

SkillsUSA Tennessee College/Postsecondary

2023–2027 Strategic Plan

Recruitment Goals & Strategies

Goal 1: Expand statewide student participation and membership opportunities.

SkillsUSA Tennessee College/Postsecondary is committed to expanding access to leadership development, workforce readiness, and career and technical student organization opportunities across Tennessee. Through intentional outreach, strategic partnerships, and increased engagement opportunities, the organization seeks to strengthen the statewide workforce talent pipeline while increasing student participation.

Strategies

- Develop and implement communication processes for target student groups.
- Identify, create, and sustain community and industry partnerships.
- Recruit underrepresented students through regional offerings and outreach initiatives.
- Increase marketing and recruitment efforts statewide.
- Strengthen partnerships with colleges, workforce agencies, and industry stakeholders to increase awareness and access opportunities.
- Expand opportunities for middle school, high school, dual enrollment, postsecondary, and adult student engagement.

Goal 2: Increase leadership development and student engagement opportunities.

SkillsUSA Tennessee College/Postsecondary recognizes that leadership development and student engagement are critical components of student success, persistence, and workforce readiness.

Strategies

- Develop and implement high-touch outreach efforts to provide students information on educational and leadership opportunities.
- Expand regional and statewide leadership development opportunities.

- Increase student access to workplace readiness, communication, teamwork, professionalism, and leadership skill development.
- Address barriers that limit student participation and engagement.
- Increase opportunities for student participation in conferences, service initiatives, competitions, and workforce development programming.
- Promote student belonging and engagement through meaningful statewide experiences.

Goal 3: Increase involvement with middle school and high school students.

SkillsUSA Tennessee College/Postsecondary is committed to strengthening the transition pipeline between middle school, high school, dual enrollment, and postsecondary education.

Strategies

- Evaluate current interactions and identify key opportunities for engagement.
- Collaborate with the Tennessee Higher Education Commission (THEC) and educational partners to strengthen awareness and alignment opportunities for dual enrollment students.
- Increase scholarship awareness and postsecondary transition support.
- Strengthen relationships with key dual enrollment instructors and educators.
- Participate in middle school and high school conferences, leadership events, and outreach initiatives.
- Involve postsecondary state officers in middle school and high school programming opportunities.

Retention & Postsecondary Transition Goals

Goal 1: Strengthen the transition of SkillsUSA students into postsecondary education.

SkillsUSA Tennessee College/Postsecondary seeks to support students as they transition from secondary education into postsecondary institutions, workforce training, and career pathways.

Strategies

- Identify high school members transitioning into postsecondary institutions and educate them on TBR participation opportunities.
- Offer regional leadership opportunities and engagement events for prospective students.

- Develop strategic initiatives to recruit, support, and provide resources for transitioning students.
- Increase awareness of workforce pathways, leadership opportunities, and postsecondary engagement options.
- Strengthen partnerships between secondary and postsecondary divisions.

Goal 2: Expand cross-divisional engagement opportunities.

Strategies

- Attend middle school and high school conferences and leadership events.
- Involve postsecondary state officers in middle school and high school conferences.
- Engage all divisions in SkillsUSA Week and statewide initiatives.
- Increase collaborative programming opportunities across divisions.

Goal 3: Develop university and expanded postsecondary chapter opportunities.

SkillsUSA Tennessee College/Postsecondary seeks to expand leadership and workforce readiness opportunities into universities and additional postsecondary environments across Tennessee.

Strategies

- Provide membership opportunities, outreach, and support to Tennessee universities.
- Highlight partnerships with business and industry to support workforce readiness and job placement.
- Strengthen awareness of SkillsUSA opportunities beyond technical colleges.
- Promote alignment with workforce development and career readiness priorities.

Goal 4: Strengthen leadership development within the State Officer Team.

SkillsUSA Tennessee College/Postsecondary is committed to developing highly effective student leaders who serve as ambassadors for career and technical education, workforce readiness, and student engagement across the state.

Strategies

- Expand leadership training and professional development opportunities for State Officers.
- Strengthen officer preparation through regional, state, and national leadership experiences.
- Increase opportunities for officers to engage with business, industry, educational leaders, and workforce partners.
- Develop mentorship and succession planning opportunities for future student leaders.
- Increase officer involvement in outreach, recruitment, conference facilitation, advocacy, and student engagement initiatives.
- Strengthen communication, professionalism, teamwork, and public speaking skills through intentional leadership development programming.
- Align State Officer development opportunities with workforce readiness, civic engagement, and leadership competencies identified within the SkillsUSA Framework.

Workforce Alignment & Industry Engagement

SkillsUSA Tennessee College/Postsecondary is committed to strengthening partnerships with business and industry in order to align student development opportunities with current and emerging workforce needs across Tennessee.

Strategies

- Expand engagement with high-demand workforce sectors.
- Increase industry participation in conferences, technical committees, judging, mentoring, and workforce development initiatives.
- Strengthen alignment between SkillsUSA programming and workforce expectations.
- Develop additional experiential learning, career exploration, and industry networking opportunities for students.
- Utilize workforce trends and labor market data to inform future contest offerings and student engagement strategies.

Advisor Development & Support

Advisors play a critical role in the success and sustainability of SkillsUSA Tennessee College/Postsecondary programs. The organization is committed to strengthening advisor support systems and leadership development opportunities across the state.

Strategies

- Develop advisor onboarding and support resources.
- Create statewide advisor training and professional development opportunities.
- Establish a certified trainer and advisor development framework.
- Increase communication, collaboration, and resource-sharing opportunities across colleges.
- Strengthen advisor recognition and support systems.

Data, Assessment & Impact Reporting

SkillsUSA Tennessee College/Postsecondary is committed to utilizing data-informed decision-making practices to strengthen programming, improve student outcomes, and demonstrate statewide impact.

Strategies

- Develop annual impact reporting processes aligned to student success and workforce development outcomes.
- Identify and track key performance indicators related to membership, retention, engagement, leadership participation, workforce alignment, and postsecondary transition.
- Utilize conference, contest, and participation feedback to support continuous improvement efforts.
- Explore Graduate Assistant and research partnership opportunities to support assessment, reporting, and strategic initiatives.
- Strengthen long-term reporting structures that communicate organizational impact to students, colleges, industry partners, and state leadership.

Strategic Alignment to Student Access & Success

SkillsUSA Tennessee College/Postsecondary supports the broader mission of the Tennessee Board of Regents by strengthening student access, student success, workforce readiness, leadership development, and statewide workforce pipeline development.

Through technical education, employability skill development, leadership opportunities, and industry engagement, SkillsUSA contributes to the development of highly skilled graduates prepared to meet Tennessee's workforce and economic needs.

The organization supports institutional goals related to student engagement, persistence, completion, and career readiness by creating meaningful opportunities for students to connect classroom instruction to leadership development, real-world application, and workforce expectations.

See Graphic Below.

2023–2027 STRATEGIC PLAN

Developing Leaders. Building Careers. Strengthening Tennessee.



SkillsUSA Tennessee College/Postsecondary empowers students to become world-class workers, leaders and responsible American citizens. Through leadership development, technical skill building and workforce partnerships, we strengthen Tennessee's talent pipeline and support student access, success and economic opportunity.

OUR STRATEGIC PRIORITIES

 1 RECRUITMENT & ACCESS Expand access and increase participation across all divisions and student populations.	 2 LEADERSHIP & ENGAGEMENT Strengthen student engagement and leadership through meaningful experiences and opportunities.	 3 TRANSITION & RETENTION Support seamless transitions from secondary to postsecondary education and workforce pathways.	 4 STATE OFFICER TEAM LEADERSHIP Develop exceptional student leaders who serve as ambassadors and catalysts for SkillsUSA across Tennessee.	 5 WORKFORCE ALIGNMENT Align programs with industry needs and strengthen employer partnerships to prepare students for in-demand careers.	 6 ADVISOR DEVELOPMENT Equip and support advisors with training, resources and recognition to strengthen programs statewide.	 7 DATA, ASSESSMENT & IMPACT Use data and insights to drive decisions, improve outcomes and demonstrate statewide impact.
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OUR GOALS & STRATEGIES

 1 Expand statewide student participation and membership opportunities. - Targeted communication and outreach - Build and sustain community and industry partnerships - Recruit underrepresented students through regional offerings - Increase marketing and recruitment efforts - Strengthen partnerships with colleges, workforce agencies and industry - Expand engagement across middle school, high school, dual enrollment, postsecondary and adult students	 2 Increase leadership development and student engagement opportunities. - High-touch outreach to promote opportunities - Expand regional and statewide leadership offerings - Build workplace readiness, leadership, communication and teamwork skills - Remove barriers to participation - Increase opportunities for conferences, service, competitions and workforce programming - Promote belonging and engagement statewide	 3 Strengthen the transition pipeline to postsecondary education. - Identify and support students transitioning to postsecondary institutions - Offer regional leadership and engagement events - Promote TBR participation opportunities - Strengthen relationships with dual enrollment educators - Collaborate with THEC and partners to align policies and awareness - Increase scholarship awareness and transition support	 4 Build leadership capacity within our State Officer Team. - Expand leadership training and development - Provide regional, state and national leadership experiences - Engage officers with industry, education and community leaders - Develop mentorship and succession planning - Increase officer involvement in outreach, recruitment and advocacy - Strengthen communication, professionalism and teamwork skills	 5 Align with workforce needs and strengthen industry and community partnerships. - Engage high-demand workforce sectors - Increase industry participation in events, committees, judging and mentoring - Align programming with workforce expectations - Expand experiential learning and career exploration - Use labor market trends to inform contests and programming	 6 Strengthen advisor development and program sustainability. - Develop onboarding and support resources - Provide statewide advisor training and professional development - Establish certified trainer and advisor development framework - Increase communication and resource sharing - Strengthen recognition and support for advisors	 7 Use data to measure, improve and communicate our impact. - Develop annual impact reporting aligned to student success and workforce outcomes - Track KPIs: membership, retention, engagement, leadership, workforce alignment and transitions - Use feedback for continuous improvement - Leverage Graduate Assistant and research partnerships - Communicate impact to students, colleges, industry and state leadership
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STRATEGIC ALIGNMENT

 STUDENT ACCESS & SUCCESS We expand access, strengthen engagement, and support persistence, belonging, and completion for all students.	 SEAMLESS PATHWAYS & COMPLETION We build strong pipelines from secondary to postsecondary to the workforce, supporting credentials of value and career success.	 WORKFORCE & ECONOMIC IMPACT We partner with industry and communities to prepare a skilled, competitive workforce that drives Tennessee's economic growth.	 DATA-INFORMED & ACCOUNTABLE We use evidence to guide decisions, measure outcomes and demonstrate the value of SkillsUSA across the state.
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OUR VISION

Empowering Tennessee students to be world-class workers, leaders and responsible citizens.

OUR MISSION

SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens.

**PREPARED.
LEADERSHIP.
CONNECTED.
READY.**