

Assignment 2.2.A:

Career and Technical Student Organization (CTSO) Analysis

Bethel University Work-Based Learning Program

Explore this [webpage](#) which offers an overview of the CTSO's which exist in the United States. Pay close attention to the 'CTSOs' link and visit the webpage for each organization.

Your Task:

Choose three CTSOs that you would like to learn more about and complete each chart below. Keep these CTSOs in mind as you embark on your journey as a Teacher Coordinator of Work-Based Learning and consider starting a chapter at your school. The benefits to the school, the students and your personal job satisfaction are tremendous.

Item of Information	Details
Name of CTSO 1	HOSA (Health Occupation Students of America) Future Health Professionals
National Web Address	https://hosa.org https://www.minnesotahosa.org/
Location of Headquarters	Nationally the Headquarters are in Southlake, Texas Minnesota's Headquarters are in Sartell, Minnesota
Description/Mission of Organization	Since 1976, HOSA has been a student led organization recognized by the US Department of Education and the Department of Health and Human Services. HOSA mission " <i>HOSA is a global student-led organization, whose mission is to promote career opportunities in the health industry and to enhance the delivery of quality health care to all people</i> " (hosa.org) To honor this mission HOSA goal is to empower future health professionals to become leaders in global health through education, collaboration, and experience.

	They also encourage health science instructors to be involved in a HOSA partnership. Recently HOSA has been a staple in helping to solve the healthcare worker shortage since the COVID pandemic. HOSA prides itself with their core values of leadership, learning, service and innovation. HOSA has many goals they strive for, included below are a few of the important ones: ● HOSA develops effective leadership qualities and skills. ● HOSA develops the ability to communicate more effectively with people. ● HOSA helps to develop character. ● HOSA help to make realistic career choices and seek successful employment in the health care field. ● HOSA develops an understanding of current health care issues, environmental concerns, and survival needs of the community, the nation and the world. ● HOSA promotes career opportunities in health care.
Membership Requirements/Costs	Annual cost of HOSA is \$25.00. Conference and competition fees are separate. Requirements include: ● One must join a chapter. ● Chapters must be student led. ● Attend meetings and plan for a competition.
Competitive Events	HOSA has state and national events. HOSA has 6 categories of events student can compete in. They include. Health Science, Health Professions, Emergency Preparedness, Leadership, Teamwork, Recognition. Link provided (https://hosa.org/guidelines)

	guides you through each category. In Minnesota, there multiple opportunities for students to demonstrate leadership, knowledge and skills. Opportunities include: ● Fall Leadership Conference (Nov.) ● 2 Mid-Winter Competitions (Jan.) ● State Leadership Conference (April) ● International Leadership Conference (June). Location changes annually.
How are they using social media to promote themselves?	Twitter and Facebook seem to be the top two ways HOSA promotes on social media. HOSA guides student members and leaders on how to promote through social media. They have provided students 5 ways to promote. #1 Snap a photo or video and post on twitter or Facebook and make shareable by others. #2 Tag sponsors, partners, speakers in social media messages using their twitter handle. #3 Retweet, repost, and share: they encourage students to be social media ambassadors and re-post, tweet and share. #4 Have creative hashtags. #5 Follow @HOSA They encourage members and chapters to promote their success and trails as it builds personal brands and networking opportunities.

Item of Information	Details
Name of CTSO 2	DECA (Distributive Education Clubs of America)
National Web Address	https://www.deca.org https://www.mndeca.org/
Location of Headquarters	National Headquarters is in Reston, Virginia Minnesota Headquarters is in St. Paul, Minnesota

Description/Mission of Organization	For 75 years DECA has been an organization for students and in high school and college. DECA's core values and attributes are competence, innovation, integrity and teamwork. DECA's mission is to <i>"Prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe"</i> (deca.org) DECA prides itself as it brings the classroom to life and prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. DECA members believe they have a head start on being academically prepared, community oriented, professionally responsible and experienced leaders. DECA has a comprehensive learning program that contains four components. First, DECA is integrated into classroom instruction. In the classroom DECA activities provide authentic and experiential learning to prepare members for college and careers. Second, DECA applies learning. DECA members put their knowledge to the test through project-based activities that require innovative solutions and realistic outcomes. Third, DECA connects to business. Making connections at the local and state levels members are given a realistic insight into the industry. This insight promotes meaningful and relevant learning. And lastly, DECA promotes competition. Similar to the global economy, having competition drives members to excel and take their performances to a new level.
Membership Requirements/Costs	Membership cost in Minnesota for DECA is \$13.00 per person. Active members must be enrolled in high school programs that support marketing, finance, hospitality and management.

	To be a chapter you must be part of a high school, have an advisor that is recognized by the school and have a minimum size of 10 student members and 1 advisor.
Competitive Events	DECA's competitive events are aligned with National Curriculum Standards in the career. Competitive events programs include: • Business Management and Administration • Entrepreneurship • Finance • Hospitality and Tourism • Marketing • Personal Finance Among these programs events can be group into broad categories such as role play, case studies prepared events and online simulations. In Minnesota students can complete in a maximum of three events with each event being from a different section. Winners are eligible for scholarships as well.
How are they using social media to promote themselves?	After scrolling through DECA's website and local chapters webpages I can see they use social media to promote activities they do with in their chapter and events they are holding or using for competitions. The DECA website has given members tips and hints to better promote DECA responsibly. They encourage members to build their own personal brand by sharing on social media their journey, role play, new friends, fun moments. The emphasize sharing your excitement. This will help to expand memberships as well.

Item of Information	Details
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Name of CTSO 3	SkillsUSA
National Web Address	https://www.skillsusa.org/
Location of Headquarters	National headquarters is in Leesburg, Virginia Minnesota's current state associating director resides in Shakopee, MN
Description/Mission of Organization	SkillsUSA is an organization that partners students, teachers, and industry workers. Its goal is to ensure America has a skilled workforce. SkillsUSA serves middle-school, high-school and college/postsecondary students who are preparing for jobs in trade, technical and skills service occupations. SkillsUSA's Mission is, <i>"SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success"</i> (skillsusa.org) SkillsUSA prides itself as its members excel in earning a license or certification in their field of study, meeting potential employers, being excited about their career, gaining work experience, understanding the work environment and connecting schools with the real world. SkillsUSA has a framework that supports a balanced program. The framework also illustrates how students can fulfil the mission of the organization. The framework also empowers members to achieve career success. The framework is broken down into three skills sets. The first skills set are technical skills grounded in academics. The skills include, computer and technology literacy, job specific

	skills, safety and health, service orientation and professional development. The second skill sets are personal skills that include integrity, work ethic, professionalism, responsibility, adaptability/flexibility and self-motivation. The last set of skills that SkillsUSA framework promotes are workplace skills. These skills include communication, decision making, teamwork, multicultural sensitivity and awareness, planning, organizing, management, and leadership.
Membership Requirements/Costs	Membership costs are determined by the state. In Minnesota student's annual dues are \$14.00 and Professionals are \$26.00. Students are eligible can join SkillsUSA if they are enrolled in technical skills and service occupations. This can include a whole class or district.
Competitive Events	SkillsUSA offers opportunities for growth through career competitions. Students can compete at local or state levels and can earn a chance to compete nationally. Nationally, SkillsUSA has 110 different types of events that students can compete in. They are broken down into four categories, leadership development, skill and technical sciences, occupationally related, and demonstration events.
How are they using social media to promote themselves?	SkillsUSA uses social media (Twitter and Facebook) to showcase the accomplishments (pr of their members. They encourage to use the hashtag #MadeinSkillsUSA to provide more exposure. Not only does this promote the members accomplishments, but it also provides others with opportunity to explore career clusters and connect with others that have a mutual interest in certain careers.