In keeping with the tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all our programs, partnerships and employment opportunities.
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Dear SkillsUSA stakeholders and friends,

Within the pages of this document, you'll find many highlights of SkillsUSA's organizational approach to the challenges of the past year, a proactive and comprehensive effort designed to keep members engaged and motivated in virtual settings while finding new ways to accomplish our mission. Thanks to your help and steadfast support, we succeeded, from delivering state fall leadership conferences at the beginning of the school year to recently wrapping up a triumphant National Leadership and Skills Conference while honoring national medalists in 107 skilled and leadership competitions.

Between those two bookend events were many other pride-worthy moments, including our inaugural “Connect to My Future” career conference and a National Signing Day that saw SkillsUSA featured on “Good Morning America” and many other national media outlets. Internally, we exceeded our year’s fundraising goals, developed a new organizational social media strategy and began important, focused work in the area of diversity, equity and inclusion that will help shape the organization for years to come. You'll read the details of these and many other highlights in the pages ahead.

This year provided an opportunity to prove just how vital the skilled trades we represent are to keeping our nation moving. During the pandemic, these were the skills this country relied on more than ever, and knowing we could still count on them during a crisis has framed the skilled trades in a new, positive light for many. The truth is, however, SkillsUSA members and the skills they represent have been, are and always will be essential. And so is your continued support. We hope you take great pride in the knowledge that none of the accomplishments listed in this document would’ve been possible without you, and we hope you stand with us in the firm belief that, for SkillsUSA, the best is yet to come.

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

Chelle Travis  
Executive Director  
SkillsUSA
MOVING PAST THE PANDEMIC

Greater State Support Helps Motivate Members

As the gravity of the 2020-21 pandemic became understood, SkillsUSA members across the nation found themselves in uncharted territory. Our national staff and leadership team set the example by moving forward decisively. The organization created new resources to guide and support our state associations. In addition, we searched for multiple ways to offset financial losses, spearheaded new instructional support efforts and opened the lines of communication across all channels to keep members informed. New offerings included additional professional development training, virtual Fall Leadership Conferences managed by national staff, training for state officer teams, extra support for the State Leadership and Skills Conferences and additional grant programs, including state support and scholarships for NLSC registration.

In short, SkillsUSA rose to the challenge, a challenge that provided the organization with an opportunity to show — not just to our membership, but the nation — that SkillsUSA’s mission has never been more vital and career and technical education has never been more essential. Below are some of the highlights of our state support in 2020-21.

State SkillsUSA Directors Professional Development — Continuing our annual State Directors Association Professional Development and Training Conference was vital to maintaining our national network, and the event was restructured to be held virtually Aug. 18-20, 2020. Despite the new virtual nature of the event, the conference — as it traditionally does — provided state leaders with a welcome opportunity for training, networking and sharing best practices. Additional professional development will be offered this summer, and the group plans to gather in Atlanta, Ga., Oct. 4-6 to further prepare and explore the new home for our National Leadership and Skills Conference in June 2022.

Chapter Excellence Program Expands to Coach Advisors — The Chapter Excellence Program (CEP), now in its fifth year, recognizes local chapter 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 two levels are acknowledged by a chapter’s state association, and the third level is recognized nationally. Each level gives chapters a benchmark for success, leading to stronger chapters and more prepared students.

This year, SkillsUSA offered one-on-one coaching with a Chapter Excellence Program and Program of Work coach to help instructors effectively integrate the Framework in student-led activities, establish SMART goals for the chapter and evaluate Essential Elements as they are integrated into chapter activities. For CEP resources, templates, planning tools, teacher’s guides and more, go to: www.skillsusaconnect.org/advisor-chapter-excellence-program.
“Elevated” Local Officer Development — On Nov. 16, 17 and 20, SkillsUSA held “Elevate,” a new conference experience. Local officers in 122 chapters and 18 state associations became more intentional about planning their Program of Work with the Framework at the forefront. For the participants, the SkillsUSA Framework Essential Elements discovered were self-motivation, communication, teamwork and planning, organizing and management. Chapters that participated in Elevate and then implemented a Program of Work with intentional Framework skill-building embedded into their activities were able to successfully complete the SkillsUSA Chapter Excellence Program.

IMPACT — SkillsUSA’s new IMPACT program for state officers guides these leaders to facilitate conversations with local officers that lead to high-functioning school chapters. Each chapter conversation is centered around a specific topic that elevates the member experience. This year, state officers attended training conducted by national staff and then facilitated local chapter conversations during their year of service. During our inaugural year, two states produced officer teams who all completed chapter conversations: Arizona and Wyoming.

CHARGE Chapter Officer Video Series — In looking for new ways to build strong local chapters, CHARGE was launched as a new video series in SkillsUSA CONNECT. The focus was on chapter officer development. From digging into their leadership potential to learning more about working as a team, officers were empowered to lead their peers and create impactful chapter experiences.

State Virtual Competition Delivery Guide — In December, a new guide was delivered to provide all state SkillsUSA associations with a baseline structure and format for running their 2021 state competitions in a virtual or hybrid format. The concepts in the State Virtual Competition Delivery Guide were based on successful trial runs conducted by the SkillsUSA National Competition Planning and Support Team. The 22-page guide included structure, trial runs, planning with individual technical committees, project options, judging, integrity and productive orientation meetings.

Learning Management System (LMS) and Virtual Conference Center for States — SkillsUSA provided an LMS and Virtual Conference Center for state associations to conduct their State Leadership and Skills Conferences, along with “white glove” technical assistance and a complete customer care support team assigned to each state association. The national organization absorbed most of the cost of the technology platforms to support states during this difficult financial year. For those associations hit particularly hard, the national organization provided grants to offset the cost.
2021 SkillsUSA Championships and NLSC Registration Fee Grants — The national organization provided supply grants to schools unable to afford the cost of contest supplies for NLSC. SkillsUSA also provided NLSC Registration Grants to offset the cost of registering for national conference for students and teachers who could not afford to participate.

Virtual Elections and Delegate Sessions Allow Student Leaders to Move Forward — In response to the pandemic, SkillsUSA delegate sessions and national officer elections were held virtually for the first time ever in 2020, and this was repeated in 2021. The community portion of SkillsUSA CONNECT was used as the location for delegate business session information and resources, as well as an area to meet the candidates. Campaigning took place using the hashtags #SkillsUSA2021Candidate and #SkillsUSA2021Delegate to help candidates connect with delegates.
Unique Membership Year Highlights Adaptability and Flexibility

The challenges SkillsUSA faced over the past year also revealed our greatest strengths: adaptability and flexibility. Because of the skills learned in SkillsUSA classrooms (our SkillsUSA Framework of Personal, Workplace and Technical Skills Grounded in Academics), members were ready to embrace change, discover new ways to communicate and work together as teams. Many even used their technical skills to contribute to the fight against COVID-19. We took great pride in their work and in our own efforts to provide meaningful engagement at a time when much of the world stood still.

In fall 2020, we faced the reality that many of our in-person programs could not be conducted. Our state associations and local chapters were greatly affected by changing school environments, fewer activities, hybrid and online learning, budget cuts and eliminated travel. SkillsUSA developed innovative educational resources and programming to support teachers and students regardless of where learning took place — in the classroom and lab, at home or in hybrid scenarios. SkillsUSA launched separate student and teacher agility plans to create community and provide opportunities for growth and recognition.
MEMBERSHIP (continued)

Executive Director Chelle Travis unveiled SkillsUSA’s Empowering Experiences for 2020-21 in a video released to our members.

Advisors Call to Action Session — Executive Director Chelle Travis welcomed advisors to a new school year during SkillsUSA’s annual Call to Action session for teachers on Sept. 9. The Call to Action session was sponsored by Lowe’s and included skilled trades advocate Mike Holmes. During this session we unveiled new virtual resources to assist advisors in the classroom.

Empowering Experiences for Advisors — Teachers were offered dozens of fall virtual professional development opportunities that allowed them to connect with peers, strengthen chapters, learn about new programs and enhance instructional delivery methods.

Membership Statistics

SkillsUSA ended the 2020-21 school year with 232,050 members, and membership was down in all divisions by an average of 38%. This was on track with projections made last fall that we would finish the year at 62% of the 2019-20 membership (which had been our highest ever, with 372,655 student and teacher members). The main reasons for the overall decline were the inability to gather in-person, a focus on registering members only to compete (competitive events were canceled in 2020), slashed school budgets, and the incredible challenges SkillsUSA instructors faced teaching virtually, challenges that left less time for SkillsUSA in the CTE curriculum. While it will take time to rebound from the pandemic, we believe the lessons learned and proactive steps taken will ultimately allow us to serve more members and provide more programming accessible to every CTE student. Some of those steps are detailed below.

Virtual Fall Conferences — Last fall, SkillsUSA partnered with 23 state associations to collaborate on virtual Fall Leadership Conferences. More than 3,000 students and teachers took part in one-day Empowering Experiences delivered by SkillsUSA staff, alumni and current national officers. The conferences were held on the SkillsUSA CONNECT platform between Oct. 27 and Nov. 13. On conference day, members engaged in small group sessions around two Essential Elements, interacted in a large group session, planned next steps for individual Framework skill development and met fellow members by racing against the clock in a SkillsUSA Framework Treasure Hunt.
MEMBERSHIP (continued)

New Experiences for Students — SkillsUSA’s Empowering Experiences for students helped them find new ways to connect, engage and stay motivated. Here are a few of the new student experiences launched during the 2020-21 school year, many of which will continue in the years ahead:

- **SkillsUSA Real Talk**: A video series focused on information a SkillsUSA member needs to know, highlighting national programs, experiences and activities for members.
- **Empowered Moments Blog**: A blog by national officers about how they grew in specific Essential Elements on the chapter level through their CTE program and SkillsUSA.
- **Alumni Ask Me Anything Series**: A monthly Instagram Live that connected students with former SkillsUSA members working in their chosen career field or continuing their education.
- **The SkillsUSA Gameshow**: A game show structured around SkillsUSA knowledge and awareness.

Benefits of Membership Highlighted to Members — Two new digital resources were created to show the value of SkillsUSA membership, a value that is not limited to competition alone:

- **Value of membership**.
- **SkillsUSA Membership: Connect, Learn, Grow video**.

Customer Care Team Expands — SkillsUSA’s Customer Care Team expanded this year to include SkillsUSA Championships support. Members who need assistance with SkillsUSA membership or registration now have access to hotline operators who can answer questions about starting a new chapter, ways to engage chapter members or strategies to strengthen an existing chapter. States were able to use our hotline as their own Customer Care Team during their state championships. SkillsUSA operators are on call weekdays by phone, email or online chat.
New Conferences Connect Students to Careers

This year, SkillsUSA focused on connecting students directly with industry and their future careers. Two new national career events emerged: Pour the IndusTEA in November and Connect to My Future in May. Both of these events secured strong participation and are slated to continue and expand in the coming years.

**Connect to My Future** — SkillsUSA’s inaugural Connect to My Future career conference was held May 5-6 as a virtual career conference designed to allow students to explore career pathways and connect directly with employers. Connect to my Future was unique in that it put members together with employees of partners and affiliate organizations to hold conversations that connect students with their futures. The conference created an authentic, career-focused experience between students and industry partners that fostered meaningful and lasting connections relevant to the students’ future careers. Over 200 industry volunteer opportunities were filled to support the students and their learning for the three tracks offered in the inaugural year:

- **Explore** (middle school students).
- **Aspire** (high school students).
- **Connect** (high school seniors and college/postsecondary students).

Most students joined by classroom or chapter in groups. Some joined individually if they were still in a remote-learning scenario. Total registration exceeded 7,500, broken down as follows:

- Explore: 328 registered from 7 states.
- Aspire: 3,646 registered from 28 states.
- Connect: 3,607 registered from 17 states.

Click here to see a recap video.
Pour the IndusTEA — On Nov. 18, SkillsUSA chapters from across the country participated in virtual discussion panels as a professional development activity. More than 500 students and teachers participated in one of 12 discussions organized by career cluster. The trade-specific discussions with partners were hosted by SkillsUSA and held via Zoom to help members focus on future career paths. The high-energy, informative experiences connected members with business and industry panelists. Teachers gained valuable information about the trade areas they’re teaching, and students gleaned useful insight about the industries they’ll soon step into. Two dozen companies and organizations joined in the discussions. View a playlist of videos from the event here.

Introducing Our Virtual Community: SkillsUSA CONNECT

SkillsUSA CONNECT launched in September 2020 as our new virtual community. While not fully funded or completely built out, it was crucial to offer the community portion of the portal so members would not lose their sense of community and engagement during pandemic restrictions.

Three additional phases currently in the works will offer enhanced networking opportunities for business and industry partners. The platform will also continue to serve as a space for collaboration for state directors as we complete buildout for the membership at large.

SkillsUSA CONNECT:
• Allows members to connect with exciting experiences and programs.
• Allows chapters and state associations to connect in a collaborative environment.
• Allows individual members to develop and refine their personal skills, workplace skills and technical skills grounded in academics.
• Provides deep engagement opportunities to grow in Framework skills.
• Provides much-needed recognition for excellent work.

Executive Director Chelle Travis introduced SkillsUSA CONNECT to membership in a special video message.

To register or participate on CONNECT, go to: www.skillsusaconnect.org/home.
Increased Accessibility to Career Essentials

During the first week of April 2020, just after many schools closed in response to the pandemic, SkillsUSA partnered with 11 corporate sponsors who contributed funds to support 58,064 accesses to SkillsUSA Career Essentials, a curriculum suite that engages students from middle school to adult learners in defining, implementing and measuring their career-readiness skills along every point of their educational journey.

Since March 2020, 26,097 units of the Career Essentials courses have been completed and 1,110 learners who enrolled in the Career Essentials courses achieved a course credential.

Virtual Certifications through Short Courses — In preparation for the 2021-22 school year, SkillsUSA developed four short virtual courses that teach Framework content and culminate in a certificate:
• SkillsUSA Framework Certification.
• CTE Knowledge Certification.
• Building Self-Motivation in SkillsUSA Student Leaders.
• Promoting Diversity, Equity and Inclusion as a SkillsUSA Leader.

SkillsUSA Elevates Teaching Credentials — A total of 606 teachers have enrolled in the Career Essentials Implementation Training since March 2020. Since July 2020, 248 instructors achieved Career Essentials Certified Teacher status, becoming part of a national network of educators committed to preparing learners for success in the workforce. As SkillsUSA Career Essentials certified teachers, these educators are equipped to use the Career Essentials curriculum as a turnkey tool to equip learners to define, implement and measure their career-readiness skills. We maintain a digital map of certified teachers in each state at the Career Essentials website.
New Program of Work Launched

New this year, SkillsUSA released a revised Program of Work (PoW). The Program of Work is a chapter management tool, an individual growth plan for chapter members and the ultimate student engagement tool. The Program of Work allows students to define, develop and demonstrate the Essential Elements that make up the SkillsUSA Framework through intentional instruction. Through active participation in the Program of Work, students experience important skill-building opportunities.

**Program of Work Resources** provided for advisors and their students include a Program of Work Launch Activity Guide, which includes virtual options, videos and resources to help implement effective activities. SkillsUSA provided numerous free sessions on the new PoW to assist teachers with implementation.
INCLUSION AND DIVERSITY

SkillsUSA Expands Diversity, Equity and Inclusion Efforts

SkillsUSA believes in treating all people with respect and dignity and has always strived to make all members, partners and employees feel welcomed and valued. However, the social and justice movements of 2020 inspired us to reexamine our commitment to diversity, equity and inclusion (DEI) and search for ways to strengthen it on a holistic level across the whole of the organization. The first step toward that goal was holding facilitated discussions with our board, staff, state directors, instructors, students, alumni and partners. Further steps involve reexamining our internal strategic planning, program review process, organizational policies, professional development opportunities and more. These are the steps taken to date:

• In July 2020, SkillsUSA engaged the National Alliance for Partnerships in Equity (NAPE) to conduct an organization-wide equity audit of SkillsUSA.

• A Diversity, Equity and Inclusion Workgroup was formed, comprised of stakeholders who are considering how SkillsUSA can best meet the needs of all current and future members. The Workgroup has met several times and the SkillsUSA Board of Directors approved a new matrix of DEI statements and go-forward plans at their June 22 meeting.

• A new equity seat on the SkillsUSA Board of Directors was established to ensure that organizational decisions are made through an equity lens. The seat is filled by Ricardo Romanillos, Ed.D., equity education consultant for NAPE. He brings a long commitment and passion for equity to this role.

• The Human Resources team at SkillsUSA has developed additional strategies to ensure a more diverse pool of applicants for any open positions.
The SkillsUSA Member Handbook was revised in 2020 to include *multicultural sensitivity and awareness*.

Programming for the annual **Washington Leadership Training Institute** was revised to include a focus on multicultural sensitivity and awareness.

We are working to develop and sustain SkillsUSA membership and its associated experiences in diverse, underserved and lower-socioeconomic communities through **SkillsUSA Works**, a new program that delivers chapter training, educational resources and financial support to local programs.

**New DEI Vision and Commitment Statements**

Through DEI Workgroup meetings, SkillsUSA created the following board-approved DEI Vision and corresponding commitment statements:

**DEI Vision**: SkillsUSA will foster and provide an inclusive environment where every member can realize their full potential, building the foundation for success, both personally and professionally.

**DEI Statements**:

1. SkillsUSA is committed to serving the diversity of members within our schools and communities.
2. SkillsUSA holds itself accountable to advancing the needs of marginalized students and will endeavor to serve as a leader in this capacity within career and technical education.
3. SkillsUSA identifies and actively removes barriers to equitable access for members while providing inclusive opportunities for students to grow.
4. SkillsUSA is committed to critical reflection and continuous learning.
5. SkillsUSA, the organization, is focused on equity within its work environment.
SkillsUSA Engages Key Policymakers (Virtually)

In spite of the pandemic, SkillsUSA members and staff found new, constructive ways to engage with state and federal policymakers.

SkillsUSA Meets with Assistant Secretary of Education — The SkillsUSA national officer team met with the U.S. Department of Education on Jan. 6 in a virtual meeting where Scott Stump, then the Assistant Secretary for Career and Technical Education, encouraged the students’ career paths and advocacy efforts. Stump shared his own Career and Technical Student Organization (CTSO) experience and career journey with the students and said his membership in a CTSO, “prepared me to become the person I am today.”

Representative Helps Highlight SkillsUSA Week — On Feb. 11, during SkillsUSA Week, Executive Director Chelle Travis and the national officer team met with Rep. Glenn “GT” Thompson (R-PA, 15th District) to discuss their pandemic educational experiences and to advocate for the elected official’s continued support for SkillsUSA and career and technical education. Thompson is co-chair of the Congressional CTE Caucus, a bipartisan group of U.S. Representatives committed to supporting and promoting CTE.
ADVOCACY (continued)

Connecting with the New Secretary of Education — SkillsUSA connected with new U.S. Department of Education Secretary Miquel Cardona when he was appointed, offering congratulations and requesting a meeting in the future or a visit to NLSC. In May, the Secretary and his team agreed to provide a video message for SkillsUSA members to be shown on June 24 at our virtual Awards and Recognition Session that concluded the national conference.

Connecting with the New Acting Assistant Secretary of Education — SkillsUSA also connected with U.S. Department of Education Acting Assistant Secretary of Education Amy Loyd to introduce SkillsUSA and offer congratulations. SkillsUSA invited Dr. Loyd to bring greetings at the virtual Corporation Meeting on June 25.

Students Receive Presidential Honors — In May, five SkillsUSA members became the latest SkillsUSA members to be named U.S. Presidential Scholars, highlighting the academic achievements of our students. The 2021 U.S. Presidential Scholars are comprised of two students from each state plus 20 scholars in the arts, 20 scholars in CTE and 15 scholars chosen at-large. These students are a select few from the 3.6 million students expected to graduate high school this year. SkillsUSA honorees are:

- Andrea Maizy, Center Line (Mich.) High School.
- Julie Canuto-Depina, Southeastern Regional Vocational Technical High School (Mass.).
- Sahil Patel, North Point High School (Md.).
- Nathan Daniel Ford, Cedar Valley High School (Utah).
- Raymond Slifer, Upper Bucks County Technical School (Pa.).

Click to learn more about the CTE scholars.
See Our Impact!

SkillsUSA’s Impact Report was released in April 2021. This compact but comprehensive report looks back at our membership and financial statistics for FY 2020 and includes messages from our leadership, a list of major program updates and a view of our overall mission progress during the last completed fiscal year. Feel free to download and share this stakeholder resource. *Click here* to see the Impact Report.
Social Media Strategy Implemented

The Office of Communications team launched a new Social Media Strategy guide in 2021 to govern SkillsUSA’s social media planning year-round. This is the first document of its kind the organization has produced, and it was created through initial collaboration with our friends at 3M, the Stone Ward advertising agency and internal research.

The purpose is to:
• Better focus our social media approach for the national organization through a clear set of guidelines.
• Increase the size of our online community and increase engagement.
• Increase traffic to our official website and SkillsUSA CONNECT while better serving members with relevant information.
• Spotlight and engage with our business and industry partners.
• Better reflect SkillsUSA’s mission and values to the general public, including prospective members and supporters, parents, school administrators and government officials.

Social Media Highlights

Facebook highlights this year have included numerous Facebook and Instagram Live events, Instagram Takeovers and collaborations with skilled-trades influencers Mike Holmes and Kayleen McCabe. Mike Holmes has also offered an Instagram Takeover for later this summer to help promote and advocate for SkillsUSA and the skilled trades.

Total Social Media Engagement — From July 2020 to July 2021 on Facebook, Twitter, Instagram and LinkedIn, SkillsUSA social media efforts saw a total of 3,899,622 Impressions, 132,288 Engagements and 8,209 Post Clicks.

#SkillsUSAGivingHopeDay Doubles Up for SkillsUSA — SkillsUSA launched a major social media campaign for #SkillsUSAGivingHopeDay in November, emphasizing that every donation made to SkillsUSA would directly serve members and would also be matched by our valued partner, CareerSafe. Founded in 2019, the SkillsUSA Hope Fund provides scholarships and support for individual students and SkillsUSA chapters in crisis. This year, the Hope Fund helped provide NLSC registration for students and teachers in need, raising $15,252 to date (including the match from CareerSafe).
Web-Related Highlights

**SkillsUSA to Revamp Main Website** — While SkillsUSA debuted a refreshed website design for www.SkillsUSA.org in December 2019, the long-term plan has been to create a simplified public-facing site that is easy to navigate while providing the general public with easy-to-grasp content that explains who we are and what we do. That effort will be commencing in fall 2021.

Engagement with SkillsUSA.org (July 2020-June 2021): 1,099,589 pageviews and 47,323 unique pageviews.

**SkillsUSA Champions Magazine Digital Hub** — SkillsUSA launched a new digital magazine in May 2020 with the goal of sharing more stories to more people. The communications team has developed a quarterly editorial calendar that highlights a mix of feature stories about members, partner highlights, toolbox resources for instructors and spotlight items about local chapter activities. As a result of that editorial calendar, we are sharing 10-12 full-length feature articles per year versus 4-6 in previous years when the magazine was printed. Further, we are on pace to sharing 30-plus Chapter Spotlight articles per year versus 12 in previous years.

Engagement with the SkillsUSA Champions Magazine Digital Hub since its debut in May 2020 shows 26,862 pageviews and 22,843 unique pageviews.
SkillsUSA Signing Day Earns National Media Attention

Even during a pandemic, with many schools closed, SkillsUSA continued to attract attention in the news.

**News clippings** — SkillsUSA garnered 4,567 total hometown newspaper clips from state and local newspapers from May 31, 2020 to June 1, 2021. (Source: Cision Media Monitoring.)

On May 4, SkillsUSA celebrated a successful return of **SkillsUSA National Signing Day** as we worked with industry partners to highlight the value of skilled trades careers. The nationally recognized event spotlighted career and technical education students for their dedication to career readiness and their commitment to forge a career path in a trade they’re passionate about. Nearly 600 registrants from 27 states and Puerto Rico participated in the 2021 event — most virtually, but some in-person — honoring students across the country.

This year’s partners for SkillsUSA National Signing Day were **The Home Depot, Klein Tools, 84 Lumber** and **NC3**, and each played a vital role in the day’s success. A highlight came early, when two SkillsUSA students appeared live on “**Good Morning America** (GMA) and were surprised with scholarships from 84 Lumber, part of the $50,000 in scholarships they delivered on the day. The Home Depot supplied $30,000 in scholarships, and Klein Tools provided merchandise and tools to help students on their career journeys. [Visit this page](#) for more details, photos and video, and click the image below to watch the GMA segment.

![GMA Segment](image-url)
MEDIA AND PUBLIC RELATIONS (continued)

Media Statistics for SkillsUSA National Signing Day (April 15 - May 6, 2021)

Cision (Print and Online News Clips)
Mentions in print: 355
Total Reach: 119.2M
Calculated Total Publicity Value: $78.6K

Social Media (Facebook, Twitter, Instagram, LinkedIn)
Total Impressions: 57,137
Total Reach: 34,157
Total Engagements: 2,046

Metro Monitoring News (Broadcast TV and Online Video Clips)
Story Count: 166
Total Reach: 141,950,039
Calculated Total Publicity Value: $870,663

SkillsUSA Day-of-Event Press Release
Total pickup: 87
Average Potential Audience: 86,940,142
Release Views and Hits: 2,229

Partner 84 Lumber reported that the Jerome Bettis satellite media tour garnered 7.5 million+ impressions. The Home Depot reported media opportunities across 16 trade outlets, resulting in 70.7 million+ impressions. Klein Tools reported a reach of 9.1 million in their efforts, with an estimated ad value of $8.4 million.

SkillsUSA Week Highlights Community Connections — During SkillsUSA Week, Feb. 7-13, chapters nationwide honored community supporters, connected with local business and industry professionals and shared SkillsUSA with their school administrators. Many of these events resulted in local publicity and news stories. Visit the SkillsUSA Week public relations resources and other tools provided to chapters on our website.

More screenshots from social media posts of our local chapters’ SkillsUSA Week activities are available here.
Essential Skills, Essential Workers
Summer Campaign

From June 2020 to August 2020, SkillsUSA’s “Essential Skills, Essential Workers” social media campaign highlighted SkillsUSA members who worked during the pandemic to help keep our nation moving in the fight against COVID-19. While our healthcare workers deservedly took center stage in this effort, areas like culinary arts, welding, automotive technology, HVAC and many others were also highlighted.

At the conclusion of the campaign, the SkillsUSA communications team created a thank-you video to all our essential workers.

Snap-on Incorporated chairman and CEO Nick Pinchuk also contributed to the campaign with a special video message that touched on the importance of the skilled worker throughout our country’s history and why these skills are more essential than ever.

New SkillsUSA Member Handbook Released

SkillsUSA has released a new SkillsUSA Member Handbook (formerly the SkillsUSA Leadership Handbook), the official guide to help members run successful local chapters. The completely revised (both visually and editorially) handbook includes tools to help students intentionally weave the SkillsUSA Framework into their chapter’s annual Program of Work.

New Version of SkillsUSA’s Official Song

SkillsUSA produced — entirely in-house — a newly recorded version of our official song: “SkillsUSA: Champions at Work.” A new video for the song was also created. The song is currently available on Spotify, Apple Music and most other digital platforms, and a shortened 10-second version will play a larger role in future branding efforts.
2021 NLSC and SkillsUSA Championships Reimagined

When SkillsUSA determined that the 2021 National Leadership and Skills Conference (NLSC) and SkillsUSA Championships would be held virtually, Executive Director Chelle Travis and SkillsUSA board president and Chief Marketing Officer for Snap-on Incorporated, Sam Bottum, released a joint video announcement. SkillsUSA also released a FAQ (Frequently Asked Questions) document that was regularly updated as new information became available.

This year’s National Leadership and Skills Conference participation spanned 1,073 SkillsUSA chapters. A total of 5,431 attendees participated in the event, including 3,707 competitors, 1,737 advisors and 53 SkillsUSA state directors. For a photo album of national conference photos, click here.

During the virtual 2021 Delegate Sessions, participants engaged with other delegates from across the country, received updates on the state of the association from Executive Director Chelle Travis and elected new national officers. A total of 221 high school and 52 college/postsecondary delegates registered for the event. View the high school delegate session and the college/postsecondary session online.

Held in conjunction with the NLSC, the SkillsUSA Championships is known as one of the largest hands-on workforce events in the world. It encompasses more than 20 football fields when held in person, made possible by an estimated $36 million investment from business and industry. This year, due to the pandemic, the competitions were conducted in new ways. Some contests were held virtually, while others were held at SkillsUSA schools or industry sites with virtual judging and proctors. The 2021 events were the result of a tremendous, collective effort by our national technical committees, staff, state SkillsUSA directors and advisors. Thanks to that effort, we were able to recognize national gold, silver and bronze medalists this year in 107 skilled, leadership and occupational competitions.

Above: A 2021 SkillsUSA Championships competition held via Zoom.
SkillsUSA Championships Technical Standards Released — Last October, SkillsUSA released the “SkillsUSA Championships Technical Standards,” the official competition guides and regulations for the 102 national competitions and five demonstration events. Along with the full rules and scope for each competition, each “standard” contains an overview, technical skills and knowledge required, clothing requirements, eligibility, equipment lists and more. Embedded academic skills in math, English and science are also listed for each competition.

Updating the Technical Standards is always a labor-intensive effort, but that was magnified far more this year when it was determined that all standards be further modified to enable competitions to be held in a virtual or hybrid environment. Working in close conjunction with our technical committee members and state directors, our staff was able to complete the work required, laying the foundation for the year’s local, regional and state competitive events that have now led to the national SkillsUSA Championships. SkillsUSA professional members received access to the digital resource as a member benefit when they registered.

New SkillsUSA Championships Hub Launched — New this year, SkillsUSA launched a SkillsUSA Championships Hub as a comprehensive portal where national competitors could find all information related to their event, including orientations, contest schedules and testing requirements.

Local Career Competition Guides — New this year, SkillsUSA released competition guides for schools to use in planning local contests. The “Hosting a Local Career Competition Guide” series included guidance in five categories: prework, planning, implementation, celebration and evaluation. There is also a section on how to host a virtual competition. The guides were a free benefit of professional membership and can be accessed at Absorb.SkillsUSA.org.
Teacher and Advisor Professional Development at NLSC

Like their students, teachers faced innumerable challenges over the past year. To help ease those burdens, SkillsUSA offered professional development to ease the transition back to school and enhance every program. The following programs were offered June 19-24, and 23 Continuing Education Units (CEU’s) could be earned.

• **Engage** — Teachers learned to develop a “social-emotional” classroom management approach with Dr. Fay, CEO of Love and Logic, and Decca Knight, trained school counselor. Teachers were prepared to welcome students back to school next fall by developing essential skills to build high-quality relationships with students.

• **Academy of Excellence in CTE and SkillsUSA** — New this year, the Academy of Excellence encompassed several professional development opportunities on June 22-24. Key skill development for teachers included chapter management, Career Essentials teacher certification, CTE program planning, classroom management and new advisor tools.

• **Transition to Teaching** — Offered within the Academy of Excellence, Transition to Teaching provided teachers without formal teacher preparatory training an intensive experience to learn about lesson planning and the management of classrooms, laboratories and SkillsUSA chapters.
2021 Partner Update

Partner support was surging upward last year until the pandemic caused disruptions nationwide. Schools moved to virtual learning and the 2020 National Leadership and Skills Conference (NLSC) was cancelled. In the face of these challenges, the Office of Business Partnerships and Development (BPD) pivoted smoothly in 2020, working with partners to redirect funding and reengage them in core mission support. Through 2021, the team reengaged in event sponsorship and secured transformative programmatic and scholarship funding. Adapting to these ongoing conditions, BPD strategized to make virtual communication more effective. The team increased their social media and e-mail marketing efforts and created content to keep donors engaged with the mission and recognized for their continued support.

Celebrating Fundraising Success — SkillsUSA's FY 2021 fundraising as of June 15 totaled $6,699,891. This is 32% over goal, 52% over FY 2020 and 15% over FY 2019. We thank our dedicated network of donors for standing by SkillsUSA and appreciate the sponsorship of our innovative virtual programs.

New Director Joins SkillsUSA Team — Gina Flores Stumpf joined SkillsUSA on Feb. 22 as the new development director for BPD. Gina brings 20 years of experience in nonprofit environments to the role, including 12 years directly in fundraising. She received her MBA in nonprofit management and marketing from Yale University and holds a bachelor's degree in Spanish Literature and Commerce from the University of Virginia.

Development Board Committee Formed — A new Development Committee was formed to serve and inform the SkillsUSA board of directors and BPD on fundraising activity. Members include Sarah Heath, Development Chair, Advance CTE; Maureen Tholen, 3M; Tony Ambroza, Carhartt; and Kira Zdunek, Caterpillar.

Spotlight on Fundraising Successes

As highlighted elsewhere in this report, BPD fundraising successes included:

- **SkillsUSA National Signing Day**: Thank you to 84 Lumber Co., The Home Depot, Klein Tools Inc. and NC3. (See page 22 for more information.)

- **Connect to My Future Career Conference**: Thank you to Magna International, Toyota USA Foundation, CareerSafe, NCCER, Volvo Construction Equipment, Aerotek, CBRE, IAA, John Deere, Penske Truck Leasing, Ryder System Inc. and Swinerton. (See page 11 for more information.)
FUNDRAISING (continued)

- **SkillsUSA Virtual TECHSPO Trade Show**: Click [here](#) for a video recap of this event. [Learn more or inquire for next year here](#).
- **National Leadership and Skills Conference**: Thank you overall sponsors Snap-on Incorporated, Carhartt Inc., State Farm Insurance Companies, Kreg Tool Co. and Centuri Construction Group. (See page 25 for more information.)
- **SkillsUSA Championships**: Thank you to the hundreds of partners who provided supplies, personnel, funding or in-kind support. (See page 25 for more information.)
- **Giving Tuesday**: The SkillsUSA Hope Fund, founded in 2019, provides scholarships or direct support for individual students and SkillsUSA chapters facing financial need or a community crisis such as a natural disaster. (See page 20 for more information.)

**Official Partners** — SkillsUSA is honored to have over 40 organizations that made financial contributions of at least $25,000 and/or documented in-kind contributions of at least $75,000 since 2020. SkillsUSA is appreciative of these many partners that provided sponsorship as well as funded year-long programs, scholarships and special initiatives, such as the Carhartt “Every Day is Labor Day” campaign that generated over $300,000 to propel our virtual resources to classrooms.

**New Lowe’s Grants for Chapter Support** — Our largest partner to date, Lowe’s, will be offering SkillsUSA chapters in fall 2021 a new program with $250,000 in support grants.

**Welcoming New (and Returning) Business Partners** — SkillsUSA welcomes new partners in FY 2021, welcomes back a partner we have missed and congratulates another for elevating their level of support.
- **New Partners** in FY 2021 include 84 Lumber, Aerotek, Invitation Homes and Swinerton.
- **Welcome Back** to Stanley Black & Decker, last with us in 2018.
- **Congratulations** to Viega for elevating to SkillsUSA official partner status.

**Scholarships Support Students** — SkillsUSA works with numerous partners on scholarship programs that directly benefit members pursuing higher education or certifications in their chosen field. New opportunities include:
- **Bob Westphal Memorial Scholarship**: SkillsUSA partnered with “North American Oil & Gas Pipelines” magazine (published by Benjamin Media, Inc.) and Continuum Capital to offer merit-based scholarships to high school or college/postsecondary students continuing education in energy construction, including oil and gas pipelines, gas distribution, solar and wind.
- **Larry Rash Memorial Scholarship**: This $2,500 scholarship supports two students planning to further their education in architecture or a related field at any college, university or postsecondary program.

Visit our website for more details on these and all SkillsUSA scholarships.
SkillsUSA's FY 2020 Official Partners
Mid-Year Reports Released — Two new stewardship mid-year reports were launched this year, one for individual donors and one for business partners. The reports were well received and led to additional communication touch points with these groups. To see the reports, click here.

Sponsorship for New Initiatives — The Office of Business Partnerships and Development (BPD) complemented sponsorship opportunities with these new program and year-end initiatives:

- Securing founding sponsors for the SkillsUSA CONNECT digital platform to enhance our digital community and membership management system.
- Launching funding for the Diversity Equity and Inclusion workgroup.
- Integrating occupational identity outcomes through local and industry-specific workplace experiences and cluster councils.
- Securing funding for the 2021 Washington Leadership Training Institute and the State Directors Association Professional Development and Training Conference.
- Building a prospect base in Atlanta, new home of the National Leadership and Skills Conference and the SkillsUSA Championships.
- Securing new business partners in the IT and Health Sciences sectors.

Stronger State Support — BPD established 21 connections with state associations and local chapters to provide greater fundraising support. The team shared fundraising resources along with leads, including Swinerton, NASSCO, QualityCraft, TKS, John Deere, Channellock, Midwest Petroleum Equipment, American Rental Association, Vijay Computer Academy and Hireblue. Our largest partner to date, Lowe’s, will be offering SkillsUSA chapters $250,000 in support grants in the fall of 2021.
Protecting Our Investments in SkillsUSA

Transitioning to New Financial Management System — SkillsUSA went live with Blackbaud, our new finance system, on Sept. 1, 2020. The software suite includes Financial Edge along with The Raiser’s Edge, our customer relationship management system for the Office of Business Partnerships and Development. All staff were invited to register and take e-learning courses or complete certifications. Blackbaud has improved efficiency for the finance office and allows for real-time reporting.

PPP Loans Support SkillsUSA through COVID — SkillsUSA applied for and received a $580,065 loan under the Paycheck Protection Program (PPP), created as part of the relief efforts related to COVID-19 and administered by the Small Business Administration to cover payroll and other authorized business costs. SkillsUSA has already applied for and received 100% loan forgiveness. In March, SkillsUSA applied for and received a second PPE loan of $602,715, which is also expected to be forgiven. Both loans were uncollateralized and guaranteed by the federal government.

Building Operations — The Office of Administration and Finance has maintained operations throughout the pandemic, ensuring the safety of the limited staff who come on site, maintaining routine functions such as shipping and mailing, overseeing accounting and caring for the headquarters campus including cleaning, grounds maintenance, phone systems, HVAC and more.
Shopping Cart and Educational Resource Storefront — Since February, SkillsUSA has partnered with a system integrator and an Adobe e-commerce product to integrate a new shopping cart into our Absorb Learning Management System (LMS). The new shopping cart for curriculum and assessments went live in July. A second storefront was added to enable the shopping experience to be similar for purchasing Career Essentials or other educational resources. The storefronts integrate with our new Blackbaud accounting system, so manual compilation or transfer of reports is not necessary.

Budget Process and Review — Due to the pandemic, the SkillsUSA leadership team revisited the FY 2021 budget in spring 2020, before the start of the new fiscal year. Three distinct budget scenarios were identified: best case at 100% of the original budget, a better case at 80% of the original budget, and a worst-case scenario at 60% of the original budget. The Office of Administration and Finance (A&F) and the executive director worked together to cut expenses, limit use of corporate credit cards and halt travel. For FY 2022, which begins on Sept. 1, the leadership team again discussed scenarios and ultimately took to the June board of directors meeting a revised budget at 75% of the original requests. This allows us to host in-person events while still being careful on spending across all departments. A&F has kept a careful eye on budgets throughout the pandemic, helping SkillsUSA to protect its resources.