

SKILLSUSA WEEK

Chapter Guide

February 2–6, 2026

SkillsUSA Week is celebrated each February in chapters nationwide and serves as a powerful opportunity to promote SkillsUSA programs and activities. It's a celebration of the skilled trades and the power of career-ready education. Each day of the week offers a unique opportunity to engage, promote and celebrate SkillsUSA's mission.

This year, we're focusing on connection, visibility, and empowerment, making participation more accessible and meaningful for all, with a renewed emphasis on practical engagement.

● *Mission Monday*

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members.

Chapters: Recognize members, advisors, and champions who live the SkillsUSA mission every day.

What might this look like? Try:

- Post a photo shout-out on social media for students and advisors who exemplify the mission.
- Create a "Mission Wall" with quotes or photos.
- Host a "Paper Plate Awards" ceremony, write fun, personalized awards on paper plates (e.g., "Most Helpful Teammate," "Future CEO," "Always Ready to Lead") and present them during a chapter meeting or class.

● *Tools for Good Tuesday*

Chapters: Use your skills to give back to your school or community.

What might this look like? Try:

- Host a quick fix-it event (e.g., repairing classroom items or organizing supplies).
- Create thank-you cards for school staff.
- Volunteer for a short project like cleaning up a shared space (e.g., your school courtyard).



● *Real-World Wednesday*

Chapters: Connect students with real industry professionals and explore career pathways through SkillsUSA Pathful!

Visit pathful.skillsusa.org

What might this look like? Try:

- Have students complete the "Careers and YOUR Interests" lesson to discover top career matches. College/Postsecondary members, consider completing the Skills Assessment.
- Assign "Building Your Resume." Connect this to future career competitions, officer elections or job shadowing experiences.
- Host a live virtual industry chat using SkillsUSA Pathful's "Live Connections" feature. Choose a guest speaker who represents your program area or a student's dream career. (Advisors should submit their industry chat requests at least 2 weeks before SkillsUSA Week to allow adequate time for speaker assignment and coordination.)

● *Think Big Thursday*

Chapters: Amplify the skilled trades through local advocacy and public relations.

What might this look like? Try:

- Write a short article for the school newsletter to express the importance of CTE.
- Create a poster or bulletin board display to recruit members for your SkillsUSA chapter.
- Post a SkillsUSA Pathful career video or speaker clip that highlights why skilled trades matter to social media.

● *Future Friday*

Chapters: Celebrate your future! Wear SkillsUSA gear or dress in your future career attire to showcase your goals.

What might this look like? Try:

- Host a “Career Catwalk” in class where students “walk the runway” in their future uniforms and share their dream job.
- Create a virtual vision board using Google Slides, each student designs one slide that represents their future career, then presents it to the class for one minute.
- Have students create personal short- or long-term SMART goals in SkillsUSA Pathful by navigating to My Tracker → Goal Setting → +Short-term Goal or +Long-term Goal. Once a goal is added, they can edit, view, or delete it as needed.

Let's Make Every Week SkillsUSA Week

While we celebrate in February, the spirit of SkillsUSA Week lives on year-round. Let's continue to champion career-ready education, support our chapters, and build a stronger future together.



TOOLS *of the Trade*

NAPA IS A PROUD SPONSOR OF SkillsUSA WEEK

The industry needs 795,000 new automotive, diesel, collision repair, aviation and avionics technicians to meet demand over the next five years.

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www.napaonline.com/toolsofthetrade

