



SkillsUSA®

FACT
R E S O U R C E

(Updated 8/14/20)

SkillsUSA Fact Resource

(updated 8/14/20)

Purpose

The purpose of this document is to help foster consistent messaging at all levels of SkillsUSA by providing the organization’s most current and relevant facts, statistics and program information in one easy-to-navigate resource. This document will be regularly updated as necessary by the Office of Communications and should be viewed as the primary resource for current SkillsUSA facts and stats. If you have any questions or would like to suggest an informational category be added to this document, please contact Tom Kercheval, director of communications, at tkercheval@skillsusa.org.

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What is SkillsUSA?

(Note: It's not necessary to use all of this verbiage when describing the organization. Please take a "top-down" approach. The segments below are listed in order of importance, so always use the first line below first to describe the organization and use the other lines as deemed necessary in the order in which they're listed.)

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. We help each student excel.

SkillsUSA's mission is to empower its members to become world-class workers, leaders and responsible American citizens. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics.

Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

A nonprofit national education association, SkillsUSA serves middle-school, high-school and college/postsecondary students preparing for careers in trade, technical and skilled service (including health) occupations.

SkillsUSA is recognized by the U.S. Department of Education as a successful model of employer-driven youth development training.

More than 650 business, industry and labor organizations actively support SkillsUSA at the national level through financial aid, in-kind contributions and involvement in SkillsUSA activities. Many more support state associations and local chapters.

Membership

National Numbers

- Current annual membership (including alumni): 434,141.
- Associations in all 50 states plus three territories: Puerto Rico, Virgin Islands and District of Columbia.
- Total student and teacher membership: 372,655.
- Student members: 352,047.
- Teacher members (SkillsUSA Professionals): 20,598.
- SkillsUSA schools: 4,658.
- SkillsUSA classrooms: 19,260.
- Alumni members: 61,279.
- Middle school members: 3,474.
- High school members: 305,444.
- College/postsecondary members: 43,139.
- Total cumulative members served since 1965: 13,692,779 (also acceptable: nearly 14 million).

Membership by Division

- High School: 87%.
- College/Postsecondary: 12%.
- Middle School: 1%.

Membership by Age

- 18 and under: 83%.
- 19-39: 14%.
- 40-64: 3%.

Gender and Ethnicity Breakdown

- Male: 61%.
- Female: 39%.
- White/Caucasian: 51%.
- Hispanic/Latino: 30%.
- Black/African American: 12%.
- Asian: 3%.
- Multicultural: 2%.
- Native American: 2%.

Career Clusters

In 2019-20, at least two thousand student members occupied 14 of the 16 Career Clusters defined by the State Directors of Career and Technical Education.

- Agriculture, Food and Natural Resources: 2,122.
- Architecture & Construction: 63,814.
- Arts, A/V Technology and Communications: 36,176.
- Business Management and Administration: 2,659.
- Education and Training: 5,590.
- Finance: 0.
- Government and Public Administration: 0.
- Health Science: 25,436.
- Hospitality and Tourism: 15,822.
- Human Services: 24,508.
- Information Technology: 16,345.
- Law, Public Safety, Corrections and Security: 20,850.
- Manufacturing: 16,437.
- Marketing, Sales and Service: 4,028.
- Science, Technology, Engineering and Mathematics: 19,457.
- Transportation, Distribution and Logistics: 40,219.

The SkillsUSA Framework

Definition

The SkillsUSA Framework is the foundation for all SkillsUSA educational programs, resources and products. It is essential to SkillsUSA’s mission, because it serves as the blueprint for career readiness.

The Framework — updated in 2020 — is divided into three main components, and a total of 17 “Essential Elements” are divided among those three components. The Framework Essential Elements were developed with the direct input of over 1,000 employers. They represent the skills employers consider the most crucial for a successful hire.

Framework Components and Associated Essential Elements

Personal Skills	Workplace Skills	Technical Skills Grounded in Academics
<ul style="list-style-type: none"> • Integrity. • Work Ethic. • Professionalism. • Responsibility. • Adaptability/Flexibility. • Self-Motivation. 	<ul style="list-style-type: none"> • Communication. • Decision Making. • Teamwork. • Multicultural Sensitivity and Awareness. • Planning, Organizing and Management. • Leadership. 	<ul style="list-style-type: none"> • Computer and Technology Literacy. • Job-Specific Skills. • Safety and Health. • Service Orientation. • Professional Development.



SkillsUSA Program of Work

Description

SkillsUSA's Program of Work (PoW) is the road map for planning and implementing chapter activities throughout the year. When a SkillsUSA chapter aligns its yearly activities with SkillsUSA's Program of Work, students receive rich experiences that empower them to become career ready. The PoW is divided into six categories, and the activities within these categories allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills.

Six PoW Categories

SkillsUSA's Program of Work is divided into the following six categories that define areas of focus for a well-run chapter in the same way a well-run business may be divided into different divisions. Each division has specific responsibilities, but all contribute to the overall success of the business.

- Advocacy and Marketing.
- Community Engagement.
- Financial Management.
- Leadership Development.
- Partner and Alumni Engagement.
- Workplace Experiences.

SkillsUSA Resources and Programs

Career Essentials

The online SkillsUSA Career Essentials suite engages students in defining, implementing and measuring their career-readiness skills along every point in their educational journey. Lessons are available for middle-school, high-school and college postsecondary students, as well as adult learners. SkillsUSA based the curriculum on key career-readiness skills that were identified as most needed for new hires through gathered data and scientific research. The SkillsUSA Career Essentials Credential is obtained through successful completion of the SkillsUSA Career Essentials suite. Successful completion of the program indicates students' proficiency in the understanding and application of career-readiness competencies and demonstrates their ability to successfully contribute to their place of work. The program also offers instructors the opportunity for professional development by becoming a Career Essentials certified instructor.

The Career Essentials program is backed by an investment of over \$1 million from corporate America as well as supported by the U.S. departments of Labor and Education, making it one of the largest collaborative public-private partnerships in workforce development history. In its early phases, the SkillsUSA Career Essentials Credential has already been validated by the following companies: 3M, Toyota U.S.A., Toyota Motor North America, U.S. Coast Guard, Volvo Construction Equipment, Alabama Community College System, National Institute for Automotive Service Excellence (ASE), CareerSafe LLC, CBRE, Centuri, Coalition on Adult Basic Education (COABE), IAA, Kreg Tools, Magna International, National Center for Construction

Education and Research (NCCER), North Carolina Department of Public Instruction and Spirit AeroSystems.

Career Essentials Course Breakdown:

- Exploratory Course (ages 12-14).
- Fundamental Course (ages 14-16).
- Advanced Course (ages 17-19).
- Adult Learner Course (ages 20+).

Career Essentials Stats:

- Career Essentials has been adopted for use by schools from 42 states.
- 48 states have participated in meetings to learn more about Career Essentials.
- There are currently 224 Career Essentials certified instructors in the United States.
- 71 Career Essentials training sessions have been offered so far, with 434 total participants.

Chapter Excellence Program

The Chapter Excellence Program (CEP) recognizes achievement as it relates to the integration of the SkillsUSA Framework in chapter Program of Work activities. Every chapter is encouraged to participate in CEP, and there are three award levels to recognize program involvement. The first level honors chapters for achieving essential standards of excellence as a “Quality Chapter.” The second Level recognizes chapters that go beyond baseline requirements with bronze, silver and gold “Chapters of Distinction” awards. Chapters in each state receiving the gold award will be eligible for the third level: selection as a national “Models of Excellence” chapter. Best practices will be gleaned from the award winners and shared with the field to serve as models for other chapters to emulate in strengthening their local programs.

The CEP annually recognizes the top 24 SkillsUSA schools as “Models of Excellence” chapters, eight for each of the three components of the SkillsUSA Framework. From each group of eight, one school is chosen as the top winner for personal skills, one for workplace skills and one for technical skills grounded in academics.

2019-20 CEP Recognized Chapters

- 125 Gold-level chapters.
- 70 Silver chapters.
- 33 Bronze chapters.
- 678 Quality chapters.
- 906 total chapters awarded.

Student2Student Mentoring

SkillsUSA's Student2Student Program is being relaunched in fall of 2020. Through this program, chapters are able to connect with younger students in elementary or middle school over a period of time during the school year by facilitating SkillsUSA's "Jump Into STEM" curriculum. Through the facilitation of lessons from the curriculum, chapters have the opportunity to introduce younger students to the diversity of careers within the STEM field and help them explore the STEM careers that align with their own interests and talents.

SkillsUSA CONNECT

SkillsUSA CONNECT is SkillsUSA's planned online portal and data management system. The goal of this project is to "connect" *every* constituent group within SkillsUSA and facilitate communication for members and partners. The portal will provide a user-friendly interface to help overcome current barriers to the effective delivery of SkillsUSA mission-critical programming to members, regardless of their age, geographic location or occupational training program. The portal can also be used to deliver professional development directly to teachers and alumni.

The portal will support our partners by allowing them to easily engage at every level with the national staff and state associations, as well as directly with schools. Most important, this new platform will allow for the development of deeper community relationships and provide richer, more meaningful experiences for everyone involved with SkillsUSA, no matter where these individuals are in their education or career paths. It will also provide a seamless path from registration to participation.

This project is not yet fully funded; however, the community portion of SkillsUSA CONNECT began testing in February 2020 in preparation for SkillsUSA Signing Day. In a very short time, over 400 users registered on the site before the event was canceled due to the pandemic. In June, the community portal was reopened to support state delegates and national officer candidates in preparation for the virtual delegate and national officer election events. The portal currently has 1,026 users registered: 700 students, 208 advisors, 30 state directors and 64 labeled as "Other" (parent, supporters, business partner, etc.).

Survey Data

Graduation Rates (based on a survey of 8,000 SkillsUSA advisors)

- High school students involved with SkillsUSA reported a 98% graduation rate. This is contrasted with the current national average of 88%.
- College/postsecondary students involved with SkillsUSA reported an 87% graduation rate. This is contrasted with the current national average of 57%.

SkillsUSA Instructor Survey (1,500 instructors)

- 77% said that engagement with SkillsUSA made them [the instructor] a more effective teacher
- 74% said that SkillsUSA involvement improved the academic performance of their students
- 88% of SkillsUSA advisors say that their local advisory committee of business partners influences their curriculum
- 76% of SkillsUSA instructors indicated that they prefer to buy from SkillsUSA partners when purchasing supplies and equipment for their programs.

SkillsUSA Alumni Survey (1,100 alumni members)

- 77% said they immediately pursued full-time employment or postsecondary education in the same field — or a directly related field — that they studied while a SkillsUSA student.
- 74% said that SkillsUSA had a “very significant positive impact” on their professional successes.
- 65% said that Leadership, Teamwork and other employability skills learned while a SkillsUSA member had been their most important takeaway from their SkillsUSA experience.
- 83% said that their SkillsUSA experience helped them achieve promotions and pay increases during their career.
- Many have remained involved in SkillsUSA activities since they graduated (37%).

CTE Participation and Academic Success

Below is the current information from the Association for Career and Technical Education (ACTE) concerning the relationship between CTE participation and academic success.

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.
- The average high school graduation rate for students concentrating in CTE programs is 93%, compared to an average national freshman graduation rate of 80%.
- 91% of high school graduates who earned 2-3 CTE credits enrolled in college.
- ACTE QUOTE: “High school students involved in CTE are more engaged, perform better and graduate at higher rates.”
- Students can attend public community and technical colleges for a fraction of the cost of tuition at other institutions: \$3,520, on average, in 2016-2017.

- According to research in Texas, Colorado and Virginia, graduates with technical or applied science associate degrees out-earn bachelor's degree holders by as much as \$11,000 per year.
- 27% of people with less than an associate degree — including licenses and certificates — earn more than the average bachelor's degree recipient.
- ACTE QUOTE: “Postsecondary CTE fosters postsecondary completion and prepares students and adults for in-demand careers.”
- For more ACTE stats and information: <https://tinyurl.com/acte-stats>.

National Research Center for College and University Admissions (NRCCUA) Survey 2019-20

NRCCUA partners with SkillsUSA, other student organizations and colleges to offer proprietary research, analysis and advising services to support decision-making throughout the student lifecycle. This survey was conducted during the 2019-20 school year in an educational setting with 502,244 participants, of which 18,300 were self-reported SkillsUSA members.

SkillsUSA Framework Skills Acquired

A study of 18,300 SkillsUSA members in the 2019-20 school year indicates that our students are acquiring significant Framework skills from their career and technical coursework:

- Planning, organizing and management (62%)
- Teamwork (57%)
- Work ethic (55%)
- Leadership (50%)
- Professionalism (45%)
- Communication (45%)
- Multicultural sensitivity and awareness (42%)
- Decision making (39%)
- Adaptability/flexibility (38%)
- Integrity (35%)
- Responsibility (20%)
- Self-motivation (16%)

SkillsUSA Member Profile

SkillsUSA members who took the survey said they are:

- Enrolled in a career and technical program (70%).
- Enrolled in an honors program (28%).
- Currently taking college-credit classes (23%).
- Currently taking Advanced Placement (AP) classes (20%).
- Self-reported B-average students (49%).
- Self-reported A-average students (36%).
- First-generation college-bound (60%).

Benefits of CTE Coursework Cited

- Helped improve my grades (54%).
- Gave me a better understanding of my career plans (57%).
- Provided a better understanding of future education plans (41%).
- Helped me prepare academically for a career (37%).
- Fostered my desire to own a business (17%).

Self-Reported Future Education Plans

- Pursue a CTE career path (52%).
- Attend a four-year college (44%).
- Attend a technical or career college (15%).
- Attend a community college (15%).
- Enter the workforce after high school (11%).
- Enter the military (6%).
- Pursue an apprenticeship or other certification (4%).

Independent Survey by Educational Research Center of America in cooperation with the Manufacturing Institute and SkillsUSA

Compared with students not enrolled in a career and technical student organization (CTSO), SkillsUSA members are:

- 25% more likely to meet potential employers through job site visits.
- 24% more likely to participate in career fairs.
- 43% more likely to attend guest lectures.
- 31% more likely to participate in competitions.
- 31% more likely to try job shadowing.
- 10% more likely to experience mentoring.

Further data

- 70% of SkillsUSA members say CTE participation improved their GPA.
- 67% of SkillsUSA members said CTE made their career path clearer.

Community Engagement

“Community Engagement” is one of the six areas of SkillsUSA’s Program of Work, and it’s designed to “create a heart of service” within our career-ready students. As a result, students learn to assess and analyze community needs and use their technical skills for the benefit of others.

- SkillsUSA members from 13 states received the President’s Volunteer Serviced Award (PVSA) for outstanding community service in 2019-20.
- Recipients of the PVSA in 2019-20 represented more than 18,000 total community service hours performed. For the full list of winners for 2019-20, go to: <https://tinyurl.com/PVSA-SkillsUSA>.
- In the past two decades, nearly 10,000 SkillsUSA students and advisors have conducted over 30,000 hours of community service during the national conference. The NLSC community service projects — planned with the host city and focused on meeting immediate community needs — are held on the Friday of conference week to keep students focused and busy while waiting for the Awards Ceremony. Projects have ranged from building repairs and painting to landscaping, a bike build and other projects requiring hands-on skills.
- As part of SkillsUSA’s annual Program of Work, we ask local chapters to plan, promote and conduct a community service project during the SkillsUSA National Week of Service, May 5-11. Chapters are encouraged to help build awareness of SkillsUSA in their communities by publicizing their events to local media. Contacts are provided through SkillsUSA’s advocacy site.

Washington Leadership Training Institute (WLTI)

Description

The Washington Leadership Training Institute (WLTI) is an annual five-day leadership conference held in Washington, D.C. Through WLTI, SkillsUSA provides advanced training for students and advisors that focuses on professionalism, communication and leadership skills. Members also receive unique opportunities to share their SkillsUSA and career and technical experiences with elected officials.

WLTI activities include:

- Advanced leadership training.
- Q&A sessions with government representatives.
- Congressional visits.
- Tours of Washington, D.C., including monuments.
- Laying of a wreath at the Tomb of the Unknowns at Arlington National Cemetery.
- Visit to the National Leadership Center.

WLTI 2019 Statistics (the 2020 event was canceled due to the pandemic):

- Largest WLTI ever, with 557 students, teachers and state leaders from 29 states.
- A record 135 congressional visits were conducted by SkillsUSA students to advocate for SkillsUSA and CTE.

National Leadership and Skills Conference (NLSC)

Description

SkillsUSA's National Leadership and Skills Conference — held annually during the last week in June in Atlanta, Ga. — is the showcase for the best career and technical education students in the nation. This multi-faceted convention features the SkillsUSA Championships (see below for more info), where state champions from across the nation go head-to-head for bronze, silver and gold medals in over 100 different trade, technical and leadership competitions.

The NLSC also includes SkillsUSA TECHSPO, the nation's largest technical trade show, which boasts more than 150 exhibitors. SkillsUSA University is also held throughout the week, featuring a series of breakout seminars and workshops for students and instructors. Pre-conference training opportunities include leadership and character development tracks for student leaders and teachers. An opening ceremony, delegate meetings, national officer elections, a large-scale community service project, an awards ceremony and several social events round out the week. The NLSC and its associated events are made possible through in-kind contributions of an estimated \$36 million in time, equipment and materials.

2021 Expectations

- Held at the Georgia World Congress Center in Atlanta through 2026.
- Next scheduled date: June 21-25, 2021.
- Estimated NLSC economic impact to Atlanta in 2021: \$28 million.
- Estimated attendance: Nearly 20,000.
- Competition and meeting space: 1.79 million sq. ft. (31 football fields or 41 acres).
- 106 competitions (the most ever).
- More than 6,500 competitors.

2019 Statistics (event was canceled in 2020 due to pandemic)

- A record 11,136 paid registrants.
- Estimated attendance: More than 19,000
- A record 104 competitions.
- A record 6,417 competitors from across the nation.
- Medals awarded: 1,150 gold, silver and bronze medals, plus 550 recognition awards.
- Total national conference volunteer hours: 58,840.
- Registered observers: 1,329.
- SkillsUSA advisors (instructors): 3,011.
- State SkillsUSA directors and state office attendees: 258.
- Conference Management Team members: 80.
- SkillsUSA TECHSPO trade show: 150 booths with 341 exhibitors.
- VIP guests: 950.

SkillsUSA Championships

Description

During the SkillsUSA Championships — held in conjunction with the NLSC — nearly 6,500 state champions from across the nation compete in over 100 different trade, technical and leadership competitions. Contests begin locally and continue on to the regional, district, state and eventually the national SkillsUSA Championships. More than 10,000 competitive events are held each year leading up to the national competition. An estimated 240,000 members compete each year on some level (local, district, regional, state, national).

Nearly 2,000 judges and contest organizers from labor and management make the national event possible. Contests are run with the help of industry, trade associations and labor organizations, and test competencies are set by industry. The philosophy of the SkillsUSA Championships is to reward students for excellence, to involve industry in directly evaluating student performance and to keep training relevant to employers' needs.

2019 Statistics (event was canceled in 2020 due to pandemic)

- Competitions: 103 (106 planned for 2021 in Atlanta, Ga.).
- Competitors: 6,417.
- Contest technical committee members: 410.
- National education team members: 217.
- Contest judges: 909.

Sectors at the SkillsUSA Championships

Each of the competitions at the SkillsUSA Championships falls under one of 11 categories known as “sectors.” Below is the list of sectors and the number of 2019 sponsors for each:

- Arts and Communications (3).
- Construction (16).
- Health Sciences (3).
- Hospitality and Tourism (3).
- Human Services (2).
- Information Technology (4).
- Leadership (14).
- Manufacturing (16).
- Public Safety (2).
- Science, Technology, Engineering and Mathematics (STEM) (7).
- Transportation (10).

“Why SkillsUSA?” Talking Points

The following topic points can be raised for the listed audience when promoting the value of SkillsUSA.

Parents

Why would a parent want their child involved in SkillsUSA? Their child can:

- Participate in meaningful career exploration.
- Be part of a high-quality peer group.
- Take advantage of internship, mentorship and employment opportunities.
- Learn useful skills to be self-sufficient and self-supporting.
- Discover opportunities for scholarships, grants or prizes.
- Avoid unnecessary student loan debt.
- Become a more highly engaged student and citizen.
- Make education and career choices that are validated by industry.

Teachers

Why should a teacher join SkillsUSA? Teachers can:

- Align their teaching vision with SkillsUSA programming.
- Demonstrate their belief that every student has value and purpose.
- Motivate all students to reach their potential.
- Provide practical tools to ensure every student is career ready.
- Save time by using SkillsUSA’s turnkey educational resources.
- Receive administrator/community support for their training program.
- Earn state and national recognition and chapter/program grants.
- Participate in professional development and peer-to-peer networking.
- Connect with program graduates/alumni for program support.
- Use intentional strategy/guided instruction in Framework integration.
- Measure student growth via SkillsUSA certifications and credentials.
- Measure and demonstrate classroom success.

Students

Why should a student join SkillsUSA? Students can:

- Develop SkillsUSA Framework skills.
- Build confidence.
- Enhance their résumé.
- Explore career paths.
- Obtain scholarships and work opportunities.
- Network with peers, teachers, mentors and industry representatives.
- Achieve a sense of accomplishment and belonging.
- Develop teamwork experience.
- Practice hands-on application of skills.
- Participate in local, state or national competitions.
- Have fun!

Administrators

Why would administrators want their schools involved with SkillsUSA? Through SkillsUSA, administrators can:

- Provide teachers with support, professional development and recognition.
- Gain community support for the school and programs.
- Build positive professional connections.
- Measure school/program success against state and national standards.
- Demonstrate consistent and increased achievement.
- Help students build transferable skills.
- Provide credentialing opportunities for students and teachers.
- Create more workforce placements.
- Meet Perkins V and ESSA requirements.

Business and Industry

Why would an employer want to become involved with SkillsUSA? Through SkillsUSA, employers can:

- Build a pipeline of talented entry-level workers for their company and industry.
- Hire students who have learned personal, workplace and technical skills.
- Recruit employees who have already earned industry or workplace credentials.
- Retain these skilled employees, saving time and ensuring greater profitability.
- Build connections with students who are the talent pipeline of the future.
- Build brand loyalty among students who are their future customers or employees.
- Create entrepreneurial connections with students.
- Network with others within their industry.
- Provide internships, mentorship opportunities or apprenticeships.
- Create community networks and build positive public relations for their company.

Counselors

Why would counselors want their schools involved in SkillsUSA? Counselors can:

- Identify student interest and develop career pathways.
- Support career planning and guidance efforts.
- Help students graduate with workplace credentials.
- Foster workplace/work-based learning experiences.
- Expand their knowledge of career opportunities.
- Serve students involved in multiple career clusters via one organization.
- Support CTE teachers more effectively.

Quotes about SkillsUSA

Partners

“The thing about SkillsUSA that’s so cool, and the reason that my foundation has supported it for years, is that it is deliberately focused on celebrating a skill. Three million jobs right now exist in the trades and transportation and commerce. The skills gap is real. Training kids and getting them excited to do the jobs that exist ought to be job one. SkillsUSA does that in a big way.”

—**Mike Rowe, mikeroweWORKS Foundation**

“There is abundant evidence that there is a scarcity of skills, and the robustness of a business depends on the availability of a skilled workforce. This is documented all over the world, and it is documented across the face of America today. So it’s in your direct interest to invest in up-skilling the American workforce, which is what SkillsUSA does, and that helps you directly.”

— **Nick Pinchuk, Chairman and CEO, Snap-on Incorporated**

“SkillsUSA students are in demand and they are better equipped than anyone out there. This organization improves lives and is indeed creating a better world.”

— **Jim Lentz, CEO, Toyota Motor North America Inc.**

“It costs a lot of money to hire somebody into a job. There’s investment, there’s time, and then when you don’t get the productivity out of them, they leave your organization or they don’t possess the skills that you need. It’s very costly to you, because you’ve lost time and money working with that particular individual. So organizations like SkillsUSA that are producing some real quality people that are at entry level that can come into our industry, that really saves us a lot of time and a lot of money.”

— **Fred Murphy, Manager of Service Training Development, Cummins**

“When I’m sitting across the table interviewing you, I want some confidence in who you are, what skills you have, and what I know is, SkillsUSA teaches that. It teaches that pride and dignity at work. It teaches that self-confidence that you’re going to have to have.”

— **John Hinesley, Director of Sales, Meritor**

“We see SkillsUSA as a vehicle to raise the bar in training programs at the high school and postsecondary level to make certain that instructors are teaching skills that are in demand in our industry with equipment that’s comparable to what people are going to need to know how to operate when they get on the job.”

— **James Wall, Director, National Institute for Metalworking Skills**

“If you spend time with the young men and women in SkillsUSA and you see just how talented they are, you become very optimistic about the future.”

— **Gen. Jeffrey Snow, U.S. Army**

“SkillsUSA is very important in developing the next generation of the workforce. It is because they’re able to develop a total student, not just one with skilled training but one that has a level of professionalism that can go into any industry. That’s what sets them apart from everyone else. It’s the ability to take a student, to train them with the skills that they need, and to give them the level of professionalism, the polish, that they’ll need to be successful in whatever industry they go on to.”

— **Kaye Morgan-Curtis, Principal Consultant, the Changemakers Commission**

Listen; if you're a sponsor and you want to consider working with SkillsUSA, you need to understand this is a long-term ROI. We're convincing students to consider the trades. So we're providing for you the opportunity for your future consumers as well as your future employees.

— **Kayleen McCabe, TV host, Contractor and Marketer**

The value that a company can get by partnering with SkillsUSA is immense. There's no other place that you can go and see students from all across the country in so many different fields that are technically proficient at this stage of their careers. They're ready to work. They're well trained and they're great individuals. Like I said, they have great leadership and communication skills. Any company would want to hire these students.

— **Ryan Kish, Program Manager, Alcoa**

Current and Former Students

“Before I joined SkillsUSA, I wasn't involved in my class at all. I didn't really talk to anybody. I just did my work and left. And then I joined SkillsUSA, I became an officer in my club, in my chapter, and I met a whole bunch of friends. I started to talk to people more. I’m so much more a leader now. I am a totally different person now since I've joined SkillsUSA. I like myself now. It's like a breath of fresh air.

— **Jocelyn Hall, Temple Bay Technical High School, Tampa, Fla.**

“The employability and leadership skills — and just the motivation and the confidence you get from involvement with SkillsUSA — is amazing,” she says. “It helped me to have a feeling of worth. It is where I started.”

— **Former student Brice Harader-Pate, Tulsa, Okla.**

“I learned to look at myself differently in SkillsUSA. I truly believed in myself for the first time, because I saw that others believed in me.”

— **Former student Paravi Das, Academies of Loudoun, Va.**

“I was the quiet kid in high school. Because of SkillsUSA, I jumped out of the box, and now I’m talking with senators. SkillsUSA changes you entirely. I’m not the quiet kid anymore, I’m out there, and I just want to show others that they can do that, too.”

— **Luke Stell, SkillsUSA New York historian at WLTJ 2019**

“I feel like if I was destined to be successful before SkillsUSA, I’m destined to be successful times two because of the people I’m getting to know and the connections I get to be part of. SkillsUSA helps me define myself as a better leader, guiding other people and knowing that, yes, you can come from a rough childhood, but there’s always a light at the end of the tunnel.”

— **Former student Jessica Ramirez, McGavock High School, Tenn.**

“Really, the whole dynamic of SkillsUSA, it’s just a very positive, empowering group, and I’m very thankful to be a part of it. SkillsUSA challenges you, I think, far more, to compete not only with yourself, but at a state level, at a national level, to see how far you can go to be the best that you can be. I don’t think there’s anything more empowering than that.”

— **Angela Philpot, Gwinnett Tech, Ga.**

“SkillsUSA has changed my life. Once I knew I had what it took to achieve my goals, it was easy to dive in headfirst.”

— **David Sonnier, SOWELA Technical Community College, La.**

“SkillsUSA has always done a great job of being very inclusive to women in every trade and competition.”

— **Maci Key, Wallace State Community College, Ala.**

Instructors

“This organization changes students’ lives, it really does. The leadership skills, the connections.”

— **Mary Rawlins, Oak Harbor (Wash.) High School**

“SkillsUSA has changed me as a teacher, and incorporating SkillsUSA has enhanced my curriculum. You will not believe the life-changing difference SkillsUSA makes for students and how it can change their futures. Students come out of my program prepared for the workforce or college. It improves grades, attendance and attitude.”

— **Julie Ivan, Mich.**

“SkillsUSA teaches our students how to become independent learners. We don’t want codependent learners. We want them to push, learn from mistakes and move forward. After all, it is school and it’s hands-on school.”

— **Rahsaan Gomes-McCreary, Providence, R.I.**

“It gives my students a sense of belonging, and I have seen how it changes lives. There are so many different things that you can learn from SkillsUSA. Being able to compete in your program area is a plus, because it connects you to people in business and industry that can give you feedback on how you can grow, or it can also produce opportunities for you.”

— **Dessie Hall, Student Life Coordinator at Atlanta Technical College, Ga.**

“SkillsUSA places students in real-world, high-pressure career situations that allow them to showcase their skills and make decisions. This is when students realize their place in the world and what they were meant to do. They acquire an appreciation for the dignity of work and become passionate about getting better.”

— **Michael DeAcosta, Milton Hershey School, Pa.**

Other Resources

SkillsUSA Creative Assets Grid

A list — with links — of various creative assets available to state directors:

<https://tinyurl.com/CreativeAssets>

SkillsUSA Brand Center

Download SkillsUSA logos, publication templates and more:

<https://www.skillsusabrandcenter.org>