

## Creative Assets from SkillsUSA Communications Team

<b>SkillsUSA Websites</b>	<b>Short Description</b>	<b>Links</b>	<b>Manager</b>
SkillsUSA.org National website	SkillsUSA's national website with links to all major programs and services including social media channels	<a href="http://www.skillsusa.org">www.skillsusa.org</a>	C. Moore
SkillsUSA.org State websites	Link to all state association web pages including director contact information, website and social media channels	<a href="http://www.skillsusa.org/about/state-directors/">www.skillsusa.org/about/state-directors/</a>	C. Moore
SkillsUSA.org National staff directory	Link to all national staff including email and phone numbers	<a href="http://www.skillsusa.org/about/headquarters-office/">www.skillsusa.org/about/headquarters-office/</a>	C. Moore
CareerEssentials.org	Landing page for ordering, downloads, pricing, etc.	<a href="http://www.CareerEssentials.org">www.CareerEssentials.org</a>	C. Moore
WorldSkillsUSA.org	Landing page for WorldSkills USA Team. Includes bios, videos, press room and news updates	<a href="http://www.WorldSkillsUSA.org">www.WorldSkillsUSA.org</a>	C. Moore
SkillsUSABrandCenter.org	Downloadable and customizable SkillsUSA logos and templates for schools and state associations as well as graphic standards	<a href="http://www.SkillsUSABrandCenter.org">www.SkillsUSABrandCenter.org</a>	C. Moore
State SkillsUSA Directors Private Website for Association Management	Association management, conference planning, training materials, competition resources and state officer resources Requires LOGIN/PASSWORD	<a href="http://www.SkillsUSA.net/directors/">www.SkillsUSA.net/directors/</a>	C. Moore
<b>SkillsUSA Video Assets</b>	<b>Short Description</b>	<b>Link</b>	<b>Manager</b>
State Director Video Assets	Shared folder with a variety of SkillsUSA-related videos state directors may find useful for recruitment efforts, partner presentations, state conferences and more. Currently divided into three sub-folders:  1. SkillsUSA Promotional Videos 2. State Conference Video Assets 3. SkillsUSA Misc. Videos	<a href="https://tinyurl.com/director-videos">https://tinyurl.com/director-videos</a>  2020 Grad Night: <a href="https://www.youtube.com/watch?v=xV7-tqk67jc">https://www.youtube.com/watch?v=xV7-tqk67jc</a>  2020 Virtual NLSC Session #1: <a href="https://youtu.be/LpV6A2OAFxM">https://youtu.be/LpV6A2OAFxM</a>  2020 Virtual NLSC Session #2: <a href="https://youtu.be/dvh_BAiXLCw">https://youtu.be/dvh_BAiXLCw</a>  2020 Virtual NLSC Session #3: <a href="https://youtu.be/TKXD1ekhJ5o">https://youtu.be/TKXD1ekhJ5o</a>	T. Kercheval, Director of Communications

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SkillsUSA Materials	Short Description	Link	Manager
SkillsUSA Membership Kits	Downloadable membership materials for chapters	<a href="http://www.skillsusa.org/membership-resources/membership-kit-2/">www.skillsusa.org/membership-resources/membership-kit-2/</a>	T. Govender
SkillsUSA Values and Vision Inclusion and Diversity statement	Vision, Values and Inclusion Statement	<a href="http://www.skillsusa.org/about/values-vision/">www.skillsusa.org/about/values-vision/</a>	K. Kitzel
SkillsUSA Fact Sheet	PDF Fact Sheet (also available in Word to customize for your state)	<a href="https://www.skillsusa.org/publications-news/press-room/">https://www.skillsusa.org/publications-news/press-room/</a>	K. Kitzel
SkillsUSA Messaging PowerPoint for Potential Partnerships	Customizable PowerPoint with an overview of SkillsUSA	<a href="https://skillsusa.egnyte.com/fl/q3vO3hgwxC">https://skillsusa.egnyte.com/fl/q3vO3hgwxC</a>	K. Kitzel
State of the Association Report	Overview of national association from June 2019 to June 2020 (presented to SkillsUSA Corporation and board)	<a href="https://www.skillsusa.org/publications-news/press-room/">https://www.skillsusa.org/publications-news/press-room/</a>	
National Officer Bio Sheets	Downloadable bios for national officers.	<a href="http://www.skillsusa.org/about/national-officers/national-officer-bios/">www.skillsusa.org/about/national-officers/national-officer-bios/</a>	T. Govender
SkillsUSA Annual Report Digital Edition	Downloadable Digital Edition of the 2019 annual impact report.	<a href="http://www.skillsusa.org/wp-content/uploads/2020/03/SkillsUSA-AR-2019-Digital-Version.pdf">/www.skillsusa.org/wp-content/uploads/2020/03/SkillsUSA-AR-2019-Digital-Version.pdf</a>	T. Govender
SkillsUSA Annual Report 8.5" x 11" Print and Fold Version	Downloadable PDF of the 2019 annual impact report that can be printed at 8.5x11 and folded into a trifold brochure, if desired. The native Adobe Illustrator files can also be accessed and downloaded from this link.	<a href="https://drive.google.com/drive/folders/1ab9mmeDBMgFztJEF7d8gLVpThYvwTPII?usp=sharing">https://drive.google.com/drive/folders/1ab9mmeDBMgFztJEF7d8gLVpThYvwTPII?usp=sharing</a>	T. Govender
SkillsUSA One-Sheet State Impact in Numbers (annual report)	Downloadable InDesign file that can be customized with your state-specific information	<a href="https://drive.google.com/drive/folders/1HFxhX-iTfsXO9Cohlayh7rCXR3bCd0Ye?usp=sharing">https://drive.google.com/drive/folders/1HFxhX-iTfsXO9Cohlayh7rCXR3bCd0Ye?usp=sharing</a>	T. Govender
SkillsUSA Mission, Vision, Values Posters (on display at headquarters)	Downloadable print-ready files for SkillsUSA Mission, Vision, Values Posters	<a href="https://drive.google.com/drive/folders/15XDo115JQMSJLsiq4BgXkEdzLujvKsLm?usp=sharing">https://drive.google.com/drive/folders/15XDo115JQMSJLsiq4BgXkEdzLujvKsLm?usp=sharing</a>	T. Govender
NLSC Crisis Plan	National crisis and communications plan for NLSC (can be adapted for state conferences)	<a href="http://skillsusa.egnyte.com/fl/hoh6bLs0wG">skillsusa.egnyte.com/fl/hoh6bLs0wG</a>	K. Kitzel
SkillsUSA Graphic Standards	The official SkillsUSA brand management guide	<a href="http://skillsusa.egnyte.com/fl/KDh7KTdB0B">skillsusa.egnyte.com/fl/KDh7KTdB0B</a>	Tom Kercheval
SkillsUSA Stylebook	This stylebook supplements the AP Stylebook. For spellings not listed in the AP stylebook, our standard dictionary is Webster's New World College Dictionary.	<a href="http://skillsusa.egnyte.com/fl/8YUeCrlBtb">skillsusa.egnyte.com/fl/8YUeCrlBtb</a>	Tom Kercheval

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Other Resources	Short Description	Link	Manager
SkillsUSA Advocacy Site	Advocacy Tools for states and chapters that allow you to contact elected officials at the national, state or local levels and/or contact the media	<a href="http://www.congressweb.com/susa/#">www.congressweb.com/susa/#</a>	J. Short K. Kitzel
SkillsUSA Press Room	Media Tools to support public relations including fact sheets, annual report, downloads and the latest stories and press releases	<a href="http://www.skillsusa.org/publications-news/press-room/">www.skillsusa.org/publications-news/press-room/</a>	K. Kitzel
Social Media	Short Description	Link	Manager
SkillsUSA Social Media Toolkit	Social Media Tool Kit for state SkillsUSA directors and social media managers, based in a Google Drive for access/download	<a href="https://drive.google.com/drive/folders/1jY8mgpv-lawbKR4um86fx6rOyEKXWk-O?usp=sharing">https://drive.google.com/drive/folders/1jY8mgpv-lawbKR4um86fx6rOyEKXWk-O?usp=sharing</a>	H. Uffelman
SkillsUSA Official Facebook		<a href="http://www.facebook.com/SkillsUSA">www.facebook.com/SkillsUSA</a>	H. Uffelman
Twitter		<a href="https://twitter.com/SkillsUSA">https://twitter.com/SkillsUSA</a>	H. Uffelman
SkillsUSA on Instagram		<a href="http://www.instagram.com/SkillsUSA/">www.instagram.com/SkillsUSA/</a>	H. Uffelman
SkillsUSA on YouTube		<a href="http://www.youtube.com/SkillsUSAOfficial">www.youtube.com/SkillsUSAOfficial</a>	H. Uffelman
SkillsUSA on LinkedIn		<a href="http://www.linkedin.com/company/skillsusa/">www.linkedin.com/company/skillsusa/</a>	H. Uffelman
SkillsUSA Store Official Instagram		<a href="https://www.instagram.com/skillsusastore/">https://www.instagram.com/skillsusastore/</a>	H. Uffelman
WorldSkills USA Official Facebook		<a href="https://www.facebook.com/WorldSkillsUSA/">https://www.facebook.com/WorldSkillsUSA/</a>	H. Uffelman
WorldSkills USA Official Twitter		<a href="https://www.twitter.com/WorldSkillsUSA/">https://www.twitter.com/WorldSkillsUSA/</a>	H. Uffelman
WorldSkills USA Official Instagram		<a href="https://www.instagram.com/WorldSkillsUSA/">https://www.instagram.com/WorldSkillsUSA/</a>	H. Uffelman