



STRATEGIC PLAN 2010-2011



SkillsUSA Wyoming Strategic Plan FY 2010-2011



INTRODUCTION

The SkillsUSA Wyoming Board of Directors and state staff, in consultation with the 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 Wyoming public Career and Technical Education system. The planning process began with a board self-assessment in February 2010.

On March 19, 2010, the Board of Directors for SkillsUSA Wyoming met at a planning retreat in Casper, Wyoming, and received training on the duties and responsibilities of non-profit boards and strategic planning. Mr. Timothy Lawrence, SkillsUSA's national Executive Director, conducted the training.

At this planning retreat, the board reviewed the results of the February self-assessment and developed focus groups to identify critical issues facing the future of the state association. The board also developed the vision statement, mission statement and values that drive the work of SkillsUSA Wyoming. Based upon this work, major goal areas were developed and objectives were written to enable us to meet the goals. The objectives set forth in this plan will help us better serve our members and partners and move our organization forward to the future.

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

- State Officer Elections and Training
- Fall Leadership Conference
- State Leadership and Skills Conference
- The SkillsUSA Championships
- State Officer Legislative Day
- Mid America Leadership Conference
- Semi-annual Advisor Meetings
- Wyoming delegation travel and participation in the National Leadership and Skills Conference and SkillsUSA Championships.

The SkillsUSA Wyoming Board of Directors is comprised of representatives of the stakeholder groups who are involved in our State Career and Technical Education System. The board members and staff involved in the development of this plan are listed in the appendix at the end of this document.

Vision, Values, Mission & Goals

Vision:

SkillsUSA Wyoming empowers thousands of **students** to lead our state toward economic prosperity. We promote leadership, life-long learning and the development of world-class technical and employability skills. Every eligible **student** is involved and **every life** we touch is improved.

Values:

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

Respect Service Integrity Leadership Diligence Quality Accountability Citizenship

***(Complete statement of values in appendix)

Mission:

SkillsUSA Wyoming's mission is to empower students to develop world-class technical, academic and leadership skills. Business and education partnerships allow students to showcase their abilities and encourage future success through life-long learning. SkillsUSA Wyoming improves the quality of America's skilled work force through a structured program of citizenship, leadership, employability and technical skills training. SkillsUSA enhances the lives and careers of students, instructors and industry representatives as they strive to be champions at work.

Goal Areas:

1. Student Opportunity
2. Fiscal Integrity
3. Program Management
4. Partnerships
- 5: Marketing, PR and Communications

Goal Area 1: Student Opportunity

To promote student success by providing instruction in leadership and technical skills, increase active participation by Wyoming schools and offer more opportunity for students

- Increase membership by 10% each year for the next two years.
 - Summer conference membership campaign
 - Membership recruitment in WACTE publication
 - Face-to-face contact with non-active schools
 - Visit existing chapters and use current members to make membership presentations (peer to peer recruitment)

Goal Area 2: Fiscal Integrity

Raise financial support for SkillsUSA Wyoming mission-related projects

- Establish a WY Youth Development Foundation by March 2011 with a minimum of three business representatives.
- State director will provide the board with an accurate accounting document for organization revenue and expenditures on a quarterly basis
- State director will retain the services of an accounting professional to annually review the finances of the organization and provide documentation of standard accounting practices and procedures

Goal Area 3: Program Management

Enhance program offerings for students and streamline the state SkillsUSA Championships process for better management

- For board selected state competitions with excessive numbers, establish two regional contests within the next two years to limit the state contest size to twelve high school and six postsecondary contestants per region (total maximum of 36 contestants per event).
- Conduct an awareness campaign to inform all schools of the new process no later than May 2010.
- Implement the state policy that no contest shall operate at the State Championships without a minimum of three contestants from two schools. Re-announce this policy by May 2010.

Goal Area 4: Partnerships

Develop strategies for business involvement in student and teacher programs and activities. All activities to be implemented by the SLSC in 2011.

- Utilize current partners to recruit prospects for assistance with marketing, finance, in-kind and human resource support
- Establish a process to bring partner prospects to the State Leadership and Skills Conference to show the value of the SkillsUSA program.
- Conduct student presentations at community organization and trade association meetings to demonstrate the value of community and industry involvement.
- Establish recognition levels for donors who contribute cash or in-kind support. Establish procedure for logo recognition for sponsors at state events.

Goal Area 5: Marketing, PR and Communications

Establish a new marketing and communications strategy to recruit non-involved schools.

- By September 2010, establish a teacher e-mail distribution list for all Wyoming teachers that are not currently involved in SkillsUSA Wyoming.
- To generate awareness, develop a SkillsUSA flyer for distribution and awareness for all non-involved schools by September 2010.
- Develop PSAs for local radio stations for the fall season 2010.
- Develop a process for existing chapters to recruit new chapters.

Appendix: Complete statement of SkillsUSA values

Values:

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

- 1 **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 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
 - Respect for diversity.

- 2 **Service** (*an act of helpful activity; help; aid*)
 - An act of kind assistance
 - The capacity of being useful for some purpose
 - The performance of duties

- 3 **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

4. **Leadership** (*command, control, direction, guidance and authority. Action, not position.*)
 - Providing guidance to the program and to the membership at the highest possible level
 - Leading at a level that moves the organization toward future success
 - Always setting a positive example as a role model for others

Appendix: Complete statement of SkillsUSA values

Appendix

Values: (continued)**5. Diligence** *(constant and earnest effort to accomplish what is undertaken; persistent exertion of body or mind)*

- Attentive
- Persistent effort

6. Quality *(an essential or distinctive characteristic, property, or attribute)*

- A degree of excellence
- Character with respect to finesse, or grade of excellence
- An accomplishment or attainment
- Good or high social position
- A personality or character trait

7. Accountability *(the condition of being accountable, liable, or responsible)*

- Being accountable to our membership and our stakeholders in the delivery of the SkillsUSA program
- Providing accurate and timely reports on the condition of the association, including finances, membership, programs and governance
- Being responsible fiduciary agents and always setting a positive example to our members and partners

8. Citizenship *(the state of being vested with the rights, privileges, and duties of a citizen)*

- Self-determination
 - Community
 - The character of an individual viewed as a member of society
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