

Program of Work

SkillsUSA Tennessee 2023-2024

In-progress
Completed

- Goals
1. Increase middle school involvement
 2. Increase social media activity
 3. Start a podcast

MONTH	TASK	OFFICER	RESOURCE	START	DUE	P.O.W. Bucket
June	Brainstorm goals, make SMART goals, Write P.O.W.	All	Google Doc	6/1/23	7/31/23	All
	SOLT Recap post	Cora		6/1/23	6/5/23	Community Engagement, Leadership Development
	NLSC	All		6/18/23	6/24/23	Leadership Development, Partner and Alumni Engagement, Financial Management
	Advocate for social media at NLSC	All		6/18/23	6/18/23	Advocacy and Marketing
	Record NLSC Podcast	Yulianna, Peyton, Katelyn, Aryanna	Video footage	6/18/23	6/23/23	Community Engagement
July	Edit the Podcast and preview	Aryanna and Cora	Footage, editing, spotify and social media	7/7/23	7/10/23	Workplace Experiences
	Post the preview	Aryanna	Preview content	7/12/23	7/12/23	Advocacy and Marketing, Community Engagement

	Post the Podcast	Aryanna	Podcast content	7/13/23	7/13/23	Advocacy and Marketing, Community Engagement
	Create position social media accounts	All	Login Details	7/19/23	7/19/23	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)		Social Media Accounts	7/19/23	7/19/23	Workplace Experiences, Leadership Development
August	Record "What is SkillsUSA/SkillsUSA overview" Podcast and preview	Peyton and MJ	Footage	TBD	8/7/23	Advocacy and Marketing, Community Engagement
	Edit Podcast	Peyton	Footage	8/14/23	8/14/23	Workplace Experiences
	Reach out to CTE Director	All	CTE Director Contact Information	Beginning of June to August 19th	Have reached out and a response back by the 20th of August	Partner and Alumni Engagement, Community Engagement, Financial Management
	Post Preview	MJ	Preview	8/16/23	8/16/23	Advocacy and Marketing, Community Engagement
	Post Podcast	Aryanna	Podcast	8/17/23	8/17/23	Advocacy and Marketing, Community Engagement
	Coach Gloria's Birthday Post	Cora		8/22/23	8/22/23	Advocacy and Marketing
	Establish a meeting with CTE Director	All	Contact with CTE Director	As soon as possible	By the end of August	Partner and Alumni Engagement,

						Community Engagement
	Record "opportunities in SkillsUSA beyond comps" podcast	Cora and Aryanna	Footage	TBD	TBD	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development
September	COLT Countdown	Cora	Team Pictures + COLT Dates	9/3/23	9/8/23	Advocacy and Marketing, Community Engagement
	COLT	All	Workshop Scripts	9/8/23	9/10/23	Promote social media accounts
	Advocate for social media at COLT	All	Business Cards w/ Social Media on them	9/8/23	9/10/23	Advocacy and Marketing, Community Engagement
	Create powerpoint/handout for CTE Director	Aryanna and Katelyn	Powerpoint/ SkillsUSA Info	TBD	TBD	Advocacy and Marketing, Workplace Experiences, Partner and Alumni Engagement
	Seek approval for powerpoint/handout	Katelyn	Completed Powerpoint	TBD	TBD	Advocacy and Marketing, Workplace Experiences, Partner and Alumni Engagement
	Record "Interview Chapter Officers at COLT" podcast	All	Chapter Officer Interviews	During COLT	During COLT	Advocacy and Marketing, Community Engagement

	Edit Podcast	Katelyn	Footage	9/11/23	9/11/23	Workplace Experiences
	Post preview	Aryanna	Preview	9/13/23	9/13/23	Advocacy and Marketing, Community Engagement
	Post Podcast	Peyton	Completed Podcast	9/14/23	9/14/23	Advocacy and Marketing, Community Engagement
	WLTl	All	N/A	9/23/23	9/27/23	All
	Advocate for social media at WLTl	All	Business Cards w/ Socials	9/23/23	9/27/23	Advocacy and Marketing, Community Engagement
	WLTl Recap	MJ	WLTl Pics + Videos	9/27/23	9/28/23	Advocacy and Marketing, Community Engagement
October	FLCs	All	Workshop Scripts	TBD	TBD	All
	Advocate for social media at FLC	All	Business Cards w/ Socials	TBD	TBD	Advocacy and Marketing, Community Engagement
	FLC Week Countdown	Aryanna	Pics with finger numbers	TBD	TBD	Advocacy and Marketing, Community Engagement
	Reach out to school principal	All	Contact Information	Plan to start as soon as possible!	Be sure to have reached out and gotten a response back by the end of October	Partner and Alumni Engagement, Community Engagement, Financial Management

	Record "Running to be a State Officer" podcast	Katelyn and Peyton	Footage	TBD	TBD	Advocacy and Marketing, Community Engagement
	Edit Podcast	Cora	Footage	10/16/23	10/16/23	Workplace Experiences
	Post Preview	Katelyn	Completed Preview	10/17/23	10/17/23	Advocacy and Marketing, Community Engagement
	Post Podcast	Aryanna	Completed Podcast	10/18/23	10/18/23	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development
November	Record "Competition Spotlight" podcast	Aryanna and MJ	Footage and List of competitions with less than 5 competitors	TBD	TBD	Workplace Experiences
	Establish a meeting with principal	All	Contact with Principal	TBD	TBD	Partner and Alumni Engagement, Community Engagement
	Edit Podcast	MJ	Footage	11/13/23	11/13/23	Workplace Experiences
	Peytons Birthday	Aryanna		11/8/23	11/8/23	Advocacy and Marketing
	Aryanna's Birthday	MJ		11/30/23	11/30/23	Advocacy and Marketing
	Post Preview	Peyton	Completed Preview	11/14/23	11/14/23	Advocacy and Marketing,

						Community Engagement
	Post Podcast	Cora	Completed Podcast	11/15/23	11.15.23	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences Leadership Development
December	Record "New Year, Same Us" Podcast	All	Footage, Script	TBD	12/11/23	Community Engagement, Advocacy and Marketing
	Edit Podcast	Aryanna	Footage	12/11/23	12/14/23	Workplace Experiences
	Post Podcast	Peyton	Completed Podcast	12/13/2023	12/13/23	Advocacy and Marketing, Community Engagement
	Happy Holidays post	Katelyn		12/24/23	12/25/23	Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development
January	Scripting and workshop meeting	All	Scripts, workshop TBD	TBD	TBD	Leadership Development
	Record "What is SkillsUSA Week?"	Cora and Katelyn	Script, SkillsUSA Week info	TBD	TBD	Workplace Experiences
	Edit Podcast	Peyton	Footage	01/15/24	01/15/24	Advocacy and Marketing, Community Engagement

	Post Preview	Katelyn	Completed Preview	01/16/24	1/16/24	Advocacy and Marketing, Community Engagement
	Post Podcast	Aryanna	Completed Podcast	01/17/24	01/17/24	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development
February	SkillsUSA Week	MJ	SkillsUSA Week Info	the second week in February	5th through the 9th	All
	Record "SLSC: What to expect, opportunities outside of comps at SLSC" Podcast	All	SLSC Conference Guide, Script	TBD	TBD	Workplace Experiences
	Edit Podcast	Cora	Footage	02/12/24	02/12/24	Workplace Experiences
	Meet with potential advisors	All	List of potential advisors	02/13/24	2/13/24	Advocacy and Marketing, Partner and Alumni Engagement
	Post Preview	Peyton	Footage	02/13/24	2/14/24	Advocacy and Marketing, Community Engagement
	Post Podcast	Katelyn	Completed Podcast	02/14/24	02/14/24	Advocacy and Marketing, Community Engagement
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership

						Development
March	Staging	All		TBD	TBD	Leadership Development
	Record "State Officer interview, experience, what it's like, favorite parts" podcast	All	Script	03/11/24	03/11/24	Workplace Experiences
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development
April	Host SLSC	All	SLSC	4/13/23	4/17/23	All
	Advocate for social media at SLSC	All	Business Cards w/ Socials	4/13/24	4/17/24	Advocacy and Marketing, Community Engagement
	SLSC Countdown	Cora	Countdown Pics	4/8/24	4/13/24	Advocacy and Marketing, Community Engagement
	Edit podcast	Mj	Footage	04/15/24	04/15/24	Workplace Experiences
	Post Preview	Cora	Completed Preview	04/16/24	04/16/24	Advocacy and Marketing, Community Engagement
	Post Podcast	Peyton	Completed Podcast	04/17/24	04/17/24	Advocacy and Marketing, Community Engagement
	Katelyn's Birthday Post	Mj		04/20/24	04/20/24	Advocacy and Marketing
	Monthly check-in (Social Media Report)	All	Social Media Accounts	TBD	TBD	Workplace Experiences, Leadership Development