We asked students, parents, teachers, counselors, administrators and employers why they are involved in SkillsUSA. Here’s what they said.

**PARENTS**

*Why would parents 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.
- Develop career readiness skills like effective communication, teamwork and problem solving.

**TEACHERS**

*Why would teachers want to advise a SkillsUSA chapter?*

**Teachers can:**
- Use intentional strategy/guided instruction in SkillsUSA Framework integration.
- 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.
- Measure student growth via SkillsUSA certifications and credentials.
- Measure and demonstrate classroom success.

**STUDENTS**

*Why would students want to 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 school involved in SkillsUSA?

Administrators can:
- Provide teachers with support, professional development and recognition.
- Gain community support for the school and its 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.

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**COUNSELORS**

Why would counselors want their school 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.

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**BUSINESS AND INDUSTRY**

Why would an employer want to become involved in 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.

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**HOW TO CONNECT**

Have questions about SkillsUSA or need online support?

**CALL** 844-875-4557

**EMAIL** operators@skillsusa.org for membership and general support.

**CHAT** on the membership registration page online at: www.skillusa-register.org.