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# Maine Strategic Plan 2019-2024

Yes  
 No

Select  
 Yes  
 No

Number of Tables: 2

Additional Linens Requested: N/A

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# INTRODUCTION

The SkillsUSA Maine Board of Directors and State Staff, in consultation with the National SkillsUSA organization, has developed this strategic plan to guide us toward our vision and mission as we serve the students, teachers, administrators and business partners of the Maine State Association. The planning process began with a board self-assessment in October 2016.

On November 1, 2019 the board of directors met at a planning retreat in Bangor and received training on the duties and responsibilities of a non-profit board and on strategic planning. The SkillsUSA Maine state director, conducted the training. At this planning retreat, the board reviewed the self-assessment and developed focus groups to identify critical issues facing the future of the state association. The board also developed a vision statement, reviewed the mission statement and created a list of values to drive the work of the organization. Based upon this work, major goal areas were developed, and objectives were written to enable us to meet our 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 Maine operates for its members. The following activities are held annually. They are administered by the state director, in partnership with industry, education, labor and a host of volunteers:

- SkillsUSA Maine Leadership Conference
- SkillsUSA Maine State Leadership and Skills Conference
- State Service Projects
- Region 1 Advisor and State Officer Training
- State Officer Training
- Maine delegation travel and participation in the National Leadership and Skills Conference and SkillsUSA Championships

The SkillsUSA Maine 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 Maine engages our chapters in leadership and employability opportunities as an integral component of CTE instruction. We are recognized by industry, state agencies and local school divisions as a solution to career readiness and closing the skills gap. Over 5,000 SkillsUSA students are involved annually and all are engaged in SkillsUSA Framework activities and employability skills training and assessment. Our students, educators and partners are rewarded and recognized for their support of our mission. Our mission and program is supported through funding from public and private sources and we are viewed as a pipeline solution for business and industry across Maine. Our communities are better, and the lives of our students are improved because of our efforts.

## Mission

SkillsUSA Maine is here to provide opportunities for 21st Century personal, workplace, and technical skills development, grounded in academics to CTE- focused students, advisors, alumni and industry partners.

## Values

Integrity, Trust, Compassion, Dependability, Respect, Service, Responsibility

## Focus Goal Areas:

**Goal One:** Membership Development

**Goal Two:** Sustainability

**Goal Three:** Sponsorship

**Goal Four:** Events

**Goal Five:** Training

Catering Request Form

Name of the Requester:

Hal Casey

Email of the Requester:

hcasey@emcc.edu

Location:

Room 140, Sengley Hall

Number of

35

Attendees:

Food Request / Any Known Allergies: [View The Menu](#)

[ELK Mini Soup and Sandwich Sampler](#)

Request:

Other Beverage Requests:

China Service:

Select

Yes

No

Additional Linens Requested:

N/A

Submit

# Goal One – Membership Development

**Develop new strategies and enhance existing outreach and communication to involve more students and teachers in SkillsUSA Maine at all levels.**

- Name of the Requester: Hal Casey      Email of the Requester: hcasey@emcc.edu
- 1.1 Invite administration, directors, principals, and guidance counselors to our state conferences yearly.
  - 1.2 We will build membership by having regional officers and alumni visiting schools in their region once a year.
  - 1.4 Design and send out a yearly year end alumni report/letter that will include sponsorship/volunteer opportunities.
  - 1.5 Use the national system to invite alumni to register as members before the state conference with the goal of increasing membership by 5% annually. Have a booth at our state conference to register students as alumni members with the goal of registering 200 alumni members annually.
  - 1.6 Include alumni registration materials in registration packets for the state conference annually.
  - 1.8 Contact advisors following state conference to attain information for members continuing to post-secondary. Containing a consent checkbox to share this information with post-secondary schools.
  - 1.9 Share SkillsUSA membership recruitment videos with CTE focused schools with the goal of bringing in all non-participating secondary schools and maintaining all schools by 2022.
  - 1.10 Use SkillsUSA Week as a recruitment and marketing opportunity annually.
    - 1.11a Increase the number of business and industry professional members by 5% each year
    - 1.11b Put registration information into the judges packet.
  - 1.12 Increase charter memberships in both postsecondary and secondary by looking at non-traditional centers by 2024

Paper Products:  Select  Yes  No

China Service:  Select  Yes  No

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Additional Linens Requested: N/A

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# Goal Two – Sustainability

**Ensure continuity and sustainability of the state association through the following strategies:**

- 2.1 **Fiscal Planning:**  
Maintain a reserve fund that will allow SkillsUSA Maine to operate for one year by 2021.  
By the end of 2020 we will know the operating budget.
- 2.2 **Alumni Support:**  
Maintain a network of alumni supporters at five percent of our total annual membership rate. Create a tracking system for donations and volunteer hours.
- 2.3 **Increase industry support of competitions:**  
Maintain and increase the number of industry partners supporting the SkillsUSA Maine championship  
Starting in 2021 we will recognize all industry support
- 2.4 Create a succession plan for the State Director to include a flow chart of annual work by end of nationals 2020.
- 2.5 Restructure our financial policies to bring us in line with non-profit standards and provide more transparency.
- 2.6 Implement and maintain an accounting system that provide transparency, a multiple user interface, and necessary reporting to all members.
- 2.7 Determine true “cost” of each competition at the state level.
- 2.8. Put in place a plan to develop a more involved website that will assist with state conference and provide additional services.

Paper Products:	<input checked="" type="checkbox"/> Select <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	China Service:	<input checked="" type="checkbox"/> Select <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Number of Tables:	2	Additional Linens Requested:	<input type="text" value="N/A"/>
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## Goal Three – Sponsorship

**Focus on increased support from alumni, business, industry / labor and enhance recognition for all stakeholders.**

- 3.1 By conference 2020 continue to grow our relationships with our current partnerships. We would like to have five tier two or above corporate sponsors and two tier two or above private sponsors.
- 3.2 By year end 2022 build new relationships with 4 industry leaders who want to sponsor specific competitions at any of the three tiers.
- 3.3 By year end 2022 build new relationships with five non-competition affiliated businesses to sponsor the state competition at any of the three tiers.
- 3.4 By year end 2019 create and maintain a tracking system for all donations and sponsorships including in-kind donations.
- 3.5 By State Conference of 2020 create alumni focused sponsorship levels.

## Goal Four – Events

**Focus on enhancements of all state level events and explore regional events and activities to increase student participation in a closer geographic area.**

- 4.1 Begin a regional community service project(s) prior to State Championships each year to be recognized the the conference.
- 4.2 Revisit dinner for etiquette training and interaction between chapters for possible reintroduction at this year's SLSC.
- 4.3 Improve the networking area in the SLSC registration area prior to opening ceremony, including business and industry partner's participation.
- 4.4 Prepare the move to the arena for SLSC.
- 4.5 Make a plan to accommodate the growth of our conference and how to best serve our members and be respectful to our organization by 2024.

# Goal Five – Training

## Catering Request Form

**The board would like to explore multiple training opportunities for instructors and advisors in the next two years. To ensure all instructors can prepare their students are career ready with employability, leadership and teamwork skills, implement the following strategies.**

Name of the Event: CT Advisory Meeting Date of Event: 10/21/2019

5.1 Implement an advisor mentoring program within each region by end of 2019.

5.2 Continue to offer the sending of two state officers to Leverage/Activate or WLTI

5.3 Continue to provide training for teachers on Framework and CEP

5.4 Maintain a minimum of two Sate Certified trainers.

5.5 Continue to provide a workshop or training for advisor at the state conferences.

End Time: 2:00 pm

Food Request / Any Known Allergies: [View The Menu](#) [FLIK Mini Soup and Sandwich Sampler](#)

Hot Beverage Request: Select Cold Beverage Request: Full Cold Beverage Service

Other Beverage Requests:

Paper Products:  Select  Yes  No China Service:  Select  Yes  No

Number of Tables: 2 Additional Linens Requested: N/A

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# APPENDIX: STATEMENT OF SKILLSUSA MAINE VALUES

Catering Request Form

## Values:

Name of the Requester: Hal Casey Email of the Requester: hcasey@emcc.edu

The SkillsUSA Maine mission is built upon—and its success depends on—the commitment of our members and partners to the following values: CT Advisory Meeting Date of Event: 10/21/2019

- 1. Integrity** (the quality or state of being of sound moral principle; uprightness, honesty, and sincerity)
- 2. Trust** (the belief in something as true and trustworthy) Creating a spirit of trust among all SkillsUSA stakeholders
- 3. Compassion** (a desire to go out of one's way to care and mentor others)
- 4. Dependability** (translucence, openness for public inspection of all business conducted by the association) Fulfilling our obligations and promises. Being on time and meeting deadlines.
- 5. 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 inclusion and diversity)
- 6. Service** (supporting one another, our schools, communities and nation.) Providing service through the talents of our chapters and skills of our students.
- 7. Responsibility** (being responsible, answerable, or accountable for something within one's power, control, or management.) Our commitment is to be responsible to our members.

Paper Products:  Select  Yes  No

China Service:  Select  Yes  No

Number of Tables: 2

Additional Linens Requested: N/A

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## SkillsUSA Maine Board Members

Northern Region Rep	Kevin Lavoie
Southern Region Rep	Tim Fecteau
Eastern Region Rep	Meghan Stubbs
Western Region Rep	Peter Barlow
Central Region Rep	Herman Ammerman
Post-Secondary Rep	Lester Stackpole
CTE Director	Stan Sluzenski
Representative of ACTE-ME	Robert Zabriek
Department of Education	Doug Robertson
Business and Industry	Jonathan Sacks
Business and Industry	Angel Sukeforth
Business and Industry	Jay Desmond
Business and Industry	Jacob Beaulier

## SkillsUSA Maine State Director –

Hal Casey - [hcasey@skillsusamaine.org](mailto:hcasey@skillsusamaine.org)