



SkillsUSA Tennessee State Officer
Handbook 2026–2027
Empowered • Prepared • Professional



Section 1: The State Officer Experience

Welcome

Congratulations on your election as a SkillsUSA Tennessee College/Postsecondary State Officer.

You have accepted one of the highest student leadership responsibilities within our state association. As a State Officer, you represent thousands of SkillsUSA members, your college, your profession, and the future of Career and Technical Education across Tennessee.

This Leadership Manual is designed to guide your journey throughout your year of service. It outlines the expectations, responsibilities, leadership development experiences, and professional standards that will help you grow as both a leader and a servant of the organization.

Being a State Officer is about more than conducting ceremonies or wearing the SkillsUSA blazer. It is about serving others, building meaningful relationships, representing SkillsUSA with integrity, and leaving the organization stronger than you found it.

Throughout your term, you will develop your leadership, communication, teamwork, professionalism, advocacy, and service through training, reflection, and hands-on leadership experiences. You will learn from your fellow officers, coaches, advisors, business and industry partners, and the members you serve.

We are honored to serve alongside you as you begin this journey. Welcome to the SkillsUSA Tennessee College/Postsecondary State Officer Team.

Our Purpose

The SkillsUSA Tennessee College/Postsecondary State Officer Program exists to develop student leaders who exemplify the SkillsUSA Framework while serving members, strengthening chapters, and advancing Career and Technical Education throughout Tennessee.

The program is designed to provide meaningful leadership experiences that prepare officers to become confident communicators, effective teammates, ethical decision-makers, and servant leaders. Throughout the year, officers will represent SkillsUSA Tennessee at

conferences, leadership events, advocacy activities, and workforce development initiatives while inspiring members to discover their own leadership potential.

Every experience is intentionally designed to help officers grow personally and professionally while creating a lasting, positive impact on the organization and the members they serve.

Leadership Philosophy

Leadership is not about position. It is about service.

As a SkillsUSA Tennessee College/Postsecondary State Officer, you represent every member of our state association. Every interaction, decision, and action reflects not only on you, but also on your fellow officers, your institution, and SkillsUSA Tennessee.

Leadership within SkillsUSA is built upon service, professionalism, teamwork, integrity, respect, and continuous growth. Our officers lead by example, encourage others, seek opportunities to serve, and create environments where every member feels welcomed and valued.

Leadership is measured not by titles or recognition, but by the positive impact we have on others. Throughout your year of service, you will be challenged to grow, support your teammates, embrace new opportunities, and leave the organization stronger than you found it.

Our Leadership Team

Role	Primary Focus	Description
State Director	Vision & Oversight	Provides strategic direction, ensures alignment with SkillsUSA, oversees the State Officer Program, and supports the long-term growth of the association.
State Officer Coaches	Leadership Development	Develop officers through coaching, leadership training, communication practice, guided reflection, and team-building experiences.

State Officer Advisors	Student Support & Operations	Support officer success by coordinating travel, logistics, communication, accountability, safety, and professional expectations.
State Officers	Leadership & Representation	Represent the voice of Tennessee members through leadership, service, advocacy, professionalism, and teamwork at local, state, and national events.

Although each role has different responsibilities, every member of the leadership team shares a common purpose: supporting the growth and success of SkillsUSA Tennessee College/Postsecondary members. We work collaboratively, communicate openly, respect one another, and remain committed to creating meaningful leadership experiences for every student we serve.

What Success Looks Like

Successful State Officers:

- Lead with integrity and professionalism.
- Put service before recognition.
- Communicate clearly and respectfully.
- Support and encourage their teammates.
- Welcome every member and create a sense of belonging.
- Accept feedback with humility and use it to grow.
- Follow through on commitments and responsibilities.
- Represent SkillsUSA with pride both on and off the stage.
- Leave every event, every chapter, and every person better than they found them.

Your election marks the beginning of your leadership journey. This manual will help you develop the knowledge, skills, and confidence needed to serve Tennessee's SkillsUSA members with excellence throughout your year of service.

Section 2: The State Officer Team

One Team. One Mission.

The SkillsUSA Tennessee College/Postsecondary State Officer Team functions as a collaborative leadership team dedicated to serving members across the state. Although each officer is assigned a specific leadership portfolio, every officer shares equal responsibility for the success of the organization.

State Officers are elected to serve the membership, not to seek individual recognition. Leadership within SkillsUSA is built on collaboration, mutual respect, accountability, and service. Every officer is expected to contribute ideas, support teammates, accept responsibility, and represent SkillsUSA with professionalism at all times.

Officer positions are assigned during the State Officer Leadership Retreat (SOLR) following the election process. Position assignments consider each officer's strengths, leadership style, interests, experience, and the overall needs of the team.

Shared Responsibilities

Every State Officer is expected to:

- Represent SkillsUSA Tennessee College/Postsecondary with integrity, professionalism, and respect.
 - Serve as an ambassador for Career and Technical Education and SkillsUSA.
 - Attend and actively participate in all required meetings, trainings, conferences, and leadership events.
 - Prepare for meetings, presentations, and assigned responsibilities.
 - Complete assignments and meet established deadlines.
 - Communicate promptly and professionally with the State Director, coaches, advisors, and fellow officers.
 - Support teammates and contribute to a positive, collaborative team culture.
 - Maintain active SkillsUSA membership and remain in good academic standing.
 - Uphold the SkillsUSA Code of Conduct and official attire requirements.
 - Demonstrate servant leadership by placing the needs of members and the organization above personal recognition.
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State Officer Positions

Each officer serves in a leadership portfolio that supports the overall success of the association.

President

Provides overall student leadership for the State Officer Team and serves as the chief student representative of SkillsUSA Tennessee College/Postsecondary.

Vice President, East Region

Provides leadership and support to chapters and members throughout East Tennessee while encouraging engagement in statewide activities.

Vice President, Middle Region

Provides leadership and support to chapters and members throughout Middle Tennessee while encouraging engagement in statewide activities.

Vice President, West Region

Provides leadership and support to chapters and members throughout West Tennessee while encouraging engagement in statewide activities.

Vice President of Administration

Supports the internal administration of the State Officer Team, including organization, coordination, planning, and team effectiveness.

Vice President of Finance

Promotes responsible stewardship of organizational resources and supports fundraising awareness and financial responsibility.

Vice President of Communications

Leads communication efforts through marketing, social media, publications, storytelling, and member engagement.

Vice President of Governance

Promotes ethical leadership, organizational governance, parliamentary procedure, and accountability while supporting the Constitution and Bylaws of SkillsUSA Tennessee College/Postsecondary.

Vice President of History and Records

Preserves the history of the organization by documenting officer activities, maintaining historical records, and capturing the story of the officer team's year of service.

Leadership Beyond Your Portfolio

Your portfolio identifies an area of leadership responsibility, but it does not define your contribution to the team.

Every State Officer is expected to:

- Lead when leadership is needed.
- Support when others are leading.
- Celebrate team accomplishments over individual recognition.
- Encourage fellow officers and members.
- Seek opportunities to serve.
- Approach challenges with professionalism and a solutions-oriented mindset.
- Leave every event, every chapter, and every member better than they found them.

The strongest State Officer Teams are built on trust, collaboration, accountability, and a shared commitment to serving others.

Section 3: Professional Standards & Expectations

Representing SkillsUSA

As a SkillsUSA Tennessee College/Postsecondary State Officer, you represent far more than yourself. Whether you are attending a conference, visiting a campus, speaking with an industry partner, posting on social media, or interacting with another member, your words and actions reflect upon the entire organization.

Professionalism is demonstrated through consistency, integrity, preparation, and respect. Members, advisors, business and industry partners, legislators, and the public should have confidence that every State Officer represents SkillsUSA with excellence.

Your responsibility to represent SkillsUSA does not begin when you step onto a stage and does not end when an event concludes. Leadership is demonstrated every day through your choices, attitude, and interactions with others.

Professional Expectations

State Officers are expected to:

- Demonstrate honesty, integrity, and ethical decision-making.
 - Treat every member, advisor, volunteer, and guest with courtesy and respect.
 - Arrive prepared and on time for all meetings, trainings, and assignments.
 - Maintain a positive attitude, even during challenging situations.
 - Take initiative and look for opportunities to serve.
 - Accept responsibility for mistakes and learn from them.
 - Complete assignments and meet established deadlines.
 - Respect confidentiality when entrusted with sensitive information.
 - Support fellow officers and contribute to a positive team environment.
-

Communication Standards

Professional communication builds trust and strengthens relationships.

State Officers are expected to:

- Respond to emails, phone calls, and messages promptly.
 - Use professional language in written and verbal communication.
 - Proofread messages before sending them.
 - Notify the State Director or advisors immediately if an issue affects your ability to fulfill an assignment.
 - Keep teammates informed when working on shared responsibilities.
 - Communicate respectfully, even when opinions differ.
-

Digital Professionalism

State Officers represent SkillsUSA both in person and online.

When using social media:

- Remember that your online presence reflects on SkillsUSA.
- Share content that promotes leadership, service, Career and Technical Education, and SkillsUSA.
- Communicate respectfully with others.
- Never engage in bullying, harassment, or inappropriate online behavior.
- Respect the privacy of members and fellow officers.
- Follow all SkillsUSA branding and media guidelines when posting official content.

If you are unsure whether something should be posted, ask before posting.

Team Expectations

Great officer teams are built on trust.

Every officer is expected to:

- Encourage teammates.
- Listen before responding.
- Offer solutions instead of complaints.
- Celebrate the success of others.

- Assume positive intent.
- Welcome different perspectives.
- Resolve disagreements respectfully and professionally.
- Hold one another accountable with honesty and respect.

The strength of the team will always be greater than the accomplishments of any individual officer.

A Culture of Service

Service is the foundation of leadership within SkillsUSA.

Every interaction is an opportunity to serve.

Sometimes service means speaking before hundreds of people. Other times it means helping a volunteer carry supplies, welcoming a first-time attendee, assisting a competitor who looks lost, thanking a judge, or staying after an event to help clean up.

The greatest State Officers understand that no act of service is too small. They look for opportunities to help without being asked and recognize that leadership is measured by the positive impact they have on others.

Our Standard

As a SkillsUSA Tennessee College/Postsecondary State Officer, commit to being the person who:

- Arrives prepared.
- Leads with humility.
- Serves without seeking recognition.
- Supports teammates.
- Welcomes every member.
- Solves problems professionally.
- Represents SkillsUSA with pride.
- Leaves every event, every chapter, and every person better than you found them.

Section 4: Leadership Development

Leadership Is a Journey

Election is the beginning of your leadership journey, not the destination.

Throughout your year of service, every training, conference, meeting, presentation, and conversation is designed to help you grow as a leader. Leadership development within SkillsUSA Tennessee College/Postsecondary is intentional. Each experience builds upon the previous one, challenging you to expand your confidence, strengthen your communication, improve your decision-making, and deepen your commitment to serving others.

You are not expected to have all the answers on your first day as a State Officer. You are expected to learn, reflect, grow, and continually strive to become a better leader.

The SkillsUSA Framework

The SkillsUSA Framework serves as the foundation for all officer development. Every training and leadership experience is intentionally connected to one or more of the Framework's Essential Elements.

As a State Officer, you are expected to model the Framework in both your leadership and your daily actions.

The Framework develops three categories of career-ready skills:

Personal Skills

Develop character, responsibility, adaptability, professionalism, integrity, work ethic, and self-motivation.

Workplace Skills

Strengthen communication, teamwork, leadership, planning, decision-making, conflict resolution, multicultural sensitivity, and service orientation.

Technical Skills Grounded in Academics

Apply technical knowledge while demonstrating responsibility, continuous learning, critical thinking, and workplace excellence.

Leadership Development Throughout the Year

Each major event has a specific leadership purpose.

Event	Primary Focus
SOLR	Team formation, trust, leadership identity
Officer Training I	Communication and public speaking
Officer Training II	Collaboration and event leadership
Officer Training III	Confidence and stage presence
Day on the Hill	Advocacy and professional representation
SLSC	Leadership in action
Officer Training IV	Reflection and national preparation
NLSC & Leverage	National leadership and networking

Every event builds upon the previous experience, preparing officers for increasing levels of leadership responsibility.

Leadership Reflection

Growth requires reflection.

Throughout the year, officers will participate in structured reflection activities that encourage them to evaluate experiences, celebrate successes, identify areas for improvement, and establish goals for continued development.

Reflection questions may include:

- What challenged me today?
- When did I demonstrate leadership?
- How did I contribute to the team's success?
- What feedback did I receive?
- What can I improve before our next event?
- How did I serve others?

Reflection transforms experience into learning.

Leadership Development Tools

Throughout the year, officers will use several leadership development resources, including:

- SMART Goals
- STAR Method of Storytelling
- True Colors Personality Assessment
- Team-building activities
- Public speaking practice
- Guided coaching conversations
- Leadership reflections

- SkillsUSA Framework activities

These tools provide practical strategies for developing confidence, communication, teamwork, and professional leadership.

Continuous Growth

Leadership is not measured by perfection.

The strongest leaders remain curious, seek feedback, embrace challenges, and continue learning throughout their lives.

As a State Officer, you will be encouraged to:

- Ask questions.
- Seek feedback.
- Learn from mistakes.
- Support the growth of others.
- Challenge yourself.
- Celebrate progress.

The goal is not simply to complete a year of service.

The goal is to become a leader who continues serving long after your term has ended.

Section 5: Conferences, Events & Leadership Experiences

Learning Through Service

Every conference, meeting, and leadership experience has a purpose. As a State Officer, you are not simply attending events—you are helping create meaningful experiences for thousands of SkillsUSA members while continuing your own leadership development.

Each event presents opportunities to strengthen your confidence, communication, teamwork, professionalism, and servant leadership.

Annual Leadership Calendar

Event	Leadership Focus	Officer Responsibilities
State Officer Leadership Retreat (SOLR)	Team development, trust, vision, and goal setting	Build relationships, establish team expectations, assign officer portfolios, develop SMART goals, complete leadership activities.
State Officer Leadership Training	Officer development and conference preparation	Develop conference scripts, practice presentations, strengthen communication, prepare conference assignments, and continue leadership development.
Technical Chair Meeting	Collaboration with business and industry	Support event preparation, build relationships with technical chairs, and understand conference operations.

Day on the Hill	Advocacy and professional representation	Represent SkillsUSA with legislators and state leaders while advocating for Career and Technical Education.
State Leadership and Skills Conference (SLSC)	Leadership in action	Facilitate ceremonies, support conference operations, assist members and volunteers, represent SkillsUSA throughout the conference, and serve wherever needed.
National Leadership & Skills Conference (NLSC) and Leverage	National leadership and professional growth	Represent Tennessee nationally, participate in Leverage leadership development, network with officers from across the country, and support Tennessee delegates.
Tennessee Leadership Training Institute (TLTI)	Mentorship and transition	Mentor incoming officer candidates, assist with leadership programming, support elections, and help transition leadership to the next officer team.

Preparing for Success

Professional preparation is essential to successful leadership.

Before every event, officers should:

- Review schedules and assignments.
- Prepare presentations and scripts.
- Pack required attire and materials.
- Complete assigned pre-work.
- Communicate any questions before arrival.
- Arrive prepared to serve.

Preparation builds confidence and demonstrates respect for your teammates and those you serve.

During Every Event

As a State Officer, you are expected to:

- Be present and engaged.
- Arrive early and remain until responsibilities are complete.
- Support teammates without being asked.
- Welcome members, advisors, and guests.
- Assist volunteers, judges, and staff.
- Maintain professionalism at all times.
- Adapt when plans change.
- Represent SkillsUSA with enthusiasm and integrity.

Leadership often happens behind the scenes through small acts of service that make a significant difference.

After Every Event

Leadership continues after the event concludes.

Following each conference or activity, officers should:

- Participate in team reflections.
- Evaluate personal growth.
- Complete assigned follow-up responsibilities.
- Express appreciation to volunteers, partners, and teammates.
- Identify lessons learned for future improvement.
- Update personal SMART goals as appropriate.

Reflection and continuous improvement are essential components of leadership development.

Your Impact

Every conference creates opportunities to influence others.

The conversations you have, the encouragement you provide, the professionalism you demonstrate, and the example you set will often leave a lasting impression on members, advisors, volunteers, and industry partners.

Never underestimate the impact of a kind word, a helping hand, or a positive attitude.

Every event is an opportunity to strengthen SkillsUSA Tennessee College/Postsecondary and inspire others through your example.

Section 6: Operating as a Professional State Officer

Excellence Is Built Through Preparation

Professionalism is demonstrated through the habits you develop every day. The small decisions you make—arriving prepared, communicating effectively, following through on commitments, and supporting your teammates—build trust and establish your reputation as a leader.

As a State Officer, members, advisors, business and industry partners, and fellow officers depend on you to be reliable, prepared, and professional.

Communication Expectations

Communication is one of the most important responsibilities of a State Officer.

Officers are expected to:

- Check email regularly and respond within two business days whenever possible.
- Monitor GroupMe or other approved communication platforms.
- Notify the State Director or advisors immediately if an emergency affects attendance or an assignment.
- Inform teammates when assigned responsibilities have been completed.
- Ask questions early rather than waiting until deadlines approach.
- Maintain respectful and professional communication at all times.

Clear communication builds trust and ensures the success of the entire officer team.

Meeting Expectations

Officers should arrive at meetings prepared to participate.

Prior to each meeting:

- Review the agenda and any supporting materials.
- Complete assigned pre-work.
- Bring requested materials.
- Be prepared to contribute ideas and discussion.

During meetings:

- Participate respectfully.
- Listen actively.
- Support productive discussion.
- Remain engaged and minimize distractions.
- Respect differing viewpoints.

Following meetings:

- Complete assigned action items.
 - Meet established deadlines.
 - Communicate progress when appropriate.
-

Time Management

Balancing school, work, family, and State Officer responsibilities requires planning and organization.

Successful officers:

- Maintain an organized calendar.
- Meet deadlines.
- Plan ahead for travel.
- Communicate conflicts as early as possible.
- Balance leadership responsibilities with academic success.

Leadership requires intentional time management.

Conference Preparation Checklist

Before every conference:

- ✓ Review assignments
- ✓ Study scripts
- ✓ Confirm travel information
- ✓ Pack official attire
- ✓ Pack conference materials
- ✓ Review schedules
- ✓ Communicate questions before departure
- ✓ Arrive prepared to serve

Preparation reduces stress and allows officers to focus on serving members.

Working With Business and Industry

One of the unique opportunities available to SkillsUSA State Officers is the opportunity to interact with business and industry leaders.

When representing SkillsUSA:

- Introduce yourself professionally.
- Wear official SkillsUSA attire correctly.
- Listen actively.
- Ask thoughtful questions.
- Express appreciation for their support.
- Follow up when appropriate.

Every interaction helps strengthen SkillsUSA Tennessee College/Postsecondary's relationships with employers and industry partners.

Problem Solving

Unexpected challenges occur at every conference.

When problems arise:

- Remain calm.
- Gather accurate information.
- Seek guidance when necessary.
- Focus on solutions rather than blame.
- Support teammates throughout the process.
- Learn from each experience.

Professional leaders are recognized by how they respond to challenges.

Accountability

Every State Officer is accountable for:

- Their actions.
- Their preparation.
- Their communication.
- Their professionalism.
- Their contribution to the team.

Accountability is not about perfection. It is about taking responsibility, learning from mistakes, and honoring commitments.

Strong teams are built on trust, and trust is built through accountability.

Section 7: Leaving Your Legacy

Leadership Is Measured by What You Leave Behind

Your term as a SkillsUSA Tennessee College/Postsecondary State Officer will come to an end, but your influence can continue for years.

The relationships you build, the members you encourage, the traditions you strengthen, and the example you set become part of the legacy you leave for future officers and members.

Leadership is not measured by titles, awards, or recognition. Leadership is measured by the lives you influence and the opportunities you create for others.

Mentoring Future Leaders

One of your greatest responsibilities is preparing the next generation of SkillsUSA leaders.

Throughout your year of service, look for opportunities to:

- Encourage members to become chapter leaders.
- Support students considering state office.
- Share your SkillsUSA experiences.
- Welcome first-time conference attendees.
- Mentor new members.
- Help others discover their leadership potential.

Great leaders create more leaders.

Passing the Torch

The Tennessee Leadership Training Institute marks the completion of your official year of service, but it also represents a new beginning.

As outgoing officers, your responsibility is to help the incoming team begin their leadership journey with confidence.

You can do this by:

- Sharing lessons learned.
- Answering questions honestly.
- Offering encouragement.
- Celebrating the accomplishments of the new team.
- Supporting a smooth transition of leadership.

Leadership is strengthened when knowledge and experience are shared.

Continue Your Leadership Journey

Although your term may end, your leadership journey does not.

Many former SkillsUSA State Officers continue serving as:

- SkillsUSA Alumni
- Advisors
- Judges
- Conference Volunteers
- Business and Industry Partners
- Educators
- Workforce Leaders
- Community Leaders

The leadership skills developed during your year of service will continue to benefit you throughout your education, career, and personal life.

Reflecting on Your Year

As your term concludes, take time to reflect on your growth.

Consider the following questions:

- How have I grown as a leader?
- What challenges helped me grow the most?
- How did I serve others?
- What accomplishment am I most proud of?

- How did I contribute to the success of my team?
- What impact did I have on SkillsUSA Tennessee College/Postsecondary?
- How will I continue serving others after my term ends?

Reflection transforms experience into wisdom.

The SkillsUSA Legacy

Every State Officer becomes part of the history of SkillsUSA Tennessee College/Postsecondary.

Your professionalism, leadership, and commitment contribute to a legacy built over decades by student leaders who believed in service, excellence, and opportunity.

The next generation of officers will build upon the foundation you help create.

Lead with integrity.

Serve with humility.

Learn with purpose.

Inspire others.

Leave SkillsUSA Tennessee College/Postsecondary stronger than you found it.

Final Message from the State Director

Thank you for accepting the responsibility of serving as a SkillsUSA Tennessee College/Postsecondary State Officer.

This year will challenge you, inspire you, and help you discover strengths you may not yet realize you possess. There will be moments of excitement, moments of uncertainty, and moments that will shape your future as a leader.

Never forget why you chose to serve.

Every member deserves a leader who listens, encourages, works hard, and leads with integrity. Every conference is an opportunity to make someone feel welcome. Every conversation is an opportunity to inspire. Every challenge is an opportunity to grow.

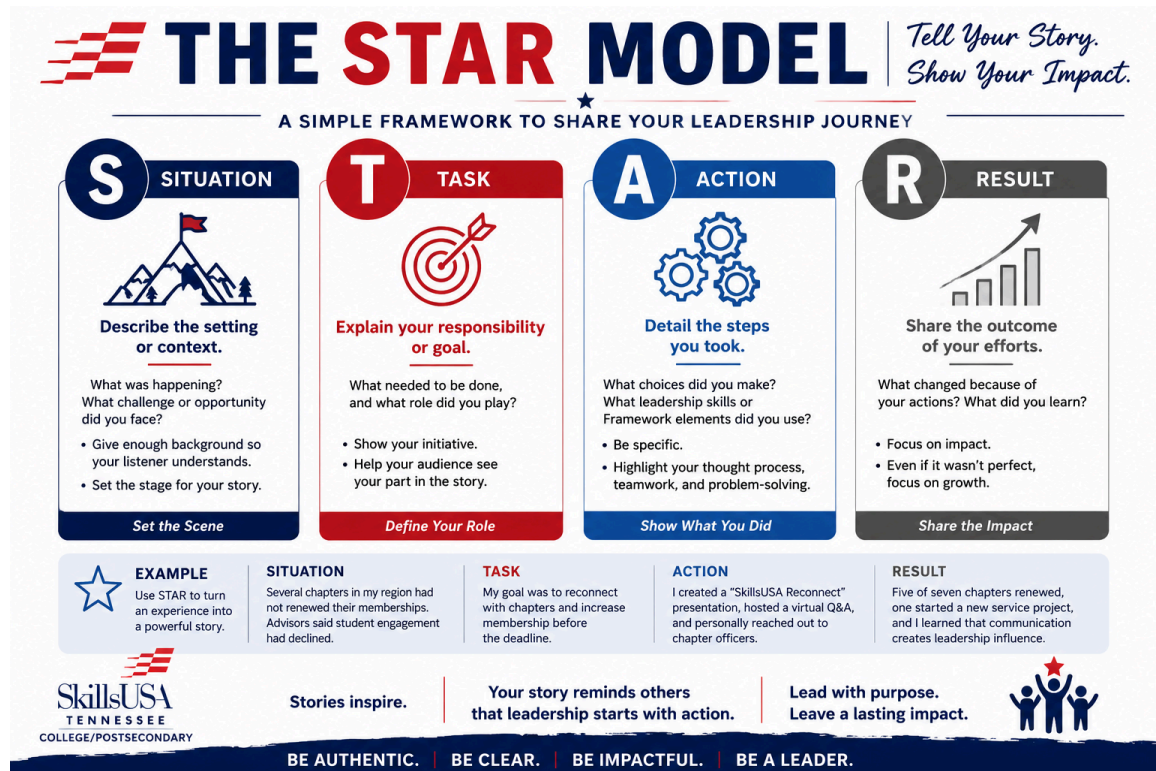
Your legacy will not be measured by the speeches you deliver or the ceremonies you lead. It will be measured by the people you encourage, the leaders you develop, and the difference you make in the lives of others.

Thank you for choosing to serve. I look forward to watching you grow, lead, and leave a lasting impact on SkillsUSA Tennessee College/Postsecondary.

Leadership Toolkit

The following tools are used throughout the SkillsUSA Tennessee College/Postsecondary State Officer Program to develop effective leaders, strengthen communication, and encourage personal growth. You will revisit these tools throughout your year of service during trainings, conferences, coaching sessions, and personal reflection.

Leadership Toolkit A



The STAR Model: Sharing Your Leadership Journey

Great leaders do more than describe their experiences—they explain how those experiences shaped them.

The STAR Model is a structured communication technique that helps you tell meaningful stories about leadership, teamwork, problem-solving, and personal growth. It is widely used in interviews, scholarship applications, presentations, networking conversations, and leadership reflections.

As a SkillsUSA State Officer, you will use the STAR Model to communicate your SkillsUSA Framework story, reflect on leadership experiences, advocate for Career and Technical Education, and share how SkillsUSA has influenced your personal and professional development.

S – Situation

Describe the setting or challenge.

- What was happening?
- What opportunity or problem existed?
- Why was the situation important?

Provide enough background so your audience understands the context.

T – Task

Explain your responsibility.

- What needed to be accomplished?
- What role did you play?
- What objective were you trying to achieve?

This demonstrates ownership and initiative.

A – Action

Describe what you did.

- What specific actions did you take?
- How did you communicate?
- How did you demonstrate leadership?
- Which SkillsUSA Framework Essential Elements did you use?

Focus on your decisions, teamwork, and leadership rather than simply describing events.

R – Result

Explain the outcome.

- What happened because of your actions?
- What impact did you have?
- What did you learn?
- How did the experience help you grow?

Not every story ends with a perfect outcome. Leadership is often demonstrated through reflection, resilience, and continuous improvement.

Example

Situation

Several local chapters in my region had not renewed their SkillsUSA memberships following the summer break. Advisors shared that student engagement had declined, and many were unsure how to rebuild momentum.

Task

As a State Officer, I wanted to encourage chapter participation, strengthen advisor engagement, and increase membership before the statewide deadline.

Action

Working with my fellow officers, I developed a short virtual presentation highlighting the SkillsUSA Framework and the benefits of active membership. We hosted an online advisor question-and-answer session and personally contacted chapter officers to encourage participation and answer questions.

Result

Within three weeks, five of the seven chapters renewed their memberships, and one chapter launched a new community service initiative. More importantly, I learned that consistent communication and genuine relationships create lasting leadership influence.

Remember

The STAR Model helps you demonstrate leadership rather than simply claim it.

Whether interviewing for employment, applying for scholarships, speaking before legislators, or reflecting on your experiences, the STAR Model allows you to communicate with confidence, authenticity, and purpose.

Stories inspire. Your story reminds others that leadership begins with action.

Leadership Toolkit B



TRUE COLORS

Different Colors.
Stronger Together.

★ UNDERSTAND YOURSELF. UNDERSTAND OTHERS. LEAD EFFECTIVELY. ★

The True Colors® Personality and Communication Model helps us understand our natural strengths, communicate more effectively, and appreciate the unique value each person brings to the team.

 BLUE <i>Relationship Focused</i>	 ORANGE <i>Action Oriented</i>	 GREEN <i>Analytical Thinker</i>	 GOLD <i>Organized Manager</i>
VALUES: Relationships, compassion, encouragement, harmony	VALUES: Action, flexibility, excitement, innovation	VALUES: Knowledge, innovation, analysis, continuous learning	VALUES: Organization, responsibility, structure, dependability
STRENGTHS - Caring - Supportive - Encouraging - Empathetic - Team-oriented	STRENGTHS - Adaptable - Energetic - Creative - Courageous - Solution-oriented	STRENGTHS - Analytical - Curious - Strategic - Independent - Thoughtful	STRENGTHS - Organized - Reliable - Prepared - Responsible - Detail-oriented
LEADERSHIP STYLE Builds trust by investing in people and creating positive relationships.	LEADERSHIP STYLE Thrives during challenges and inspires others through action and enthusiasm.	LEADERSHIP STYLE Approaches challenges through careful analysis and thoughtful decision-making.	LEADERSHIP STYLE Creates stability through planning, consistency, and accountability.
COMMUNICATION TIPS - Be sincere and personal - Show appreciation - Give reassurance - Listen with empathy	COMMUNICATION TIPS - Get to the point - Be positive and enthusiastic - Offer variety and options - Allow for flexibility	COMMUNICATION TIPS - Provide the facts - Allow time to think - Be logical and prepared - Respect their expertise	COMMUNICATION TIPS - Be clear and specific - Provide structure - Follow through - Respect timelines

Every color adds value. Every voice matters. Together, we lead stronger. 

WHY IT MATTERS

- ☒ Build stronger relationships
- ☒ Improve teamwork

- ☒ Communicate more effectively
- ☒ Resolve conflict professionally

- ☒ Appreciate different perspectives
- ☒ Value every person's strengths

REFLECTION QUESTIONS

- What is my primary color?
- What are my greatest strengths?
- Which color is most different from mine?
- How can I better communicate with others?

★ REMEMBER
There is no "best" color. Every color brings unique strengths that make our team and our organization successful.



SkillsUSA
TENNESSEE
COLLEGE/POSTSECONDARY



LEAD
with Integrity



SERVE
with Purpose



GROW
Every Day

Your strengths.
Your team.
Our future.
Make it count.

True Colors®: Understanding Communication Styles

Great leaders recognize that effective communication begins with understanding themselves and others.

The True Colors® Personality and Communication Model helps individuals recognize their natural leadership tendencies while developing an appreciation for different communication styles. Understanding these differences strengthens teamwork, improves communication, reduces conflict, and builds stronger relationships.

Throughout your year as a SkillsUSA Tennessee College/Postsecondary State Officer, you will use the True Colors model to better understand your leadership style and learn how to work effectively with teammates whose strengths and perspectives differ from your own.

Why It Matters

Understanding communication styles helps leaders:

- Build stronger relationships.
- Communicate more effectively.
- Appreciate diverse perspectives.
- Improve teamwork.
- Resolve conflict professionally.
- Recognize and value the strengths of others.

There is no "best" personality style. Every color contributes valuable strengths to an effective leadership team.

The Four True Colors

Blue

Values: Relationships, compassion, encouragement, harmony

Strengths:

- Caring
- Supportive
- Encouraging
- Empathetic
- Team-oriented

Leadership Style:

Builds trust by investing in people and creating positive relationships.

Orange

Values: Action, flexibility, excitement, innovation

Strengths:

- Adaptable
- Energetic
- Creative
- Courageous

- Solution-oriented

Leadership Style:

Thrives during challenges and inspires others through action.

 Gold

Values: Organization, responsibility, structure, dependability

Strengths:

- Organized
- Reliable
- Prepared
- Responsible
- Detail-oriented

Leadership Style:

Creates stability through planning, consistency, and accountability.

 Green

Values: Knowledge, innovation, analysis, continuous learning

Strengths:

- Analytical
- Curious
- Strategic
- Independent
- Thoughtful

Leadership Style:

Approaches challenges through careful analysis and thoughtful decision-making.

Applying True Colors as a State Officer

Effective leadership does not require changing who you are. It requires understanding your natural strengths while adapting your communication style to meet the needs of your audience and your teammates.

Successful State Officer teams recognize that every communication style contributes something valuable. By understanding one another's strengths, officers develop stronger relationships, improve collaboration, and create an environment where every member can succeed.

Reflection Questions

- Which True Color best describes your natural leadership style?
- Which strengths do you rely on most?
- Which communication style is most different from your own?
- How can understanding different personalities make you a more effective State Officer?

Leadership begins with self-awareness and grows through understanding others.

Leadership Toolkit C

SMART Goal Planning Worksheet



Every Great Leader Has a Plan

Leadership growth does not happen by accident. Throughout your year as a SkillsUSA Tennessee College/Postsecondary State Officer, you will establish personal and team goals designed to strengthen your leadership, communication, professionalism, and service.

The SMART Goal Model helps transform ideas into achievable results.

SMART Goals

Letter	Meaning	Guiding Question
S	Specific	What exactly do I want to accomplish?

M	Measurable	How will I know I've been successful?
A	Achievable	Is this goal realistic with the time and resources available?
R	Relevant	How does this goal support my leadership growth and the mission of SkillsUSA?
T	Time-Bound	When will I accomplish this goal?

My Leadership Goal

Specific

What leadership skill or outcome do I want to develop?

Measurable

How will I measure success?

Achievable

What actions will I take to accomplish this goal?

Relevant

Why is this goal important to me as a State Officer?

Which SkillsUSA Framework Essential Element(s) does it support?

Time-Bound

What is my target completion date?

Action Plan

Action Step	Target Date	Completed
		☐
		☐
		☐
		☐



Reflection

What did I learn while working toward this goal?

How has this goal helped me become a stronger leader?

Example

Goal: Improve my confidence speaking before large audiences.

Specific: Deliver opening remarks at three SkillsUSA events.

Measurable: Receive constructive feedback after each presentation and demonstrate improved confidence by the final event.

Achievable: Practice speeches weekly, rehearse with fellow officers, and request coaching after each presentation.

Relevant: Strong communication is one of the most important responsibilities of a State Officer and supports the SkillsUSA Framework Essential Elements of Communication and Leadership.

Time-Bound: Complete by the conclusion of the State Leadership and Skills Conference.

SMART Goal 1: Leadership Development

Goal Statement

SMART Element

Reflection

Specific

What leadership skill do I want to develop this year?

Measurable

How will I know I have improved?

Achievable

What actions will I take to reach this goal?

Relevant

Why is this goal important to my growth as a State Officer? Which SkillsUSA Framework Essential Element(s) does it support?

Time-Bound

When will I accomplish this goal?

SMART Goal 2: Service to Members

Goal Statement

**SMART
Element**

Reflection

Specific

How do I want to positively impact SkillsUSA members this year?

Measurable

How will I measure the impact of my service?

Achievable

What specific actions will I take?

Relevant

**How does this support the mission of SkillsUSA
Tennessee College/Postsecondary?**

Time-Bound

When will I complete this goal?

SMART Goal 3: Professional Growth

Goal Statement

SMART Element

Reflection

Specific

**What professional skill do I want to strengthen
this year?**

Measurable

How will I know I have grown?

Achievable

What steps will I take to accomplish this goal?

Relevant

How will this prepare me for my future career and leadership journey?

Time-Bound

What is my target completion date?

Year-End Reflection

At the end of your State Officer year, revisit each SMART Goal and reflect on your growth.

What progress did I make toward each goal?

What obstacles did I overcome?

What leadership lessons will I carry forward?

What is one new SMART Goal I will set beyond my year as a State Officer?

"A goal without a plan is only a wish. Great leaders set goals, take action, reflect, and continue growing."

Appendices

Appendix A

Annual Leadership Calendar

The SkillsUSA Tennessee College/Postsecondary State Officer experience is intentionally designed as a year-long leadership journey. Each training, conference, and event builds upon the previous experience, allowing officers to continually develop their leadership, communication, professionalism, and service.

This calendar provides an overview of the required State Officer events and the primary leadership outcomes associated with each experience.

Date	Event	Leadership Focus	Officer Responsibilities
November 13–14, 2026	State Officer Leadership Retreat (SOLR)	Team development, trust, servant leadership, and vision setting	Participate in team-building activities, establish officer expectations, assign officer portfolios, develop SMART goals, and build a foundation for the year.
December 4–5, 2026	State Officer Leadership Training	Communication and public speaking	Develop and rehearse opening ceremony scripts, strengthen communication skills, and continue leadership development.
January 15–16, 2027	State Officer Leadership Training & Technical	Collaboration and conference preparation	Work with Technical Chairs, strengthen partnerships with business and industry, and prepare for the State Leadership and Skills Conference.

	Chair Meeting		
February 19–20, 2027	State Officer Leadership Training	Leadership confidence and event preparation	Continue officer development, refine conference presentations, and prepare for statewide leadership responsibilities.
March 2027 (TBD)	Day on the Hill	Advocacy and public representation	Represent SkillsUSA Tennessee College/Postsecondary with legislators and state leaders while advocating for Career and Technical Education.
March 2027 (TBD)	Virtual Officer Meeting	Final conference preparation	Review assignments, conference logistics, expectations, and final preparations for SLSC.
April 9–14, 2027	State Leadership and Skills Conference (SLSC)	Leadership in action	Arrive on Friday for conference preparation. Lead ceremonies, support conference operations, assist members, advisors, volunteers, and business partners, and represent SkillsUSA Tennessee College/Postsecondary throughout the conference.
May 14–15, 2027	State Officer Leadership Training	Reflection and national preparation	Evaluate the State Leadership and Skills Conference, prepare for the National Leadership and Skills Conference, and continue leadership development.

June 18-25, 2027	National Leadership & Skills Conference (NLSC) and Leverage Leadership Conference	National leadership and professional growth	Arrive on Friday for officer preparation. Participate in Leverage Leadership Conference, represent Tennessee at the National Leadership and Skills Conference, network with SkillsUSA leaders from across the nation, and support Tennessee delegates.
October 2027	Tennessee Leadership Training Institute (TLTI)	Mentorship and transition	Welcome and mentor State Officer candidates, support officer elections, assist with leadership programming, and transition responsibilities to the incoming State Officer Team.

Leadership Milestones

Throughout your year of service, you will also:

- Complete leadership reflections following major events.
- Develop and monitor personal SMART goals.
- Participate in officer meetings and virtual check-ins.
- Support chapter outreach and statewide initiatives.
- Practice public speaking and professional communication.
- Build relationships with members, advisors, business and industry partners, and SkillsUSA leaders across the nation.

Each experience prepares you for the next, creating a continuous cycle of learning, leadership, service, and personal growth. By the conclusion of your term, you will have developed not only as a State Officer, but also as a confident leader prepared to serve your profession, your community, and the workforce.

Appendix B

State Officer Readiness Checklists

Professional leaders prepare before they arrive. Preparation builds confidence, reduces stress, and allows you to focus on serving others. Use the following checklists before each meeting, training, conference, or leadership event.

General Readiness Checklist

Before every SkillsUSA event, ask yourself:

- ☐ I understand my responsibilities for this event.
 - ☐ I have reviewed the event schedule.
 - ☐ I have completed all assigned pre-work.
 - ☐ I have reviewed any scripts or presentations.
 - ☐ I have packed all required materials.
 - ☐ I have communicated any questions before arriving.
 - ☐ I am prepared to represent SkillsUSA Tennessee College/Postsecondary professionally.
-

Travel Checklist

Before leaving home:

- ☐ Official SkillsUSA attire
- ☐ Name badge
- ☐ Business professional attire (if applicable)
- ☐ Comfortable shoes
- ☐ Notebook and pens
- ☐ Laptop or tablet (if requested)
- ☐ Phone charger and charging cables

- ☐ Medications
 - ☐ Personal toiletries
 - ☐ Identification
 - ☐ Emergency contact information
 - ☐ Water bottle
 - ☐ Any required conference materials
-

Conference Preparation Checklist

Before the conference begins:

- ☐ Review conference assignments.
 - ☐ Know ceremony times and locations.
 - ☐ Review scripts and speaking assignments.
 - ☐ Learn the names of your teammates' responsibilities.
 - ☐ Review conference expectations.
 - ☐ Know emergency procedures.
 - ☐ Understand your daily schedule.
 - ☐ Arrive early.
-

Daily Officer Checklist

At the beginning of each conference day:

- ☐ Wear official attire correctly.
- ☐ Check your appearance.

- ☐ Review the day's schedule.
 - ☐ Confirm meeting locations.
 - ☐ Check email and team communications.
 - ☐ Carry notebook and pen.
 - ☐ Be ready to assist wherever needed.
 - ☐ Begin the day with a positive attitude.
-

Professionalism Checklist

Throughout every event:

- ☐ Arrive early.
 - ☐ Be prepared.
 - ☐ Keep your phone put away unless needed for official responsibilities.
 - ☐ Introduce yourself professionally.
 - ☐ Thank volunteers, judges, and partners.
 - ☐ Welcome members and guests.
 - ☐ Support your teammates.
 - ☐ Maintain a positive attitude.
 - ☐ Look for opportunities to serve.
 - ☐ Represent SkillsUSA with professionalism at all times.
-

Before Going On Stage

- ☐ Review the script.

- ☐ Practice difficult names and pronunciations.
 - ☐ Check microphone placement.
 - ☐ Silence your phone.
 - ☐ Verify lineup and stage positions.
 - ☐ Take a deep breath.
 - ☐ Smile.
 - ☐ Speak clearly and confidently.
 - ☐ Remember that you are representing every SkillsUSA Tennessee College/Postsecondary member.
-

End-of-Day Reflection

Before ending each conference day, ask yourself:

- What went well today?
- How did I serve others?
- What leadership skill did I demonstrate?
- What feedback did I receive?
- What can I improve tomorrow?
- Who should I thank before the day ends?

Leadership grows through preparation, reflection, and continuous improvement. Every conference provides an opportunity to learn, serve, and become a stronger leader.

Appendix C

Communication Standards

Professional communication is one of the most important responsibilities of a SkillsUSA Tennessee College/Postsecondary State Officer. Every email, text message, GroupMe post,

presentation, phone call, and social media interaction reflects on the State Officer Team and the organization as a whole.

Communication should always be respectful, timely, accurate, and professional. Strong communication builds trust, strengthens relationships, and supports the success of the entire officer team.

Email Expectations

Email is the official method of communication for important information, assignments, and documentation.

State Officers are expected to:

- Check their SkillsUSA and personal email regularly.
- Respond to emails within two business days whenever possible.
- Read messages completely before responding.
- Meet all stated deadlines.
- Use professional grammar, spelling, and punctuation.
- Include an appropriate greeting and closing.
- Proofread messages before sending.
- Notify the State Director or advisors immediately if an assignment cannot be completed by the deadline.

Professional email communication reflects your commitment and reliability as a leader.

GroupMe Expectations

The official State Officer GroupMe serves as the primary platform for day-to-day communication, reminders, schedule updates, and collaboration throughout the year.

State Officers are expected to:

- Monitor the GroupMe regularly.
- Read all announcements and updates.
- Respond when a response or acknowledgment is requested.
- Communicate professionally and respectfully.
- Keep discussions focused on official officer business unless otherwise appropriate.

- Notify the team if you will be unavailable or unable to complete an assignment.
- Ask questions whenever clarification is needed.
- Respect the privacy of conversations shared within the officer team.
- Avoid excessive or unnecessary notifications that distract from important communication.
- Remember that the same standards of professionalism apply in GroupMe as they do in person.

GroupMe is intended to strengthen communication, improve collaboration, and ensure every officer has timely access to important information.

Phone Calls

Occasionally, officers will communicate with members, advisors, volunteers, business and industry partners, legislators, or SkillsUSA staff by phone.

When speaking with others:

- Introduce yourself and your role.
- Speak clearly and professionally.
- Listen carefully before responding.
- Be respectful and courteous.
- Return missed calls as soon as practical.
- Thank individuals for their time and support.

Professional phone etiquette demonstrates maturity and respect.

Public Speaking

State Officers frequently represent SkillsUSA Tennessee College/Postsecondary before students, educators, business leaders, legislators, and the public.

When presenting:

- Know your material.
- Practice in advance.
- Speak confidently and clearly.
- Maintain eye contact with your audience.

- Use appropriate pacing and volume.
- Smile naturally.
- Be authentic.
- Remember that you represent every SkillsUSA Tennessee College/Postsecondary member.

Preparation creates confidence.

Working with Business and Industry

Business and industry partners make many SkillsUSA opportunities possible.

When interacting with partners:

- Introduce yourself professionally.
- Wear official SkillsUSA attire appropriately.
- Listen more than you speak.
- Ask thoughtful questions.
- Express appreciation for their partnership.
- Follow through on commitments.
- Send thank-you messages when appropriate.

Many of the relationships you build during your year of service may become future internship, employment, or networking opportunities.

Social Media Expectations

Your online presence reflects your leadership both on and off the clock.

State Officers should:

- Promote SkillsUSA positively.
- Celebrate members, chapters, and partners.
- Share leadership experiences appropriately.
- Respect the privacy of others.
- Obtain permission before sharing photos or information when appropriate.
- Avoid posting content that could negatively reflect on yourself or SkillsUSA.

- Follow SkillsUSA Tennessee College/Postsecondary branding guidelines when creating official content.

If you are uncertain whether something should be posted, ask before posting.

Communication Response Expectations

While every situation is different, the following response times are considered professional expectations.

Communication Method	Expected Response
Emergency phone call	As soon as possible
Urgent GroupMe message	As soon as practical
General GroupMe discussion	Within 24 hours when a response or acknowledgment is requested
Email	Within two business days
Assigned task	By the stated deadline

Communication Principles

As a State Officer, every conversation is an opportunity to build trust and strengthen relationships.

Before sending any message or making any public statement, ask yourself:

- Is it accurate?
- Is it respectful?
- Is it professional?
- Is it necessary?
- Does it positively represent SkillsUSA Tennessee College/Postsecondary?

Professional communication is not about using complicated language. It is about communicating with honesty, clarity, respect, and integrity while serving others and representing SkillsUSA with excellence.

Appendix D

Professional Image & Official Attire

As a SkillsUSA Tennessee College/Postsecondary State Officer, your appearance is an extension of your leadership. Professional attire demonstrates respect for yourself, your fellow officers, the organization, and those you serve.

Whether attending a conference, meeting with business and industry partners, speaking before an audience, or representing SkillsUSA at a public event, officers are expected to maintain a professional appearance consistent with SkillsUSA standards.

Representing SkillsUSA

When wearing the SkillsUSA blazer or any official State Officer apparel, remember that you represent:

- SkillsUSA Tennessee College/Postsecondary
- Your college or institution
- Career and Technical Education
- Your profession
- Thousands of SkillsUSA members across Tennessee

Professionalism should be reflected not only in your attire, but also in your attitude, conduct, and interactions with others.

Official SkillsUSA Attire

State Officers are expected to wear official SkillsUSA attire whenever required for conferences, ceremonies, presentations, meetings, and other official functions.

Official attire should always be:

- Clean
- Pressed
- Properly fitted
- In good repair
- Worn according to SkillsUSA guidelines

Name badges and officer identification should be worn as directed.

Personal Appearance

Professional appearance includes more than clothing.

State Officers should:

- Practice good personal hygiene.
 - Maintain a neat, well-groomed appearance.
 - Wear clothing appropriate for the event.
 - Ensure shoes are clean and appropriate for professional settings.
 - Avoid clothing or accessories that distract from a professional image.
 - Present themselves with confidence and professionalism.
-

Conference Expectations

During conferences:

- Wear the required attire for each event.
- Follow all conference dress requirements.

- Arrive fully dressed and ready before your assignment begins.
- Maintain a professional appearance throughout the day.
- Change attire only when directed or appropriate for scheduled activities.

Professional appearance contributes to the credibility of the State Officer Team.

Wearing the SkillsUSA Blazer

The SkillsUSA blazer is a symbol of leadership and service.

When wearing the blazer:

- Treat it with care and respect.
- Wear only approved pins and insignia.
- Follow official SkillsUSA guidelines for pin placement.
- Remove the blazer when participating in activities that could damage it.
- Store it properly during travel.

The blazer represents more than an organization—it represents your commitment to leadership and service.

Professional Conduct While in Official Attire

Whenever wearing official SkillsUSA attire, officers are expected to:

- Demonstrate professionalism.
- Speak respectfully.
- Maintain positive body language.
- Follow the SkillsUSA Code of Conduct.
- Refrain from behavior that could negatively reflect upon SkillsUSA.
- Treat every individual with courtesy and respect.

Members and guests may never remember every speech you give, but they will remember how you represented yourself and the organization.

First Impressions Matter

Research consistently shows that first impressions are formed within seconds of meeting someone.

Your appearance, attitude, body language, and professionalism all contribute to how others perceive you and SkillsUSA.

Every interaction is an opportunity to build confidence in yourself, your officer team, and the SkillsUSA organization.

Represent SkillsUSA with pride, confidence, humility, and professionalism.

Appendix E

Leadership Reflection Journal

Leadership development is a continuous process of learning, serving, reflecting, and growing. Every conference, meeting, presentation, and conversation provides an opportunity to strengthen your leadership skills.

Taking time to reflect allows you to celebrate successes, identify opportunities for growth, and become a more intentional leader.

The following reflection activities are designed to help you maximize every leadership experience throughout your year of service.

Conference Reflection

Event: _____

Date: _____

Looking Back

What were my primary responsibilities during this event?

What accomplishments am I most proud of?

What leadership strengths did I demonstrate?

Learning & Growth

What challenged me the most?

How did I respond to those challenges?

What feedback did I receive?

What leadership skill do I want to continue developing?

Service

How did I serve others during this event?

Who made a positive impact on me?

Who should I thank or recognize?

Teamwork

How did I contribute to the success of the officer team?

How did another officer positively impact the team?

How can I better support my teammates at our next event?

Looking Forward

One thing I will improve before our next leadership experience:

One goal I will set for myself:

One action I will take immediately:

End-of-Year Reflection

As your year of service concludes, take time to reflect on your overall leadership journey.

- How have I grown as a leader?
- What experience had the greatest impact on me?
- What accomplishment am I most proud of?
- How did I make a difference for SkillsUSA members?
- How have I grown in the SkillsUSA Framework Essential Elements?
- What leadership lessons will I carry into my career and personal life?
- How will I continue serving others after my term as a State Officer?

Leadership is not measured by a single event or accomplishment. It is measured by your willingness to learn, grow, and positively influence others throughout your journey.

Appendix F

Professional Networking & Representation

One of the greatest opportunities available to a SkillsUSA Tennessee College/Postsecondary State Officer is the opportunity to represent Career and Technical Education while building relationships with members, advisors, educators, business and industry leaders, legislators, and community partners.

Professional networking is more than exchanging names or business cards. It is about building meaningful relationships through genuine conversations, professionalism, and service.

Introduce Yourself with Confidence

Prepare a brief introduction that you can confidently share when meeting someone for the first time.

Your introduction should include:

- Your name
- Your college or institution
- Your program of study
- Your State Officer position
- A brief statement about your career goals or your involvement in SkillsUSA

Example

"Hello, my name is Jordan Smith. I attend Chattanooga State Community College, where I am studying Advanced Manufacturing. I currently serve as the Vice President of Communications for SkillsUSA Tennessee College/Postsecondary. I'm passionate about workforce development and helping students discover leadership opportunities through Career and Technical Education."

Starting Conversations

Professional conversations often begin with simple questions.

Examples include:

- What brought you to today's event?
- How did you become involved with SkillsUSA?
- What advice would you give students entering your industry?
- What qualities do you look for when hiring employees?
- What excites you most about your profession?

Listening is often more important than speaking.

Meeting Business and Industry Partners

Business and industry partners are essential to the success of SkillsUSA.

When meeting industry representatives:

- Introduce yourself professionally.
- Maintain eye contact.
- Offer a confident handshake when appropriate.
- Listen carefully.
- Ask thoughtful questions.
- Express appreciation for their partnership.
- Thank them for investing in SkillsUSA students.

Many of these individuals may become future employers, mentors, or colleagues.

Representing SkillsUSA

As a State Officer, you are an ambassador for SkillsUSA Tennessee College/Postsecondary.

Remember to:

- Speak positively about SkillsUSA.
- Share your personal leadership journey.
- Promote Career and Technical Education.
- Encourage student involvement.
- Welcome new members.
- Represent the organization with professionalism and enthusiasm.

Every conversation is an opportunity to strengthen SkillsUSA.

Professional Etiquette

Professional etiquette demonstrates respect and builds credibility.

State Officers should:

- Arrive on time.
- Dress appropriately.
- Silence mobile devices during meetings.
- Be attentive when others are speaking.
- Thank speakers, volunteers, and event hosts.
- Follow through on commitments.
- Respect everyone's time.

Professional habits create lasting impressions.

Building Your Professional Network

Relationships built through SkillsUSA often continue long after your year of service.

Take time to connect with:

- Fellow State Officers
- Advisors
- College administrators
- Business and industry partners
- SkillsUSA alumni
- National officers
- State Directors
- Legislators
- Community leaders

These relationships may lead to internships, employment opportunities, mentorship, and lifelong professional connections.

Your Reputation

Your reputation is built one interaction at a time.

People may not remember every presentation you give, but they will remember how you treated them.

Lead with humility.

Serve with integrity.

Listen with intention.

Represent SkillsUSA with excellence.

Your reputation will become one of your greatest leadership assets.

Appendix G

Officer Resources & Quick Reference

This appendix provides quick-reference information that State Officers may need throughout their year of service. Officers are encouraged to bookmark or save digital resources for easy access.

SkillsUSA Tennessee College/Postsecondary

Website

State Officer Resource Folder

Official Social Media

Facebook:

Instagram:

LinkedIn:

YouTube:

Important Contacts

State Director

Name:

Office:

Email:

Phone:

State Officer Coaches

Coach:

Coach:

State Officer Advisors

Advisor:

Advisor:

Emergency Contact Information

Emergency Contact Name:

Relationship:

Phone:

Officer Team Directory

Officer	Phone	Email
President		
Vice President, East Region		
Vice President, Middle Region		
Vice President, West Region		
Vice President of Administration		
Vice President of Finance		

Vice President of Communications

Vice President of Governance

**Vice President of History and
Records**

Frequently Used Links

- SkillsUSA National
- SkillsUSA Tennessee College/Postsecondary
- SkillsUSA Framework
- SkillsUSA Brand Resources
- Official Dress Standards
- Officer Shared Drive
- Officer Calendar
- Officer Forms
- Presentation Templates

Personal Leadership Goals

Use this space to record your leadership priorities for the year.

My Leadership Goal

Skills I Want to Develop

People I Hope to Learn From

My Personal Leadership Motto

Remember

Leadership is not measured by the office you hold, but by the lives you influence.

Lead with integrity.

Serve with humility.

Continue learning.

Support your teammates.

Leave SkillsUSA Tennessee College/Postsecondary stronger than you found it.

Instructions: Compare all 4 boxes in each row. Do not analyze each word; just get a sense of each box. Score each of the four boxes in each row from most to least as it describes you: 4 = most, 3 = a lot, 2 = somewhat, 1 = least

Row 1	A Active Variety Sports Opportunities Spontaneous Flexible	B Organized Planned Neat Practical Traditional Responsible	C Warm Helpful Friendly Authentic Harmonious Compassionate	D Learning Science Quiet Versatile Inventive Competent
Row 2	Score E Curious Ideas Questions Conceptual Knowledge Problem Solver	Score F Caring People Oriented Feelings Unique Empathetic Communicative	Score G Orderly On-time Honest Stable Sensible Dependable	Score H Action Challenges Competitive Impetuous Impactful
Row 3	Score I Helpful Trustworthy Dependable Loyal Conservative Organized	Score J Kind Understanding Giving Devoted Warm Poetic	Score K Playful Quick Adventurous Confident Open Minded Independent	Score L Independent Exploring Competent Theoretical Why Questions Ingenious
Row 4	Score M Follow Rules Jealous Save Money Concerned Procedural Cooperative	Score N Active Free Winning Daring Impulsive Risk Taker	Score O Sharing Getting Along Feelings Tender Inspirational Dramatic	Score P Thinking Solving Problems Perfectionistic Determined Complex Composed
Row 5	Score Q Puzzles Seeking Info Making Sense Philosophical Principled Rational	Score R Social Causes Easy Going Happy Feelings Approachable Affectionate Sympathetic	Score S Exciting Lively Hands On Courageous Boldful On Stage	Score T Pride Tradition On Things Right Orderly Conventional Careful

Total Orange Score A, H, K, N, S 	Total Green Score D, F, J, P, Q 	Total Blue Score C, E, I, G, R 	Total Gold Score B, G, L, M, T
--	---	--	--

If any of the scores in the colored boxes are less than 5 or greater than 20 you have made an error. Please go back and read the instructions.

	Blues	Greens	Oranges
- Are stable - Are useful - Are self-sufficient - Are rational - Are rationality - Are lives - Are up commitments - Are by completion - Are limited - Are future - Are join groups - Are comes before play - Are condition - Are cleanliness - Are le and dedicated - Are respected - Are is of authority - Are are - Are to society	- Are in search of themselves - Need to feel unique - Must be true to themselves - Look for symbolism - Value close relationships - Encourage expression - Desire quality time with loved ones - Need opportunities to be creative - Compromise and cooperate - Nurture people, plants and animals - Look beyond the surface - Share emotions - Make decisions based on feelings - Need harmony - Are adaptable - Are drawn to literature - Are drawn to nurturing careers - Get involved in causes - Are committed to ideals - Bring unity to society	- Are innovative and logical - Seek to understand the world - Need to be competent - Require intellectual freedom - Are curious - Question authority - Push themselves to improve - Seek perfection in play - May become intellectually isolated - Are slow to make decisions - Value concise communication - Look for intellectual stimulation - Enjoy intriguing discussions - Are sometimes oblivious to emotions - Are detached - Believe work is play - Are drawn to technical occupations - Analyze and rearrange systems - Focus on the future - Bring innovation to society	- Are free and spontaneous - Are impulsive risk-takers - Are active - Are optimistic - Resist commitment - Can become virtuosos - Thrive on crises - Are drawn to tools - Like to be the center of attention - Have great endurance - Are drawn to action jobs - Need variety - Are dynamic, animated communicators - Are competitive - Deal with the here and now - Are bold in relationships - Are generous - Have difficulty finding a purpose - Like to live in a casual atmosphere - Bring excitement to social situations