NEBRASKA Strategic Plan
2016-2019

Updated after May 11th, 2016 Board of Directors meeting

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INTRODUCTION

The SkillsUSA Nebraska Board of Directors and state staff, in consultation with the National SkillsUSA organization, has developed this strategic plan to guide us toward our vision and mission as we serve the students, teachers, administrators and business partners of SkillsUSA Nebraska. The planning process began with a board self-assessment in January 2013.

On February 8, 2013 the board of directors met at a planning retreat in Lincoln and received training on the duties and responsibilities of non-profit boards and on strategic planning. Mr. Timothy Lawrence, SkillsUSA’s national executive director, conducted the training. At this planning retreat, the board reviewed the assessment and developed focus groups to identify critical issues facing the future of the state association. The board also developed a vision statement, mission statement and values to drive the work of the organization. Based upon this work, major goal areas were developed and objectives were written to enable us to meet our goals. The objectives set forth in this plan will help us better serve our members and partners and move our organization forward to the future.

The goals and objectives in this plan support several major conferences, training programs and competitions that SkillsUSA Nebraska operates for its members. The following activities are held annually. They are administered by the state staff, in partnership with industry, education, labor and a host of volunteers:

- SkillsUSA Nebraska State Leadership and Skills Conference
- The Nebraska SkillsUSA Championships
- SkillsUSA Nebraska Fall Leadership Conference
- Participation in the Mid-America Conference
- Middle School Conference (2)
- State Officer Elections and Training
- Nebraska delegation travel and participation in the National Leadership and Skills Conference and SkillsUSA Championships.

The SkillsUSA Nebraska Board of Directors is comprised of representatives of the stakeholder groups who are involved in our state career and technical education system. The board members and staff involved in the development of this plan are listed in the appendix at the end of this document.
Vision, Values, Mission & Goals

Vision

SkillsUSA Nebraska is recognized by the entire community as an organization fostering exceptional leadership and skill training to students in every eligible school. Employers recognize the value of the SkillsUSA program in producing quality leaders, employees and citizens. Every teacher is involved in empowering students for earning, learning and living.

Values

The SkillsUSA mission is built upon—and its success depends on—the commitment of our members and partners to the following values:

1. Honesty (faithfulness to high moral standards)
2. Integrity (the quality or state of being of sound moral principle; uprightness, honesty, and sincerity)
3. Professionalism (something that sets apart an individual from others of the same kind)
4. Quality (degree of excellence)
5. Respect (to feel or show honor or esteem for; to show consideration for; deference or dutiful regard [respect for the law]; consideration, courteous regard)
6. Connection (the state of having shared interests or efforts)
7. Character (the set of qualities that make a person different from other people)
8. Responsibility (something one must do because of prior agreement)
9. Enthusiasm (cheerful) (urgent desire or interest)

Mission

SkillsUSA Nebraska’s mission is to help its members become world-class workers, leaders and responsible American citizens. SkillsUSA Nebraska enhances the lives and careers of students – and the quality of America’s skilled workforce – by fostering citizenship, leadership, employability and occupational skills through career-focused education and industry partnerships.
**Major Goal Areas:**

1. Branding and Public Relations
2. Foster and Expand Interaction between B&I and SkillsUSA Nebraska
3. Communications
4. Board Organization / Goal Setting / Vision
   • National Alignment
   • Financial Stability
5. Membership Development
   • Administration Support
   • Advisor Recruitment
   • Middle School, Postsecondary, Alumni Recruitment
   • New Teacher Mentoring

**Goal One: Branding and Public Relations**

**Tactics and Objectives:**

1.1. Increase public relations and brand consistency for every SkillsUSA Nebraska event, which will attribute to a 10% increase in participation.
   • Build and use a mobile app effectively.
   • Add social media information to as many program publications as possible.
   • Ask advisors/students/committees to collect photos and videos to post after each conference. Use of a hash tag.

1.2. Increase scholarship awareness and amounts by 25% annually.
   • The $500 state conference scholarships will be submitted to EducationQuest to increase awareness.
   • Scholarship committee will investigate what the Nebraska Community Foundation can do.
Goal Two: Foster and Expand Interactions between Business and Industry and SkillsUSA Nebraska

*Tactics and Objectives:*

2.1. Recruit 10 new business and industry partnerships to provide $50,000 more in financial support.
   - Add sponsorship information to website.
   - Post to Twitter prior to SLC.
   - Design a new layout for sponsorship flyer that can be provided to B/I. Promotional item with information, sponsorship card, and fact sheet.
   - Finalize year-round Grand Island Steering Committee and immediately move towards potential sponsors.
   - Using Grand Island’s letters of support, create spreadsheet and reach out to those who gave soft commitments.

2.2. During 2017-2019 in Grand Island, establish a state-wide network of 450 business and industry coordinators, judges, and sponsors.
   - Develop a state-wide contact sheet/spreadsheet that can be referred to annually.
   - List all contacts from Hastings, Omaha, and Grand Island conferences.

2.3. By May 2019, every medal winner will receive prizes and/or scholarships from business and industry sponsors.
   - Need to develop better tracking system in 2017.
   - In 2018, need to reach out to B/I for each contest that does not have a prize for every medal winner.
   - Follow-up each year and ask for their continued support.
Goal Three: Communications

*Tactics and Objectives:*

3.1. By May 2019, SkillsUSA Nebraska will have 1200 followers over all social media platforms.
   - Advertise social media at SLC.
   - Post at least once a month to the different social media platforms.

3.2. Improve communication amongst advisors by May 2019.
   - Measure SkillsUSA Nebraska communication by post conference evaluations.
   - State Advisor to continue to send out Flash Fridays.
   - Hold advisor meetings during different conferences.

Goal Four: Board Organization / Goal Setting / Vision

*Tactics and Objectives:*

4.1. Re-identify committees as Program, Branding, Governance, and Finance.

4.2. Utilize committees more by having break-out sessions at the start of board meetings.

4.3. Re-identify adhoc committees and utilize as needed.
   - Conference Scholarship – Identify and help solicit conference sponsorships.
   - Chapter Development – Middle School focus.
   - Foundation Fundraising – Plan and organize two annual events.
   - Conference – An action committee to assist in conference planning and execution.
   - Education & Training – To develop future teachers (youth program development).
   - Scholarship Committee – To review and award scholarships.
Goal Five: Membership Development

Tactics and Objectives:

5.1. Continue to have at least two educational administrators on the Board.

5.2. Continue to build Nebraska Middle School SkillsUSA program by recruiting 20 middle school chapters by 2018-19.
   - Discuss with high school that have middle schools within and do an activity.
   - Discuss at NCE Conference.
   - Promote Jump Into STEM!

5.3. Sponsor special events at each State Conference to familiarize perspective advisors, sponsors and/or school officials.
   - Continue to develop business/industry VIP morning session with tour of competition floor.
   - Participate in NETA conference.
   - Present at Superintendent Conference and/or to school boards.