
- d. Develop Work-base Learning connections with business industry partners
  - Develop WBL connections in each district
  - Leverage new Corporate Leadership Councils

- Integrate Career Essentials into WBL development
- e. Implement CONNECT communications logins with all student members
  - Track student outcomes for DEI and business partnership and development purposes
  - Develop plan for intake of collected data and mark targeted areas with high percentage of students on free and reduced lunches.
  - Track and report geographic presence who we serve
  - Identify cities, communities, or districts to target recruitment purposed and support

**Imperative 2: Integrate the values of DEI in every level of SkillsUSA Kansas’ work to better serve underrepresented students and achieve greater mission impact.**

**Operations:**

- f. Develop a DEI workgroup
- g. Utilize the national office assessment to help identify:
  - DEI Resources and key markets
  - Demographic underserved student in Kansas
  - Occupational identity for college students
  - Maintain an ongoing DEI Work Group to formalize organizational structure
  - DEI Work Group to report regularly on group activities and sharing of resources
- h. Onboard diverse representation throughout SkillsUSA Kansas
  - Volunteer Staff
  - Board members
- i. Establish new relationships with business partners and the community in underrepresented areas
  - Chamber of commerce
  - Local schools
  - Instructors and Administrators

**Imperative 3: Recruit and develop current CTE instructors to strengthen training programs and establish comprehensive SkillsUSA Kansas Chapters.**

**Operations**

- j. Recruit and CTE Instructors to serve on SkillsUSA Kansas committees

- Onboarding processes, building solid chapters
- Track new chapters development
- Develop instructor recognition programs that honor the work SkillsUSA Advisors do:
  - i. Incentives
  - ii. Professional Development opportunities
- k. Improve top down integration of the SkillsUSA Framework within the Classroom
  - Survey advisors to gather information how the Framework is being incorporated currently in the classroom
    - i. Measure the financial impact of membership
    - ii. Identify best practices
    - iii. Recognize the current comprehensive chapters we have and use them as a model.
    - iv. Areas of need
    - v. Outline the opportunities for improvement
  - Research ways to integrate the SkillsUSA Framework into the State Championship Competitions
    - i. Support teachers with the tools needed to prepare students for competitions
      - 1. State Technical Standards
      - 2. Framework Certifications

**Imperative 4: Focus, strengthen and amplify SkillsUSA Kansas organizational voice to more effectively communicate the value of our mission to all relevant audiences.**

**Operations:**

- 1. Increase SkillsUSA Kansas Brand awareness
  - Survey focus groups made up of students, parents, teachers, administrators, business partners on brand strategy
  - Develop a marketing committee from the focus group to strategize a plan
  - Rollout phases of implementation
  - Create content that specializes the local classroom and working in their communities
  - Frame SkillsUSA Kansas as an organization that supports value through competitions, classroom instruction, and hands on-learning in the following populations:
    - i. Students
    - ii. Instructors
    - iii. Business & Industry
    - iv. Counselors
  - Highlight the impact SkillsUSA Kansas has on policymakers and public audiences.

- m. Redesign the SkillsUSA Kansas Website to reflect the updated organizational voice
  - Consistent use of logos, stats and visuals
  - Tailored communications for diverse audiences

## **Imperative 5: Build philanthropic partnerships to strengthen stakeholder outcomes.**

### **Operations:**

- n. Deepen and expand with mission aligned partners who are invested in closing the skills gap
  - Develop a partner work group that collaborates with BPD, DEI, Communications, Finance, and Education
  - Include partners that can support:
    - i. Corporate Sponsorship
    - ii. Student Scholarships
    - iii. Chapter and State Level Grants
    - iv. Technical Support (Training)
    - v. In-kind donations
    - vi. Championship Career Cluster Support
    - vii. Contest material support
- o. Improve SkillsUSA Kansas status as a best-in-class sponsorship funded organization
  - Continue building good rapport in Hutchinson area to attract more support for the Championships
- p. Cultivate an alumni base to help enrich their experiences and pay it forward to the next generations of SkillsUSA Kansas members.
  - Survey former alumni about their experiences as a student
  - Create an alumni committee to pursue more opportunities for alumni to continue their engagement with SkillsUSA Kansas
    - i. Utilize alumni as guest speakers, workshop presenters
    - ii. Assist with fundraising opportunities
    - iii. Coordinate Championship Competitions and/or Judge
    - iv. Become one of seven district coordinators for the organization
    - v. Volunteer as a Courtesy Corp Worker
  - Create database to track graduates
    - i. Demographics of job locations
    - ii. Types of work
    - iii. Business Industry whom they work for
- q. Create an Operations Committee to track and evaluate data collected:
  - Chapter Development & Performance

- Program impact locally and state level
- Outcome of BPD, EDU and DEI Support
- Performance indicators
- Usage of CMSystem
- Membership Enrollment Pilot Program
- Framework competencies
- r. Survey SkillsUSA Advisors in how the State can support their chapter
  - Leverage landscape assessments
  - Fundraising
  - Industrial Support
  - Chapter specific needs
  - Impact
  - DEI Support

**Imperative 6: Build infrastructure to support cultural principles, processes, and tools necessary to sustain growth and improvement within the organization.**

**Operations:**

- s. Develop a remote workforce for SkillsUSA Kansas
  - Organize and archive all paper assets at the main office
  - Digitalize all files
  - Create a plan for capital assets, including physical locations
  - Develop a system and practice for reporting
- t. Develop HR policies, practices, and resources to address the needs of SkillsUSA Kansas
  - Implement DEI work across HR processes, including hiring and recruitment, compensation, and benefits
  - Plan to hire staff or consultants for training, coaching, and DEI data tracking
  - Hire a SkillsUSA Kansas Assistant to support the State Director and the operations of the organization