



2023-24 SkillsUSA Theme

Study Guide

SkillsUSA Motto & Vision



Motto

**Preparing for
Leadership in the
World of Work**

Vision

**SkillsUSA produces
the most highly
skilled workforce in
the world, providing
every member the
opportunity for career
success.**

SkillsUSA Values



We are consistent and authentic in word and action to each other, our members and the communities we serve.

SkillsUSA engages marginalized communities to understand local needs. We act to center equity in our work.



Respect is foundational. Our self-awareness precedes our ability to connect with each other and our members while mutually valuing our unique experiences.

SkillsUSA does the internal work necessary to enter into respectful and empowering relationships with diverse communities.

SkillsUSA VALUES



We are accountable to the whole of our organization, from internal staff to our diverse group of stakeholders. Through listening, learning and acting, we engage in our shared commitment to realizing a collective vision.

As a career and technical education leader, SkillsUSA embraces our responsibility to remove barriers to opportunity, access and participation for traditionally underserved communities.



We value and belong to a diverse community. We strive to do our best in service through continuous reflection and growth.

SkillsUSA engages marginalized communities to understand their needs. We advocate for equity to influence systemic action and localized service.



SkillsUSA acts through the willing service of staff and committed volunteers to empower its members and their communities to reach their highest potential.

SkillsUSA works in partnership with marginalized communities, mindful of its position and responsibility to create opportunities for impact.

Black text represents how each value is reflected in SkillsUSA's Diversity, Equity and Inclusion (DEI) initiatives.





Important Dates

- 1965 – Vocational Industrial Clubs of America Inc (VICA) was founded
- 1966 – First VICA magazine was produced
- 1967 – VICA began holding competitive events and introduced the uniform
- 1969 – VICA gained college/technical memberships and yearly themes. First theme “Speak up for America”
- 1970 – VICA Leadership Handbook was published
- 1975 – VICA celebrated 10th anniversary with 1 millionth member
- 1999 – VICA officially changed to SkillsUSA-VICA, July 4
- 2004 – SkillsUSA-VICA changed to SkillsUSA



SkillsUSA Colors



The colors red, white, blue and gold represent the national SkillsUSA organization.

Red and white represent the individual states and chapters.

Blue represents the common union of the states and of the chapters.

Gold represents the individual, the most important element of the organization.

SkillsUSA Creed

- I believe in the dignity of work
- I believe in the American way of life
- I believe in education
- I believe in fair play
- I believe satisfaction is achieved by good work
- I believe in high moral and spiritual standard



SkillsUSA Attire



Wearing the official SkillsUSA attire adds a sense of unity and identification, as well as enthusiasm, to meetings, ceremonies, presentations and activities.

Members are encouraged to strictly follow the guidelines for official attire during ceremonies, visits with dignitaries, officer campaigns and similar occasions.

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length) (accompanied by black or skin-tone seamless hose)
- Black dress shoes

SkillsUSA Regions



National – 5 Regions

- **Region 1** - Delaware, New York, New Jersey, Pennsylvania, Massachusetts, Vermont, Maryland, Maine, New Hampshire, Rhode Island, Connecticut, and Washington D.C
- **Region 2** - Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Tennessee, Puerto Rico, and U.S Virgin Island
- **Region 3** - Wisconsin, Michigan, Illinois, Ohio, West Virginia, and Kentucky
- **Region 4** - North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Missouri, Iowa, and Minnesota
- **Region 5** - California, Alaska, New Mexico, Washington, Oregon, Arizona, Nevada, Idaho, Montana, Wyoming, Colorado, Utah, Hawaii, Guam, and American Samoa

Missouri – 9 Regions

- Northwest – NCC
- Northeast
- West Central
- East Central
- East
- Southwest
- South Central
- Southeast



SkillsUSA®



NO
LIMITS
SkillsUSA.
2023-2024

SkillsUSA Emblem



Symbolism of the Emblem

- **The shield represents patriotism.** The shield denotes our belief in democracy, liberty and the American way of life.
- **The gear represents the industrial society.** The gear, symbolic of the industrial society, denotes the interdependence and cooperation of the individual working with labor and management for the betterment of mankind.
- **The torch represents knowledge.** The flaming torch reflects the light of knowledge, which dispels the darkness of ignorance. In the light of the torch, progress will be made toward the vocational goals of the individual.
- **The orbital circles represent technology.** The circles represent the challenge of modern technology and the training needed to accept and master the challenge of new technical frontiers and the need for continuous education.
- **The hands represent the individual.** The hands portray a search for knowledge and our desire to acquire a skill. In the process of attaining knowledge and skill, we will develop a respect for the dignity of work and become productive and responsible citizens.



SkillsUSA Framework

SkillsUSA Framework



SkillsUSA has an impact on the lives of America's future workforce through the development of personal, workplace and technical skills that are grounded in academics.

TM



SkillsUSA Pledge

Upon my honor, I pledge:

--To prepare myself by diligent study and ardent practice to become a worker whose services will be recognized as honorable by my employer and fellow workers.

--To base my expectations of reward upon the solid foundation of service.

--To honor and respect my vocation in such a way as to bring repute to myself.

--And further, to spare no effort in upholding the ideals of SkillsUSA.