



### »» New Year, New Theme: “Ignite Your Potential”

Our membership theme for the 2024-25 school year is “SkillsUSA: Ignite Your Potential.” This theme is designed to inspire the amazing work in our SkillsUSA chapters during the school year as students develop their Personal, Workplace and Technical Skills through our SkillsUSA Framework and realize their incredible potential. The theme will also be the topic for the 2025 SkillsUSA Chapter Display, Prepared Speech and Promotional Bulletin Board competitions.

We set the stage for that new theme at the close of the last school year as we announced the largest membership in SkillsUSA history at 413,293 student and teacher members nationwide and 475,749 total members! Our 2024 National Leadership & Skills Conference (NLSC) set records, too, including 17,802 attendees, the most ever! Now it’s time to focus on the year ahead, and that starts right at the local level in our 21,629 classrooms across the country. Are you ready to “Ignite Your Potential?” We encourage you to [download the theme art](#) and to use it in your SkillsUSA materials and communications.

### »» SkillsUSA Membership is Open — Join Early as a Professional

The SkillsUSA member registration site is now open for the 2024-25 school year! We encourage advisors to join early so they receive all mailings and emails. Be sure to sign up using an email address you regularly check! Professional members receive numerous benefits when they join, all delivered digitally:

- **Framework Integration Toolkit** ensures career readiness within your classroom, training program and chapter with videos, lesson plans, experiential activities and more.
- **Program of Work Toolkit** includes activity guides, videos and resources to help implement an effective and successful Program of Work.
- **“Jump into STEM!”** curriculum provides an opportunity for members to mentor and engage elementary-school and middle-school students in STEM learning.
- **SkillsUSA Championships Technical Standards** are the official regulations for the 2025 SkillsUSA Championships career competitions.
- **E-Courses** and **Advisor Professional Development** provide a variety of training options.

National membership dues for professional members are \$20 plus state dues, which vary. [State dues and deadlines can be found here.](#)

## »» Save the Date for ELEVATE!

The SkillsUSA Elevate Chapter Officer Development Conference is Oct. 11 from 11 a.m.-4:30 p.m. ET. This virtual interactive experience for local chapter officer teams focuses on building successful chapters by equipping officers with the skills to lead and serve their local members. Elevate is open to all SkillsUSA local chapter officers but at least one advisor must participate with each registered team. Participate right from your classroom, and the cost is only \$10 per participant. [Download the Elevate flyer](#) to share with your chapter officers and register for Elevate starting Sept. 1 by visiting: [skillsusa.register.org](https://skillsusa.register.org).

## »» Fall Professional Development Offerings

SkillsUSA has announced a series of new virtual [Professional Development Training Sessions](#) for September, October and November. Offerings include new advisor training, SkillsUSA Framework integration, recruitment resources and Chapter Excellence Program training. Don't miss this convenient and free opportunity to enhance your skills and gain SkillsUSA knowledge that will support your chapter's success! Class space is limited, so be sure to secure your place early. Participants will earn a Professional Development (PD) certificate upon completion. For questions, contact [Karolina Belen](#).

## »» Explore the SkillsUSA Brand Portal's Photo Library

The SkillsUSA Brand Portal at [brand.skillsusa.org](https://brand.skillsusa.org) is your resource for official brand assets including national, state and chapter logos, videos, PowerPoint templates, virtual backgrounds and more. You'll also find SkillsUSA brand guidelines, links to our social media channels, forms to share story ideas for SkillsUSA Champions magazine and other valuable resources. The Brand Portal has been expanded with a new SkillsUSA Photo Library. We encourage you to explore the library and share it with your chapter officers so they can use photos to promote your SkillsUSA activities throughout the year. We will continue to update and enhance this library to make it easier for users to find the perfect photos so they can focus on message rather than method as they strengthen and grow their SkillsUSA chapters. For questions, contact [Scott Price](#).



## »» Share Your Champions

The [SkillsUSA Champions](#) magazine staff is always looking for potential feature stories to share with SkillsUSA Nation. If you know of a SkillsUSA student, advisor, industry partner or graduate whose story would be motivating and inspirational, please submit the information [through our online form](#).

## »» Coming Soon at the SkillsUSA Store

Welcome back to a new school year! The [SkillsUSA Store](#) will offer over 80 new custom products this fall! There will be 13 new unisex T-shirts — including chapter officer and senior year T-shirts. There will also be new custom bags and some new brands, including Wolverine. The SkillsUSA Store offers fast and free shipping on every purchase! Fall is a great time to outfit your chapter officers, honor your seniors or to recognize and appreciate supportive school administrators and advisors.

