



**OPERATING PLAN  
2025-2030**

# SkillsUSA Kansas Operational Plan

## September 1, 2025 – August 31, 2030

**GOAL 1: Support the building of an integrated Digital Ecosystem that will become the interface for all SkillsUSA stakeholders.**

**Operations:**

- The State Director will assist the national office with needs assessments.
- The State Director will assist the national office with planning and implementation timelines with deliverables
- The State Director will assist and volunteering Kansas with test piloting the system.

**GOAL 2: Grow Kansas Membership from 1,400 – 6,000 members**

**Operations:**

- The board (District Representatives) will assist with the development of new programming with tangible benefits for members.
- The State Director working with the national office will prepare an infrastructure to serve a larger membership.
- The board (District Representatives) will assist with developing a growth strategy for each division (Middle School, High School, College/Postsecondary, and Alumni)
- The board (Alumni Representatives & Administrators) Develop a “Boots on the Ground” recruitment strategy to help local chapters with officer training, event planning, partner development and membership recruitment.

**Targeted Outcome: Membership Growth by Numbers**



**GOAL 3: Reimage Programming to Drive Growth**

**Operations**

- The board (Business Industry Partners) will assist in the recruitment of additional industry partnerships to increase programming opportunities.
- The State Director will assist the national office in promoting occupational licenses and certification programs for instructors.
- The board will develop resources and support services to help the Kansas State Director.

## GOAL 4: Transforming Kansas State Championships as a School Tour Hotspot

### Operations:

- The board (Business Industry Partners) will create Business Industry “New to the Market” Workshops for Advisors
- The board (Business Industry Partners) will develop Hands-on Exhibits for School Tours
- The board (Business Industry Partners & Alumni) will develop a strong TechSpo for engagement
- The board (Business Industry Partners) will develop a “Meet the Employer” Event

## GOAL 5: Develop Statewide Fundraising opportunities to local chapters

### Operations:

- The State Director will seek grants that support the initiatives of SkillsUSA Kansas.
- The board (Alumni, State Director & Business Industry Partners) will develop multi-year funding partners with business industry to create long-term program planning.
- The State Director and Alumni will develop a State-wide Fundraiser for all chapters across Kansas.

## Financial Projections

### MEMBERSHIP DUES



### FUNDRAISING

