

Partnering

with **SkillsUSA** *makes*

Good Business Sense



"How many opportunities do you have to influence the curriculum that is turning out the future employees you're looking at? Private industry can do that with SkillsUSA."

Mary Bell
Vice President, Distribution Services
Caterpillar Inc.

Why partner with SkillsUSA?

A NATIONAL NETWORK

It's all here. SkillsUSA is a valuable and adaptable resource to help you reach your goals, whether you're looking for customers or employees ... or ways to affect the preparation of the skilled work force. When you partner with SkillsUSA you can reach policy-makers at federal, state or local levels. A partnership with SkillsUSA opens the door for business-relevant relationships in your communities and industries.

WE ARE YOUR CUSTOMERS.

SkillsUSA is a partnership of students, teachers and industry representatives working together to



ensure America has a skilled work force. We help each student excel. Our mission is to empower members to become world-class workers and responsible American citizens. A national nonprofit organization, SkillsUSA serves high school and college instructors and their students who are preparing for careers in more than 130 trade, technical and skilled service occupations, including health occupations. We offer an applied method of instruction in public career and technical programs and provide quality education experiences for students in leadership, teamwork, citizenship and character development.

Annually, more than 300,000 students and instructors join. They are organized into more than 15,000 sections and 54 state and territorial associations. Since its beginning, more than 9.9 million people have been proud to call themselves SkillsUSA members.

A FOCUSED APPROACH TO CAUSE-RELATED MARKETING.

Good corporate citizenship stimulates consumers to be loyal, passionate and frequent business advocates. They commit to brands that have earned their trust. By supporting SkillsUSA, your potential to develop new business — or open new markets through building relationships with new customers and organizations — grows exponentially.

A COMPETITIVE ADVANTAGE

Investing resources in SkillsUSA will enhance your competitive positioning within your industry. You'll be helping to improve future workers' — and customers' — education and skill sets while increasing their interest in your business and industry.

ALIGNMENT WITH YOUR COMPANY'S MISSION AND ETHICS.

SkillsUSA not only aligns with your business focus, but also with your corporate philosophy — meaning high ethical standards, superior work skills, lifelong education, and pride in the dignity of work. SkillsUSA promotes understanding of the free-enterprise system and flexibility among workers of the future.

SKILLSUSA HELPS INDUSTRY RECRUIT THE KINDS OF EMPLOYEES YOU WANT TO HIRE.

We're a way to tap into the pipeline of incumbent skilled workers who are training in career and technical education programs.

AN OPPORTUNITY FOR SENIOR EXECUTIVES TO GET INVOLVED IN A CAUSE

A SkillsUSA partnership allows senior managers to build relevant relationships in their communities and within their industries. Spokesperson opportunities for executives can enhance the company's brand positioning and value.

"The moral incumbency to make education a priority is not just the government's job, and it's not just the teacher's job. It is absolutely the business of business to be involved in education, and we're proud to be associated with SkillsUSA in advancing the education of the next generation to lead this country."

Jeff Swartz
President and Chief Executive Officer
Timberland

Working with SKILLSUSA is good for business

IMPROVING INDUSTRY AND THE NATION

SkillsUSA was founded as the Vocational Industrial Clubs of America Inc. (VICA) in 1965 by students and teachers who saw the need for more training in the areas of leadership essential to success on the job. Since then, thousands of companies have partnered with us. The number grows every year. Government support is growing, too. For example, in 2004 SkillsUSA was recognized by the U.S. Department of Labor as a successful model of employer-driven youth training. Also growing is news coverage and visibility for SkillsUSA.

HOW CAN SKILLSUSA HELP YOU AFFECT CURRICULUM?

Industry partners play an important role in the shop/classroom by offering teachers advice and input on the latest standards in their industries. The SkillsUSA Championships is designed by, run by, and judged by industry using such industry standards. These contests allow instructors to align their programs to what is tested in the championships. Business and industry play a key role in the development of SkillsUSA's leadership and job-ready skills training programs. The Professional Development Program (PDP) high school curriculum and the Career Skills Education Program (CSEP) college level curriculum both help instructors to teach skills including teamwork, communication skills and ethics. And, SkillsUSA's Work Force Ready System now offers online industry-based skills assessments and more.

WHAT INDUSTRIES DOES SKILLSUSA SUPPORT?

SkillsUSA students are enrolled in more than 130 occupational programs covering an array of industries from advertising design to commercial baking to welding. We also have membership in 14 of the 16 nationally recognized career clusters. The U.S. Department of Education Career Clusters framework is useful for connects students with courses of study and careers allowing them to learn general, more transferable skills at the cluster level, with more specific skills and knowledge acquired at the career pathways and speciality levels.

WHAT IS SKILLSUSA'S BRAND? DOES IT FIT YOUR COMPANY?

The SkillsUSA slogan "Champions at Work" emphasizes our goal of preparing America's high-performance workers. It implies quality education experiences for students in leadership, teamwork, citizenship and character development. It emphasizes continuous improvement at work: high ethical standards, superior work skills, life-long education, and pride in the dignity of work.

WHAT REACH INTO THE YOUTH MARKET CAN SKILLSUSA GIVE YOU THAT YOU CAN'T GET ELSEWHERE?

Your business will be associated with the SkillsUSA cause and brand among students and instructors. Independent surveys of college students show the majority prefer brands that give back to the community, are environmentally safe or are connected to a cause. Much the same is true among "Millennials" (born between 1979 and 2001) who want to work for a company that cares about its impact on society. Supporting SkillsUSA allies your business with our members' cause.

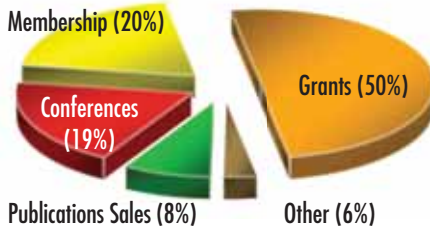
For a list of ways business and industry typically get involved with SkillsUSA, download the Partnership Types document at: www.skillsusa.org/supporters/downloads.shtml.



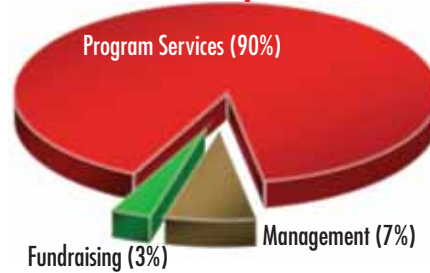


SKILLSUSA: Facts at a Glance

Total revenue and sources:



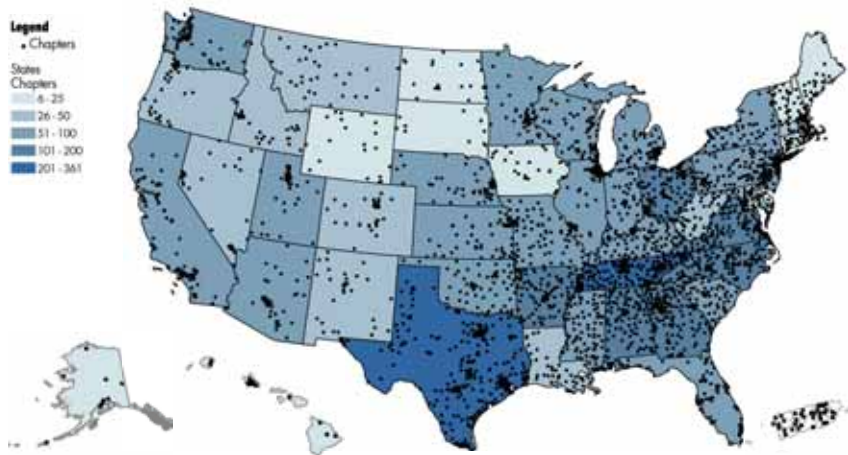
Total functional expenses:



MEMBERS ANNUALLY: More than 300,000 — and growing.

- Teacher members annually: More than 15,000
- Members served since founding: Almost 9.9 million
- Occupation areas served: More than 130
- State associations: In all 50 states, plus three territories and D.C.
- Schools/colleges/institutions served: More than 3,700
- More than 8,000 official SkillsUSA Alumni and Friends Association members.

- **INDUSTRY PARTNERS AND SPONSORS:** More than 1,100 at national level. Thousands more at state and local levels.
- **National championships contests:** 91 in 2009 — 64 hands-on skilled and technical sciences contests, seven occupationally related, 15 leadership contests and 5 demonstration contests in occupations.
- **National championships value:** More than \$35 million in donated cash, material and in-kind support from industry.
- SkillsUSA returns to Kansas City each year at the end of June for the National Leadership and Skills Conference including the SkillsUSA Championships, a showcase of career and technical education students.
- The program begins locally and continues through the district and state levels with more than 10,000 contests. The multi-million-dollar national event fills space equivalent to 16 football fields. There are typically more than 5,000 contestants in more than 90 separate events. Nearly 1,500 judges and contest organizers from labor and management make it possible. The philosophy is to reward students for excellence, involve industry in directly evaluating student performance and keep training relevant to employers' needs.
- SkillsUSA TECHSPO: the nation's largest trade show for career and technical education (held in conjunction with the national conference), it features more than 150 indoor and outdoor exhibitors and covers more than 72,000 square feet.



SkillsUSA Chapter locations are indicated on the map.

"Through their in-kind donations and genuine commitment to see our member's achieve occupational success, our business and industry partners help students pave successful pathways!"

Tara Pennartz
Floresville (Texas) High School, 2009 Robert Flint Scholarship Winner

SkillsUSA Outcomes

CAREER AND TECHNICAL EDUCATION ENROLLMENTS AND SCHOOLS

- Enrollment in high school and postsecondary technical education has soared by 57 percent — from 9.6 million students in 1999 to 15.1 million in 2004. †
- CTE courses are offered in at least 11,000 public secondary schools (approximately 66 percent of all high schools) including 9,450 comprehensive high schools and 1,800 career and technical education schools. CTE is offered in middle schools, high schools, two-year community and technical colleges, and other postsecondary schools. ‡

SkillsUSA AND STUDENT ORGANIZATIONS

- Independently conducted surveys** of academic and CTE instructors show that students in CTE and student organizations (including SkillsUSA) outperform non-CTE students in every category of comparison, such as exercising leadership, participating as a member of a team, serving customers/clients, and working with cultural diversity.
- An independent survey ** of SkillsUSA students, compared to student sections of surveys cited above, shows SkillsUSA members with the highest scores in areas including pride in schoolwork, importance placed on grades, high value on learning, and having the abilities to complete work.
- A survey of more than 3,500 SkillsUSA students conducted in June 2005 confirmed that further education and preparation for careers are important to SkillsUSA members.
- 82 percent of the graduating high school students planned to attend college; half of those planned to work and attend college simultaneously.
- Of those high school and postsecondary students going to work, 86 percent were going to work in the careers for which they'd trained; half already had jobs in their fields at the time of the survey.
- When asked the most important benefit of being a member of SkillsUSA, 59 percent ranked "gave me confidence" first or second. "Learning to be a leader" was next.

† U.S. Department of Education

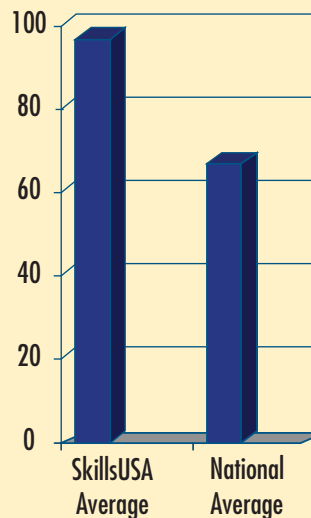
‡ National Assessment of Vocational Education authorized by U.S. Congress

* Southern Regional Education Board

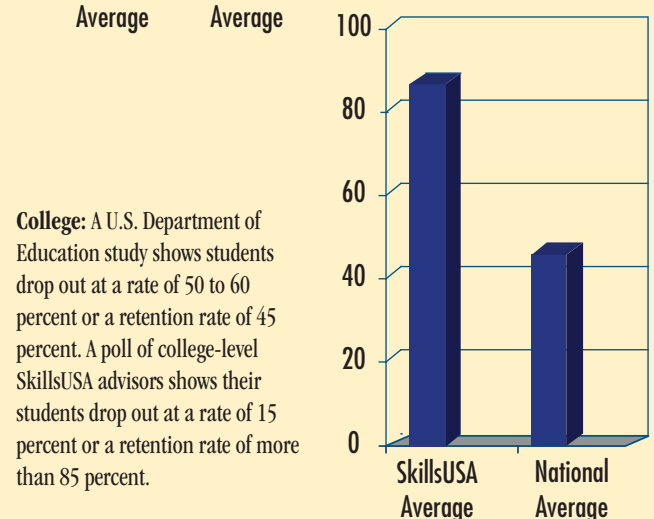
** National Research Center for Career and Technical Education



SkillsUSA MEMBERSHIP IMPROVES BOTH HIGH SCHOOL AND COLLEGE RETENTION RATES



High School: *Time* magazine's "Dropout Nation" issue (April 2006) cites 33 percent as the national average or a 67 percent retention rate. A poll of high-school-level SkillsUSA advisors shows the dropout rate of SkillsUSA students to be 2.93 percent or a retention rate of more than 97 percent.



College: A U.S. Department of Education study shows students drop out at a rate of 50 to 60 percent or a retention rate of 45 percent. A poll of college-level SkillsUSA advisors shows their students drop out at a rate of 15 percent or a retention rate of more than 85 percent.



"It's real easy for industry to complain about how hard it is to find great people. But you can either moan about it or get off your butt and support an organization like this, an organization that will change the world."

Brandon Ames, President/CEO
Able Information Technologies

Here's how some corporate supporters work with SKILLSUSA:

Lowe's Improving CTE and Communities

- Through a grant of \$1.5 million, Lowe's Charitable and Educational Foundation is awarding grants of up to \$10,000 to SkillsUSA chapters for innovative community service projects and dynamic instructional program enhancements. Additional grant monies and in-kind material donations support educational and training opportunities, including CareerSafe occupational safety instruction, SkillsUSA's National Leadership and Skills Conference, and SkillsUSA WorldTeam at the 2009 World Skills international competition. The first grants were awarded to chapters in the Spring of 2007.

USG Constructive Solutions: Building America's Construction Work Force

- USG, a leading manufacturer of building materials for the construction and remodeling industries, partners with SkillsUSA on a program called Constructive Solutions: Building America's Construction Work Force. This annual program has emerged as a pioneer in continuing education for building trades teachers. Reaching out to these trainers, USG and SkillsUSA have already reached more than 10,000 aspiring contractors, while providing educators with the know-how to affect the quality of the next generation of builders.

State Farm Insurance Companies Sponsoring Training Opportunities

- With the support of State Farm Insurance Companies, SkillsUSA provides training that helps technical education teachers and students gain the knowledge and skills to be better mentors, better teachers, better employees and better citizens. State Officer and Advisor 101 and 201, Washington Leadership and Training Institute, Professional Development Program instructors seminars, and Chapter Management Institute Seminars are examples of the training made possible through our partnership with State Farm.

"SkillsUSA's business and industry partnerships help the students involved in SkillsUSA by donating tools and equipment and sponsoring wonderful events like our national competition. Their donations help SkillsUSA members thrive to be the best they can be."

Kathryn Lowery
Wabeno (Wis.) High School

PPG and Harley-Davidson Teaming Up for Motorcycle Give-Away

- To raise funds that benefit both state and national SkillsUSA programs, Harley-Davidson donates a Dyna Super Glide motorcycle that is raffled off at the SkillsUSA national conference. The deluxe motorcycle is custom painted by Justin Barnes.

Timberland Pro and SkillsUSA Working Together for Community

- Since this partnership began in 2002, Timberland Pro and SkillsUSA have engaged more than 7,200 students, advisors and alumni in serving more than 40,000 total hours of community service. This year volunteers worked on several different service projects, all of which will have a positive impact on the environment in the Kansas City community. All projects are developed according to the latest GREEN standard, which focuses on finding grass roots organizations committed to sustainability, reusing and recycling materials, engaging relative stakeholders, educating participants and forwarding Timberland's goals of carbon neutrality.

NASCAR Driver Peyton Sellers

- A new model in partnership is SkillsUSA's relationship with NASCAR driver Peyton Sellers. Sellers and current sponsors SFP, Jig-A-Loo, and Bosch run the SkillsUSA logo on the #77 NASCAR Nationwide Series car helping to draw attention to SkillsUSA and career and technical education. Jig-A-Loo and Sellers have created a die-cast replica of the "SkillsUSA car" that ran at the Daytona Speedway, proceeds from the sale of the car benefit SkillsUSA and Sellers as he takes his "Stay in School" platform with him across the country to career and technical educational institutions and events.



Cengage and the Advisor of the Year Award

- The State SkillsUSA Directors' Association created the Advisor of the Year award to recognize and honor dedicated career and technical education instructors who serve as SkillsUSA advisors. The Advisor of the Year program is sponsored by Cengage Learning. State winners are submitted to the regional competition. At the SkillsUSA National Leadership and Skills Conference, regional winners are interviewed and a national winner is selected. Further, Cengage provides travel subsidies for the regional and national winners and program grants to their schools, which provide additional learning resources.

SchoolTube.com

With SkillsUSA becoming the official sponsor of SchoolTube's career and technical education video channel on SchoolTube.com, a new partnership has begun. Seeing a genuine need for chapters to have a place to upload audio, video, images and documents, SchoolTube added a custom SkillsUSA subcategory to its Web site. SkillsUSA members can now easily share projects, experiences and resources. SchoolTube has also offered SkillsUSA members the opportunity to add a Mini Video Player (MVP) to their own school or state association Web sites.



For a complete list of SkillsUSA partners, visit: www.skillsusa.org/supporters/bandi.shtml

Professional Development and Leadership Skills

While proper technical skills are undeniably important to employers, so are employability skills including the ability to communicate, work on a team, resolve conflicts, confront ethical dilemmas and manage one's time. The Professional Development Program (PDP), a curriculum developed by SkillsUSA in conjunction with business and industry teaches these skills.

The program is based on competencies that have been determined by business and industry professionals to be important for success on the job. SkillsUSA's Professional Development Program helps instructors to develop the skills students need to make a smooth transition to the work force or higher education. The program is based on competencies determined by business and industry professionals to be important for job success.



Likewise, SkillsUSA activities foster the development of creativity, problem-solving skills, self-esteem and integrity. Students are introduced to the corporate continuous improvement culture, which emphasizes the dignity of work, high standards in trade ethics and workmanship, lifelong learning and job safety. Community service, patriotism and an understanding of the free enterprise system are also core elements of a SkillsUSA education.

SkillsUSA students run their own chapters. They elect officers, form committees, run business meetings and plan their "Program of Work," the culmination of seven major goal areas that chapters use to evaluate their yearly schedule: Professional

Development, Community Service, Employment, Ways and Means (fundraising), SkillsUSA Championships (local, regional, state and national competition), Public Relations and Social Activities.

SkillsUSA offers training for that focuses on the skills needed to be champions at work, in the communities and in their personal lives. It's known as the Washington Leadership Training Institute (WLTI). Student attendees must apply to attend the conference which will focus on developing advanced leadership, citizenship and employability skills.

State Officer 101 and 201 Training and Advisor Training is a training opportunity for students and advisors that focuses on leadership development.

SkillsUSA offers training seminars for classroom teachers to help them better manage the leadership development of their students. These seminars, called Chapter Management Institute's, or CMI's, are interactive and challenging training.

A 2006 GolinHarris study found an overwhelming two-thirds of Americans interviewed said "doing well by doing good" is a savvy business strategy. Good corporate citizenship is an investment, asset and competitive advantage for business that contributes to the company's success." SkillsUSA is a worthy cause.



W.K. Kellogg Foundation Grant

The largest private foundation gift to SkillsUSA was received from the W.K. Kellogg Foundation as part of their \$3.4 million, four-year grant awarded in 2006. These grant dollars are being put to work to benefit SkillsUSA students and all youth across America in need of structure and employment credentials.

WORK FORCE READY SYSTEM

As part of the grant, the SkillsUSA Work Force Ready System was designed to empower students to excel as champions in successful careers through online technical assessments and other materials. The system, was developed as an extension of the SkillsUSA mission and recognizes students for excellence in occupational training while assessing and documenting the entry-level technical proficiency and cumulative experiences of candidates.

The Work Force Ready System (www.WorkForceReadySystem.org) consists of four distinct components:

1. Skill Connect Assessments: These industry-validated, online assessments correspond to the standards of the SkillsUSA Championships. They were built by SkillsUSA's volunteer experts from industry, with guidance from independent research with career and technical education directors, state administrators and instructors nationwide. The tools test technical skills and knowledge through multiple choice, drag-and-drop simulations and other media-rich question forms. To validate the assessments, SkillsUSA has maintained a rigorous and educationally sound process to capture critical competencies, standards and criteria used to construct the national contests. Candidates achieving the standard score or greater in these academically sound assessments achieve the Skill Point Certificate to document their success.

2. The Skill Point Certificate: SkillsUSA students who compete in the national SkillsUSA Championships and achieve an industry-defined threshold score will receive a Skill Point Certificate. Students earning a Skill Point Certificate have demonstrated their hands-on skills and leadership abilities in real-time tests that were designed, managed and judged by industry.

3. Skill Connect Portfolio: This online documentation tool is managed by instructors to enable students to showcase their comprehensive educational experiences, achievements and leadership activities.

4. Skill Connect Excelsior: This online portal provides instructors access to a central resource that will help them and their students manage the Work Force Ready System. Through the Excelsior, instructors access student scores and progress, provide feedback, provide a process for setting up a Skill Connect Portfolio and more.



Champions for Change

This program is designed to seed SkillsUSA chapters in vulnerable communities. Its focus is on 16- to 21-year-old “at-risk” youth enrolled in a One-Stop center, Job Corps center or public high school within targeted communities.



Through the program, school-designated teachers and students become members of SkillsUSA. Members enroll in the Professional Development Program and participate in a program of work, which includes the industry-based workplace certification opportunities of the Work Force Ready System.

The first six institutions to receive Kellogg foundation grants: Austin Polytechnic Manufacturing Institute, Chicago; Blackburn Alternative High School, Omaha, Neb.; Matanuska-Susitna Borough Virtual High School, Palmer, Alaska; Detroit Academy of Arts and Sciences; Miami Job Corps Center; and ASTRACOR, a job training center with focus on Hispanic youth, in Alexandria, Va.

For more information visit: www.championsforchange.org.

"The skilled worker pipeline is leaking."

Emily Stover DeRocco
President, The Manufacturing Institute
and Senior Vice President,
National Association of Manufacturers

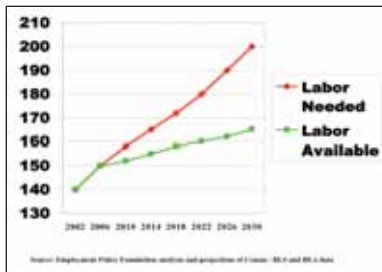


Where have all the skilled workers gone?

The impending shortage of skilled workers has been well documented. Take a look at current predictions:

■ By 2030, although 41 million new workers will enter the work force, a staggering 76 million will enter retirement, leaving a shortage of workers that will be hard to fill.

■ To prevent a talent shortage that could threaten the U.S. manufacturing segment alone by 2020, 10 million new skilled workers are needed.



■ In the health care field, 2.8 million nurses will be needed by 2020.

■ Fourteen million skilled workers will be needed in the high technology and managerial industry by 2015.

■ The federal Bureau of Labor Statistics estimates there will be an 18 percent increase in the need for plumbers and pipe fitters from 2004 to 2014. During that same time, demand for carpenters and painters will increase 13 percent, and the need for electricians will go up 14 percent. Demand for heating, ventilation and air conditioning mechanics and installers will swell 27 percent, according to the bureau's data. Some economists speculate that green initiatives championed by government and corporations will create millions of jobs over the next 10 years, some of which would be technician positions or renovation work. Source: www.seattlepi.com/business/356181_trades24.html.



"There's only a handful of national organizations positioned to positively affect America's future skilled work force. SkillsUSA is one of them."

Phyllis Eisen, Ret. Vice President,
The Manufacturing Institute,
National Association of Manufacturers

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