

SkillsUSA California Advisors-

Welcome to the SkillsUSA California 2020-2021 school year – a year that will be filled with virtual teaching, learning, and competition experiences. Someone once said, “Never let a good crisis go to waste!” The world of education – and the world as a whole - was disrupted this past March due to the COVID-19 coronavirus. Educators throughout California have worked feverishly to adapt to the new world of “virtual teaching” from their place of residence. Students and families must adjust to the many challenges created by “distance learning” in a state that shifted to making their homes ‘virtual classrooms’. We want you to know that SkillsUSA California is here to assist and support you and your CTE programs and students during these challenging times. Membership registration opened on August 4, 2020, so that all chapters (schools) will have the opportunity to register their student members early and take full advantage of the Career Essentials curriculum and other resources in 2020-2021. Here is what is an overview of this communication:

- Membership Kits
- Stay Connected
- SkillsUSA California Website
- Conference Events and Professional Development
- Staffing and Organizational UPDATES
- Fees/Costs

SkillsUSA 2020-2021 Membership Kits were sent out to all chapters from 2019-2020 in mid-July. These kits include valuable information, classroom posters (the revised Program of Work poster, and 2020-2021 Campaign poster – “EMPoWER” and resources for you to use in your classroom and assist you and your Chapter Officers to begin the year. Here is the link to the resources included in the 2020-2021 [Membership Kit](#)

In a world shifting to virtual experiences and learning, stay CONNECTED! SkillsUSA California is committed to supporting you as we head into the 2020-2021 school year now more than ever. To help us help you, we need you to connect with the organization:

- **Emails** – we will be sending weekly emails to all registered professional members to communicate the latest activities, deadlines, and information as we begin the year. By registering as a professional member early, it will ensure that you receive all of the pertinent information and updates needed to have a successful year. Please take a moment to review the data sent in these weekly emails so that you won’t miss out on the many supports, online teaching resources, materials, and [Important Dates and Deadlines](#).
- **Instagram, Facebook, and Twitter** – are you and your students following us through the SkillsUSA California social media accounts? Our current State Officer Team is very active and communicates with the field using these social media accounts. Check us out and follow us -

Twitter or Instagram @SkillsUSACA, Facebook Facebook/SkillsUSACA. This is a great way to keep your Chapter Officers and local members connected during this pandemic.

SkillsUSA California website www.skillsusaca.org – We are continuously updating the SkillsUSA California website to improve communications, provide information, and share services with our members. Please share your feedback or contact webadmin@skillsusaca.org so that we can continue to improve our website for our members and site visitors:

- **Active Calendar** – showing all planned events, deadlines, and details - updated regularly;
- **Active Links** – links to existing, updated and accurate information have been added throughout the website to provide the site visitor with the correct information;
- **Regional Pages** – contains the contact information for the regional managers as well as information related to the Regional events and activities;
- **Advisor Pages** – includes the state and regional Advisor of the Year information as well as a Forum where you can share ideas and post information for fellow advisors in addition to other pertinent information;
- **Resources Pages** – these have been updated to include the Speaker Series information and the Career Opportunities pages. **Speaker Series** - SkillsUSA California wants to be part of your local classroom instruction and serve as a resource for teachers and students. These 30-minute presentations by business and industry members and SkillsUSA CA Team members began following the March COVID-19 implementation of local and statewide ‘virtual instruction/learning’ and will continue into the Fall semester. Live presentations can be accessed through the Zoom links provided specific to the individual sessions and allow for teacher/student interaction and questions with the presenters during the session. All sessions are recorded for access by teachers and students to view at their leisure. If you know of a business or industry representative who would be interested in presenting one of these sessions to our members, have them complete the Speaker Interest Form via the link on the Speaker Series page. We will reach out to them for potential scheduling. **Career Opportunities** – one of the goals of students enrolled in CTE programs is to become gainfully employed in the career area they are receiving training. To that end, we are working with potential employers and SkillsUSA CA business and industry partners to list current job/career openings. This page will be updated regularly and will include links directly to the business and industry HR site. If you know of a business and industry partner that may be interested in listing their job openings for our highly-qualified SkillsUSA students, have them email clay.mitchell@skillsusaca.org for details on how to get their opportunities posted on our site.
- **Contact Pages** – includes contact information for staff on who handles what issues and questions; the resources page is being developed to add additional items and topics requested from the SkillsUSA California practitioners.

Conference Events and Professional Development – As a result of state and local health and health and safety guidelines, the SkillsUSA California Team and Board have made the following decisions:

- **Fall Leadership Conferences** – will be held virtually this year. Instead of offering six (6) separate in-person events as we have in the past, we will offer 2 Fall Leadership Conference events (9/26/20 and 10/3/20). These two events will have identical content, so it will provide the advisor and students with the option to choose which date works best for your Chapter. The dates and times are listed on the Important Date document through the link below, and **registration will be required**. There are many virtual tools and instructional content that will be shared during these events as well as the updated Program of Work, professional development for teachers, and student workshops. Details can be found by clicking [here](#).
- **Regional Conferences and Events** will be held **virtually** in January and February 2021. *There will be no face-to-face/in-person regional events in 2021; however, they will be held on a virtual basis. Qualifiers (Gold and potentially silver and bronze medalists) from these virtual events will advance to the State Conference in 2021.* Regional-level conference registration will open on October 12, 2020, and close on November 13, 2020. Details will follow in the weekly email reminders beginning the week of August 3, 2020.
- **State and National Conference Events for 2021** are still being planned to be held on a live basis. These plans are open to change depending on national, state, and local health and safety guidelines. Details will follow in the weekly email reminders beginning the week of August 3, 2020.

Staffing and Organizational UPDATES for 2020-2021 – In our efforts to continue to improve services for our growing membership, here are the organizational updates for the 2020-2021 year:

- State Leadership, Communications and Management Team
 - **Clay Mitchell, State Executive Director** clay.mitchell@skillsusaca.org full-time assignment for operations, communications, and management of the SkillsUSA California organization. This position will support the elements of Boards strategic plan for growth and improvement. Clay is a former CTE teacher, school administrator, education programs consultant for the past 20 years, and has served as the SkillsUSA California State Director for the past 10 years.
 - **Tara Neilson, State Advisor** tneilson@cde.ca.gov part-time work assignment serving as the SkillsUSA California contract monitor for the Department. Tara assists the organization to ensure state department contracting guidelines and policies are followed. Tara is a former CTE teacher and SkillsUSA advisor.
 - **Tanishia Jones, Executive Administrative Assistant** admin@skillsusaca.org is contracted full-time and has responsibility for accounts receivable and accounts payable for the organization in addition to data management for events and postings. Tanishia is a

former personnel analyst with the State of California and has served SkillsUSA California in her current capacity for the past 5 years.

- **Loretta Cabuyadao, Chapter and Membership Coordinator/Certified Career Essentials Teacher Trainer** Loretta.cabuyadao@skillsusaca.org is contracted full-time and supports new chapter and membership development for the organization. Loretta also serves as a certified career essentials teacher trainer for the organization, too. Loretta is a former SkillsUSA student member (VICA in her days as a student), has served as the Alumni & Friends Coordinator for our state association, and is a successful small business owner/operator.
- **Ashley Conger, Regional Manager (Regions 1 and 4)** rmanager1@skillsusaca.org rmanager4@skillsusaca.org is contracted full-time and supports the operations and serves as the point of contact for communications in the regions assigned. She serves on the conference coordinating committee and as a member of the State Conference operations team. Ashley is a former analyst from State service who recently retired to assist the SkillsUSA California organization in her new role.
- **Antonio Garcia, Regional Manager (Regions 2, 5)** rmanager2@skillsusaca.org rmanager5@skillsusaca.org is contracted full-time and supports the operations and serves as the point of contact for communications in the regions assigned. He serves on the conference coordinating committee and as a member of the State Conference operation team. Antonio is a former SkillsUSA California student and has experience in website development, graphic design, event management, and communications.
- **Tom Vessella, Regional Support (Regions 3 and 6)** rmanager3@skillsusaca.org rmanager6@skillsusaca.org and competitive events support is contracted part-time and supports the operations and serves as the point of contact for communications in the regions assigned. He serves on the conference coordinating committee and as a member of the State Conference operations team. Tom is a retired contractor, high school teacher, community college professor, and community college Dean.
- **David Tayco, State Officer Trainer** strainer1@skillsusaca.org is a part-time contractor with the organization responsible for co-leading the State Officer Team by providing leadership and training aligned to the SkillsUSA national officer standards. David is a current CTE instructor in Stockton USD and has 39 years of experience in SkillsUSA (and VICA) as a student member and serving as a Chapter advisor and other leadership roles within the organization.
- **Rachael Navarrete, State Officer Trainer** strainer2@skillsusaca.org is a part-time contractor responsible for co-leading the State Officer Team by providing leadership and training aligned to the SkillsUSA national officer standards. Rachael is a current CTE instructor in Stockton USD and has served as a middle school and high school SkillsUSA California advisor.

- **Faustino Tarin, Alumni and Friends Coordinator** Faustino.tarin@skillsusaca.org is one of two lead volunteers responsible for leading and coordinating the Alumni and Friends members and services and serves on the SkillsUSA California Board of Directors. The Alumni and Friends organization has undergone a significant change at the national and state level with an emphasis to develop support and serve the local chapters and State associations to better meet the needs of their members. Faustino was a student member of SkillsUSA in Arizona, is a certified nurse assistant, and is currently attending school to become a licensed vocational nurse.
- **Reimah Gaber, Alumni and Friends Coordinator** reimah.gaber@skillsusaca.org is one of two lead volunteers responsible for leading and coordinating the Alumni and Friends members and services and serves on the SkillsUSA California Board of Directors. The Alumni and Friends organization has undergone a significant change at the national and state level with an emphasis to develop support and serve the local chapters and State associations to better meet the needs of their members. Reimah was a SkillsUSA California student member and competitor and is a recent graduate from the University of the Pacific in Stockton in addition to her SkillsUSA California responsibilities.
- **Nikki Gerner, SkillsUSA California 2019-2020 High School Advisor of the Year** nikki.gerner@dinuba.k12.ca.us was selected by the Board of Directors to serve as the high school advisor of the year for 2020-2021. Nikki is a life management/education instructor and SkillsUSA California advisor at Dinuba High School. Nikki also serves on the SkillsUSA California Board of Directors representing all high school teachers for the 2019-2020 school year.
- **Erin Hodson, SkillsUSA California 2019-2020 Postsecondary Advisor of the Year** erin_hodson@kernhigh.org was selected by the Board of Directors to serve as the postsecondary advisor of the year for 2019-2020 and will continue to support the organization for 2020-2021. Erin works full-time as the Work-Based Learning Coordinator for the Kern High ROC.
- **Regional Advisors of the Year Advisory Committee** – We would like to congratulate and recognize the Regional Advisors of the Year for 2019-2020 **Anthony Garcia (Region 3 HS), Norma Cabrera (Region 5 HS), and Heidi Shaw (Region 6 HS)**. In addition to being nominated and selected as Regional Advisors of the Year, these individuals will be serving on the Statewide Advisory Committee along with the State Advisors of the Year and SkillsUSA California staff to assist the organization with program planning and development as we work together to best serve our members in 2020-2021.

2020-21 SkillsUSA California Chapter Fees/Costs – in our ongoing efforts to engage all CTE students in SkillsUSA and provide program services in the most cost-effective manner so that SkillsUSA California Chapters can achieve the ‘high-quality CTE’ status, we have developed the following fee structure:

- **Middle and High School Chapters** – We have worked with national staff to develop a statewide Total Participation Plan (TPP) contract for our state association middle and high school chapters.

The fees paid by chapters are used to offset instructional materials costs to the State association so that we can make these materials available to all student members and advisors as requested. As a result, these fees are an allowable expenditure for Carl D. Perkins and CTE Incentive grant funds:

- **Chapter Fee Formula** – All students enrolled in locally identified CTE program section(s) X \$10, added to the number of teacher(s) of those sections X \$40 = the 2019 TPP Cost for the SkillsUSA Chapter.
- **College Postsecondary Chapters** – Since college postsecondary chapters do not function under campus affiliation agreements, the pricing is handled on a per-member basis. These fees are not an allowable Carl D. Perkins expenditure. These may be allowable strong workforce fund expenditures:
 - **Membership Fee Formula** – number of students enrolled and participating in CTE programs wanting to participate in SkillsUSA California activities X \$40, added to the number of teacher(s)/professors of those students X \$40 = SkillsUSA college postsecondary Chapter membership costs.
- **Regional Conference Registration Fees** - \$20 per registered contestant; \$15 per registered advisor, observer, chaperone. NOTE: ALL Chapters are required to complete and achieve the Quality Chapter level of the Chapter Excellence Program before the Conference Registration deadline (11/13) in order to be eligible to participate in competitive events at the regional level.
- **State and National Conference registration fees are to be determined by January 2021.**

We know that you are all facing countless challenges and barriers as you begin your school year in 2020-21. Please know that the SkillsUSA business and industry partners are counting on your programs and the students that you serve to be prepared and highly qualified to fill their job openings and assist them in closing the skills-gap now more than ever. Let us know how we can best help you as we look forward to another successful year for the SkillsUSA California organization in 2020-2021.

Thank you for your continued support and involvement in SkillsUSA California – the nation's largest SkillsUSA state association for the past five consecutive years!

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Clay Mitchell, State Executive Director
SkillsUSA California