



# SkillsUSA

**Champions *at* Work**<sup>®</sup>

THANKS TO  
**19,260**  
CLASSROOMS

FROM MORE THAN  
**4,658**  
SKILLSUSA SCHOOLS

SKILLSUSA'S  
MEMBERSHIP LAST  
YEAR WAS THE  
LARGEST IN ITS  
HISTORY WITH

**372,655**  
PAID MEMBERS

THAT'S A REACH OF  
**13.6**  
MILLION

SINCE SKILLSUSA'S  
FOUNDING  
IN 1965



SKILLSUSA: EMPOWERED TO SUCCEED

**2020**

IMPACT REPORT

**61,279**  
TOTAL ALUMNI  
MEMBERSHIP IN 2020,  
LARGEST IN HISTORY

**7 million**  
TOTAL SOCIAL MEDIA  
IMPRESSIONS

**\$3.9 million**  
IN FINANCIAL SUPPORT

**650**  
NATIONAL PARTNERS,  
WITH THOUSANDS  
MORE AT THE STATE  
AND LOCAL LEVELS

**87%**  
OF EXPENSES GOING  
INTO PROGRAMS THAT  
DIRECTLY BENEFIT  
OUR MEMBERS

[CLICK HERE](#) to view  
a list of individuals and  
organizations that provided  
financial or recognized in-kind  
support to our mission in FY 2020.

# IMPACT IN NUMBERS

## SKILLSUSA DELIVERS AMERICA'S FUTURE WORKFORCE

For 56 years, SkillsUSA has served students preparing for careers in trade, technical and skilled service occupations, empowering them to become world-class workers, leaders and responsible American citizens. Our national partnership of students, teachers and industry representatives serves 372,655 members in 19,260 classrooms within 4,658 schools. SkillsUSA is represented in all 50 states, two U.S. territories and the District of Columbia. SkillsUSA members represent 130 skilled occupations, more than half rooted in STEM (science, technology, engineering and mathematics). SkillsUSA manages local, state and national career competitions — nearly 10,000 per year, planned and judged by industry — to set relevant standards for career and technical education and to provide recognition and motivation to students.

SkillsUSA offers employability skills development, workplace credentials and technical skills assessments through the SkillsUSA Career Essentials suite for instructors and students. As a talent pipeline and skills gap solution, SkillsUSA graduates more than 100,000 career-ready students each year.



## THE SKILLSUSA DIFFERENCE: THE FRAMEWORK

SkillsUSA accelerates growth for students through our SkillsUSA Framework. The Framework components include personal skills, workplace skills and technical skills grounded in academics. The Framework builds a foundation for relevant learning and provides a common language to help student's communicate the value of SkillsUSA to others, including teachers, parents, industry and specifically future employers. The Framework Essential Elements were developed using research from over 1,000 employers and represent the most crucial skills they look for in a successful hire. The Framework is essential to SkillsUSA's mission because it serves as the blueprint for the ultimate goal of our organization: career readiness.

## CREATING MEANINGFUL RELATIONSHIPS

At SkillsUSA, we take pride in building relationships that benefit both education and industry, working closely with partners to meet their organizational priorities and produce a strong return on investment. We know success has different measures for each relationship, and we work hard to provide sponsor opportunities that are meaningful. Based on the level of investment, SkillsUSA partnerships include connections to local classrooms and state associations, brand recognition, direct social media connections with our members, and advertising and exhibitor opportunities to reach our demographics. Our partners help close the skills gap while benchmarking U.S. technical training against global standards.

*"Given this difficult period in our nation's history, I want all of you to know that we will continue to stand by SkillsUSA. You are the people we want to hire. Business and industry partners recognize SkillsUSA as a vital solution to the skills gap. We must upskill our nation. That hasn't changed, and it is not going to change. Business and industry still needs your skills, now and for decades to come. We need you if we are going to be successful as organizations and as a society, engaging all citizens in this national calling for these jobs offering economic opportunity and prosperity, dignity and respect, and that are vital to our country's future."*

—Samuel Bottom, Chief Marketing Officer and Vice President, Snap-on Incorporated  
and SkillsUSA Board President





# SKILLSUSA EVENTS

## ■ CONTINUING OUR MISSION IN VIRTUAL ENVIRONMENTS

Despite the challenges presented by the ongoing global COVID-19 pandemic in FY 2020, SkillsUSA was able to continue meeting the needs of our membership by shifting many of our traditionally in-person student-focused events to virtual formatting and while offering new opportunities for members to learn and connect in virtual environments.

- **2020 SkillsUSA National Signing Day:** Our second SkillsUSA National Signing Day was scheduled for May 8, 2020, at five locations nationwide, with key partners lined up to support each event and provide media leverage. Registration for the event provided the first successful test of SkillsUSA CONNECT. However, when schools closed as a result of the pandemic, in-person Signing Day events were canceled. Still, SkillsUSA was able to support two schools in Rhode Island and Virginia as they moved forward with virtual events.

- **2020 SkillsUSA Championships and In-Person NLSC:** The largest hurdle for SkillsUSA Nation was the cancelation of state conferences, which led to the inevitable cancelation of the 2020 SkillsUSA Championships and the in-person national conference. Despite the setback, staff worked quickly to develop unique opportunities to support and celebrate members, including a virtual "SkillsUSA Grad Night" to honor graduating seniors.

- **2020 Virtual Delegate Sessions and Virtual National Officer Elections** took place in June, and a new national officer team was presented during the close of our virtual recognition sessions. These sessions also celebrated our advisors of the year and other national honorees, including our three Models of Excellence winners. Further, 279 student state officers from 42 states participated in virtual state officer training over the summer.

- **2020 WLTI:** SkillsUSA was set to expand the annual Washington Leadership Training Institute last fall to create two back-to-back conferences, providing training for more members. Although the fall 2020 WLTI was canceled due to health and safety concerns, budget cuts and travel restrictions, SkillsUSA was able to provide opportunities for members to learn and connect through virtual fall leadership conferences.

## UPCOMING

### ■ SkillsUSA National Signing Day

On Tuesday, May 4, 2021, we will hold SkillsUSA National Signing Day, elevating the trades and honoring career and technical education students for pledging to seek further education or continue in a skilled trades career. Our Signing Day sponsors will facilitate events in key markets while schools hold their own events nationwide. Sponsors include Klein Tools, NC3, 84 Lumber and Home Depot.

### ■ Connect to My Future Career Conference

From May 5-6, 2021, SkillsUSA will hold a new national conference called "Connect to My Future." This new conference will offer tracks for middle school, high school and college/postsecondary members to explore, engage and connect with their future career paths. Thanks to partner sponsorship, this program will be available with a low-cost entry fee for whole classrooms. It will provide students with the opportunity to learn about potential careers: the education required, advice from experts, experiences and how to create a pathway to the career.

### ■ State SkillsUSA Director Training

From May 18-20, 2021, SkillsUSA staff will offer a State SkillsUSA Director Training Conference. The conference will help states prepare for next fall, and it will include resources, national programming, and the opportunity to gain more context for our philosophical approach to career readiness, chapter development and educational programming.

### ■ Virtual National Leadership and Skills Conference (NLSC)

In June 2021, NLSC will be held virtually, including all SkillsUSA Championships competitions and motivation and recognition sessions. NLSC is our annual showcase for the most talented career and technical education students in the nation. Plans are underway for our next in-person NLSC to be held in Atlanta in June 2022, and we anticipate it will be record-breaking in size and scope.

## A MESSAGE FROM CHELLE TRAVIS, SkillsUSA EXECUTIVE DIRECTOR



As the fourth executive director in SkillsUSA history, I am honored to share this FY20 impact report, covering Sept. 1, 2019, through Aug. 31, 2020. Our national team has demonstrated incredible resilience this year while showing the nation that not even a pandemic can keep us from accomplishing our mission. We have pivoted staff, programs and services to best serve members in these ever-changing times of predominantly virtual communication. The events of 2020 have challenged SkillsUSA both logistically and financially. Through those challenges, we've proven the

strength of our will as an organization as we've continued to accomplish our mission. Our chapters and advisors have discovered new ways to communicate and work together as teams. Many even used their technical skills to contribute directly to the fight against COVID-19. Your work and support as stakeholders helped nurture these accomplishments.

In FY20, our record-setting membership, wider media visibility, increasing support within the halls of government, and growing reputation as a thought leader in career and technical education demonstrated that the value of SkillsUSA continues to rise. The pandemic has reinforced our value to the nation as essential to the skilled trades we champion and the personal and leadership skills that complement them. We will continue to navigate the road ahead together as we apply what we have learned and prepare a 2021 national event and competitive experience that's worthy of our long tradition. We will name national gold, silver and bronze medalists as we have always done — and industry will be eager to meet and hire the best career and technical education students in the nation.

SkillsUSA is thankful for the continued support of all our partners who continue to stand with us. We are also thankful for our members and how they have dealt with this crisis while working to keep their skills sharp. We've had to leap a lot of hurdles this year, and there are likely more to come. But as we've proven in 2020, we'll remain one united and empowered organization as we rebuild our momentum. We won't just reclaim the ground we've lost as result of this pandemic; we'll expand our reach even further. Thanks to your continued support, the best is yet to come.

— **Chelle Travis**  
SkillsUSA Executive Director

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



## CLOSING THE SKILLS GAP

SkillsUSA is a values-driven program within the public education system, focused on career and technical education students in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA works with more than 650 national business, industry and labor partners to deliver a talent pipeline that helps close the skills gap: the mismatch between jobs available and the skilled workers ready to fill them. The American economy thrives when workers gain the education and training needed to fill the jobs of today and tomorrow. SkillsUSA is producing the kind of worker, leader and citizen that industry wants and needs.

## FY '20 PROGRAM HIGHLIGHTS

- Enrolled the **largest membership** in history in 2019-20 with 372,655 paid members.
- Held launch at the National Press Club on Sept. 24, 2019, to unveil the **SkillsUSA Career Essentials Credential**, with representatives from U.S. Departments of Education and Labor speaking.
- Hosted **SkillsUSA Advocacy Day** on Feb. 4, 2020, in Washington, D.C. for SkillsUSA Week and CTE Month, meeting with CTE Caucus co-chair Rep. Glenn Thompson (Pa.) and John Pallasch, assistant secretary of the Employment and Training Administration for the U.S. Department of Labor.
- Delivered a **comprehensive pandemic response** in spring 2020, including messaging, resources for states and programs and services to support members.
- Joined with partners to form the **CTE Coalition**, which quickly mobilized to create a “Keep CTE Moving” portal where instructors and students can access hundreds of free online classes, videos and instructional materials.
- Hosted **SkillsUSA Grad Night** in May to salute Class of 2020 graduates, featuring Snap-On Incorporated CEO Nick Pinchuk as keynote speaker.
- Launched the **SkillsUSA Champions magazine digital hub** in May 2020 as a new connection point for members to share inspiring stories.
- Created the “**Essential Skills, Essential Workers**” summer awareness campaign to highlight members learning in new ways or using their skills to help fight the pandemic.
- Honored five SkillsUSA members as **2020 U.S. Presidential Scholars**.
- Conducted a **virtual NLSC in June 2020** with election of national officers and recognition of national honorees, including Advisor of the Year, Models of Excellence and Honorary Life and Outstanding Educator awards.
- Provided over 50,000 complimentary bundles of the **SkillsUSA Career Essentials suite** to members, supported by industry partners who funded the effort.
- Launched the new **Program of Work** chapter management tool and the **SkillsUSA CONNECT** online community to serve members.
- Delivered **fall membership recruitment and member programs**, including 75 professional development opportunities for teachers, interactive programs for students, along with conducting state officer training for 279 students in 42 states.
- Commissioned research and support from **National Alliance for Partnerships in Equity (NAPE)** to help address gaps and next steps in the area of multicultural sensitivity while shaping the next generation of SkillsUSA programming.



14001 SkillsUSA Way  
Leesburg, VA 20176  
703-777-8810  
anyinfo@skillsusa.org  
[www.skillsusa.org](http://www.skillsusa.org)

