



SkillsUSA®

**FACT**  
**RESOURCE**

**2021-22**

# SkillsUSA Fact Resource • 2021-22

## Purpose

The purpose of this document is to help foster consistent messaging at all levels of SkillsUSA by providing the organization’s most current and relevant facts, statistics and program information in one easy-to-navigate resource. This document will be regularly updated as necessary by the Office of Communications and should be viewed as the primary resource for current SkillsUSA facts and stats.

## Table of Contents

- What is SkillsUSA?** ..... 3
  
- Membership Statistics**
  - National Numbers (Five-Year Averages)..... 3
  - National Numbers (2020-21) ..... 4
  - Membership by Division..... 4
  - Membership by Age..... 4
  - Gender and Ethnicity Breakdowns ..... 4
  
- The SkillsUSA Framework**
  - Description..... 5
  - Framework Components and Associated Essential Elements ..... 5
  
- The SkillsUSA Program of Work**
  - Description..... 6
  - Program of Work Categories ..... 6
  
- SkillsUSA Resources and Programs**
  - Career Essentials ..... 6
  - Chapter Excellence Program ..... 7
  - Student2Student Mentoring ..... 8
  - SkillsUSA CONNECT ..... 8
  
- Community Engagement** ..... 8
  
- Washington Leadership Training Institute**
  - Description..... 9
  - Statistics..... 9
  
- National Leadership and Skills Conference**
  - Description..... 10
  - 2022 Expectations ..... 10
  - 2021 Statistics..... 10
  - 2019 Statistics..... 11

|   |    |
|---|----|
| <b>SkillsUSA Championships</b>  |    |
| Description.....  | 11 |
| 2022 Expectations .....   | 11 |
| 2021 Statistics.....  | 12 |
| 2019 Statistics.....  | 12 |
| Career Clusters at the SkillsUSA Championships .....                        | 12 |
| <b>SkillsUSA Official Partners</b> .....                                    | 13 |
| <b>“Why SkillsUSA?” Talking Points</b>                                      |    |
| Parents.....  | 14 |
| Teachers .....  | 14 |
| Students.....   | 14 |
| Administrators.....   | 15 |
| Business and Industry .....   | 15 |
| Counselors.....   | 15 |
| CTE Participation and Academic Success .....                                | 16 |
| National Research Center for College and University Admissions Survey ..... | 16 |
| Independent Educational Research Center of America Survey.....              | 17 |
| <b>Quotes About SkillsUSA</b>   |    |
| Partners, Celebrities and Government Representatives.....                   | 18 |
| Students.....   | 20 |
| Instructors .....   | 21 |
| <b>Resources</b> .....  | 21 |

## What is SkillsUSA?

*The statements below are listed in order of importance, so use the first paragraph to describe the organization and then add the other information as deemed necessary in the order in which they're listed.*

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

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

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

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

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

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

## Membership

*The global pandemic affected all chapters in 2020-21, from slashed school budgets to increased recruitment obstacles. Overall membership numbers dropped across the board as a result, but we expect to recover quickly as we emerge from the pandemic and its associated restrictions. Therefore, when providing SkillsUSA membership numbers in promotional copy (online, in print, etc.), we recommend that the "Five-Year Averages" numbers below be used rather than the specific 2020-21 membership numbers (also included below). We believe the average numbers (averaged from the 2016-17 through 2020-21 school years) more accurately reflect the general membership scope of the organization when specific 2020-21 numbers are not required. For example, when writing text describing SkillsUSA's membership, we recommend, "SkillsUSA averages nearly 395,000 members each year."*

### National Numbers (Five-Year Averages)\*

- Average annual membership (including alumni and Honorary Life): 394,400.
- Associations in 50 states and Puerto Rico, Virgin Islands and District of Columbia.
- Average student members per year: 314,510.
- Average teacher members (SkillsUSA Professionals) per year: 19,019.

- Average SkillsUSA schools per year: 4,121.
- Average SkillsUSA classrooms per year: 17,489.
- Average middle school members per year: 2,643.
- Average high school members per year: 292,651.
- Average College/Postsecondary members per year: 38,214.
- Total cumulative members served since 1965: 13,924,829.  
(also acceptable: nearly 14 million).

*\*Five-year membership averages for the 2016-17 school year through the 2020-21 school year.*

## **National Numbers (2020-21)**

- 2020-21 total membership (including alumni and Honorary Life): 293,804.\*\*
- 2020-21 student members: 218,382.
- 2020-21 teacher members (SkillsUSA Professionals): 13,668.
- SkillsUSA schools: 3,240.
- SkillsUSA classrooms: 12,198.
- Alumni members: 61,541.
- Middle school members: 2,550.
- High school members: 206,677.
- College/postsecondary members: 25,823.

## **Membership by Division**

- High School: 89%.
- College/Postsecondary: 10%.
- Middle School: 1%.

## **Membership by Age**

- 18 and under: 85%.
- 19-39: 14%.
- 40-64: 1%.

## **Gender Breakdown**

- Female: 38%.
- Male: 62%.

## **Ethnicity Breakdown**

- Asian: 3%.
- Black/African American: 13%.
- Hispanic/Latino: 23%.
- Multicultural: 2%.
- Native American: 3%.
- White/Caucasian: 56%.

# The SkillsUSA Framework

## Description

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

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



## Framework Components and Associated Essential Elements

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

# **The SkillsUSA Program of Work**

## **Description**

SkillsUSA's Program of Work (PoW) is the road map for planning and implementing chapter activities throughout the year. When a SkillsUSA chapter aligns its yearly activities with the Program of Work, students receive rich experiences that empower them to become career ready.

## **Program of Work Categories**

The PoW is divided into six categories, and the activities within these categories allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills. The six categories define areas of focus (committees) for a well-run chapter. Each committee has specific responsibilities, but all contribute to the overall success of the chapter.

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

# **SkillsUSA Resources and Programs**

## **Career Essentials**

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

The Career Essentials program is backed by an investment of over \$1 million from corporate America. Endorsed by the U.S. Departments of Labor and Education, it is one of the largest collaborative public-private partnerships in workforce development history. SkillsUSA based the curriculum on key career-readiness skills that were identified as most needed for new hires through gathered data and scientific research.

The SkillsUSA Career Essentials Credential has been validated by 3M, Toyota U.S.A., Toyota Motor North America, U.S. Coast Guard, Volvo Construction Equipment, Alabama Community College System, National Institute for Automotive Service Excellence (ASE), CareerSafe LLC, CBRE, Centuri, Coalition on Adult Basic Education (COABE), IAA, Kreg Tools, Magna

International, National Center for Construction Education and Research (NCCER), North Carolina Department of Public Instruction and Spirit AeroSystems.

#### Career Essentials Course Breakdown:

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

#### Career Essentials Stats:

- Career Essentials has been adopted for use by schools from 42 states.
- 26,097 units of the Career Essentials courses have been completed.
- There are 298 Career Essentials certified instructors in the United States.

## Chapter Excellence Program

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

The CEP annually recognizes the top 24 SkillsUSA schools as Models of Excellence chapters, eight for each of the three components of the SkillsUSA Framework. From each group of eight, one school is chosen as the top winner for Personal Skills, one for Workplace Skills and one for Technical Skills Grounded in Academics.

#### 2020-21 CEP Recognized Chapters

- 59 Gold-level chapters.
- 27 Silver chapters.
- 23 Bronze chapters.
- 248 Quality chapters.
- 357 Total chapters awarded.
- For the 2020-21 Models of Excellence top 24 schools, [click here](#).

## Student2Student Mentoring

The SkillsUSA Student2Student Mentoring Program connects our members with younger students in elementary or middle school throughout the school year by facilitating SkillsUSA’s “Jump Into STEM!” curriculum. Through the facilitation of lessons from the curriculum, chapters can introduce younger students to the diversity of careers within the STEM field and help them explore the STEM careers that align with their own interests and talents. Click here for details. [www.skillsusa.org/programs/mentoring-student2student/](http://www.skillsusa.org/programs/mentoring-student2student/).

## SkillsUSA CONNECT

SkillsUSA CONNECT is SkillsUSA’s online portal and data management system. The goal of this project is to connect and facilitate communication for members and stakeholders. The portal provides a user-friendly interface to support the effective delivery of SkillsUSA mission-critical programming to members, regardless of their age, geographic location or occupational training program. The portal is also used to support professional development for teachers and state SkillsUSA directors.

Most important, this new platform will allow for the development of deeper community relationships and provide richer, more meaningful experiences for everyone involved with SkillsUSA, no matter where these individuals are in their education or career paths. It will also provide a seamless path from registration to participation. During the 2021-22 school year, testing will be done on the registration aspect of the portal with selected states.

Development of SkillsUSA CONNECT will continue over several years as the project is funded. The portal currently has 6,918 users registered: 3,772 students, 1,377 advisors, 104 state directors and 164 state officers. To learn more: [www.skillsusa.org/membership-resources/skillsusa-connect/](http://www.skillsusa.org/membership-resources/skillsusa-connect/).

## Community Engagement

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

- SkillsUSA members from seven states received the President’s Volunteer Service Award (PVSA) for outstanding community service in 2020-21.
- Recipients of the PVSA represented thousands of total community service hours. For the list of 2020-21 PVSA winners, go to: <https://tinyurl.com/PVSA-SkillsUSA>.
- In the past two decades, nearly 10,000 SkillsUSA students and advisors have conducted over 30,000 hours of community service during the national conference. The NLSC community service projects — planned with the host city and focused on meeting immediate community needs — are held on the Friday of conference week to keep students focused and productive while waiting for the Awards Ceremony. Projects have ranged from building repairs and painting to landscaping, a bike build and other projects requiring hands-on skills.

- As part of SkillsUSA’s annual Program of Work, we ask local chapters to plan, promote and conduct a community service project during the SkillsUSA National Week of Service, May 2-8. Chapters are encouraged to help build awareness of SkillsUSA in their communities by publicizing their events to local media. Contacts are provided through SkillsUSA’s advocacy site.

## **Washington Leadership Training Institute (WLTI)**

### **Description**

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

#### **WLTI activities include:**

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

#### **WLTI General Statistics\*:**

- More than 550 students, teachers and state leaders from nearly 30 states typically participate.
- State delegations, led by students, conduct more than 130 in-person congressional visits to advocate for SkillsUSA and CTE.

*\* The above numbers are based on the 2019 WLTI, which was SkillsUSA’s largest ever. The event was canceled in 2020 due to the pandemic. As of this writing, the in-person event will return in September, 2021. However, continued pandemic-related issues are expected to affect attendance and activities.*

# National Leadership and Skills Conference (NLSC)

## Description

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

The NLSC also includes SkillsUSA TECHSPO, the nation's largest technical trade show, which boasts more than 150 exhibitors. SkillsUSA University is also held throughout the week, featuring a series of breakout seminars and workshops for students and instructors. Pre-conference training opportunities include leadership and character development tracks for student leaders and teachers. An opening ceremony, delegate meetings, national officer elections, large-scale community service project, awards ceremony and several social events round out the week. The NLSC and its associated events are made possible through in-kind contributions of an estimated \$36 million in time, equipment and materials. The event is currently scheduled to be held in Atlanta through 2026.

## 2022 Expectations

- June 20-24 (in-person).
- Estimated \$28 million economic impact to Atlanta.
- Estimated attendance: Nearly 18,000.
- Three general sessions with more recognition opportunities.
- More professional development for instructors.
- Competition and meeting space: 1.79 million sq. ft. (31 football fields or 41 acres).
- 107 competitions and possibly several demonstration competitions.
- More than 6,500 competitors.

## 2021 Statistics

- 5,431 (virtual) attendees.
- A record 107 competitions (including demonstration events).
- 3,707 competitors from 45 states.
- 1,100 gold, silver and bronze medals awarded, plus numerous recognition awards.
- Conference support team: 30.
- SkillsUSA TECHSPO trade show: 40 exhibitors.
- 265 educators registered for the Academy of Excellence, which offered 43 hours of professional development.
- 151 state officers from 30 states registered for Leverage state officer training.
- 61 teachers from 20 states registered for Engage advisor training.
- 273 voting delegates from 43 states registered to participate in the Delegate Sessions.

*\*While the in-person event was canceled again in 2021 due to the ongoing pandemic, the NLSC was held virtually. State competitions were conducted throughout the year in a virtual or hybrid format, and the*

resulting state champions competed at the national SkillsUSA Championships in the same manner, with competitions judged virtually.

## 2019 Statistics\*

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

*\*These numbers from 2019 reflect the most recent in-person statistics. While a virtual conference was held in 2021, the event was canceled completely in 2020. The 2019 numbers represented the largest conference in SkillsUSA history, and we anticipate these numbers will be exceeded with a return to an in-person conference in 2022.*

## SkillsUSA Championships

### Description

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

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

### 2022 Expectations

- Date: June 22-23, 2022.
- Location: Atlanta, Ga.
- Competitions: 107 and possibly several demonstration competitions.
- Competitors: More than 6,500.

## **2021 Statistics\*** (event was canceled in 2020 due to pandemic and held virtually in 2021)

- Competitions: 107.
- Competitors: 3,707 (from 45 states).

*\* The SkillsUSA Championships was canceled in 2020 due to the pandemic. Competitions were held in virtual and hybrid formats in 2021.*

## **2019 Statistics\*** (event was canceled in 2020 due to pandemic and held virtually in 2021)

- Competitions: 103 (106 planned for 2022 in Atlanta, Ga.).
- Competitors: 6,417.
- Contest technical committee members: 410.
- National education team members: 217.
- Contest judges: 909.

*\* These numbers represent the most recent in-person SkillsUSA Championships statistics.*

## **Career Clusters at the SkillsUSA Championships**

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

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

## SkillsUSA Official Partners

The following organizations have made financial contributions of at least \$25,000 and/or documented in-kind contributions of at least \$75,000 since 2020.

|   |   |
|---|---|
| 3M  | Lowe's Companies  |
| 84 Lumber Co.   | Magna International   |
| Aerotek   | Miller Electric Mfg. Co. LLC                                    |
| AHRI (Air-Conditioning, Heating, and Refrigeration Institute) | NASSCO (National Association of Sewer Service Companies)        |
| ASE (National Institute for Automotive Service Excellence)    | NC3   |
| CareerSafe  | NCCER (National Center for Construction Education and Research) |
| Carhartt Inc.   | NRCA (National Roofing Contractors Association)                 |
| Caterpillar Inc.  | Nissan Motor Corp. in USA                                       |
| CBRE  | Pella Corp.   |
| Centuri Construction Group                                    | Penske Truck Leasing  |
| Channellock Inc.  | Robert Bosch Tool Corp.   |
| DCA (Distribution Contractors Association)                    | Ryder System Inc.   |
| Fine Homebuilding/Tauton Press                                | Snap-on Incorporated  |
| Harbor Freight Tools for Schools                              | Stanley Black & Decker  |
| The Home Depot  | State Farm Insurance Companies                                  |
| Huntington Ingalls Industries Inc.                            | Swinerton   |
| IAA Inc. (Insurance Auto Auctions)                            | Toyota USA Foundation   |
| Invitation Homes  | Viega LLC   |
| John Deere  | Volvo Construction Equipment                                    |
| Klein Tools Inc.  |   |
| Kreg Tool Co.   |   |
| Lincoln Electric Co.  |   |

# **“Why SkillsUSA?” Talking Points and Survey Data**

The following topic points can be raised for the listed audience when promoting the value of SkillsUSA. Survey data related to SkillsUSA involvement follows the list of talking points.

## **Parents**

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

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

## **Teachers**

Why should a teacher join SkillsUSA? Teachers can:

- Connect the CTE program to industry professionals who represent in-demand careers.
- Document career readiness in students who graduate from CTE programs.
- Utilize SkillsUSA classroom management resources, enabling the teacher to focus on teaching.
- Engage students in their learning with hands-on instruction and skill application in the classroom and chapter.
- Keep students in school by engaging them in learning and bringing relevancy to content.
- Motivate all students to reach their potential and measure student growth.
- Provide practical tools and assessments to ensure every student is career ready.
- Save time by using turnkey SkillsUSA educational resources.
- Receive administrator/community support for their training program.
- Earn state and national recognition and chapter or CTE program grants.
- Participate in professional development and peer networking.
- Connect with program graduates/alumni for program support.
- Use intentional strategy/guided instruction in SkillsUSA Framework integration.

## **Students**

Why should a student join SkillsUSA? Students can:

- Develop career-readiness skills demanded by business and industry.
- Participate in and learn to lead experiences ideal to share on résumé.
- Explore career options and develop a customized future career path.
- Obtain scholarships and work opportunities.
- Network with peers, teachers, mentors and industry representatives.
- Achieve a sense of accomplishment and belonging.
- Participate in leadership development including teamwork and communications.
- Practice hands-on application of skills.

- Participate in local, state or national competitions.
- Be prepared and ready with the skills needed to be successful and to advance on the job.
- Have fun!

## **Administrators**

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

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

## **Business and Industry**

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

- Expand the 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 brand loyalty among students and families.
- Create entrepreneurial connections with students.
- Network with others within their industry.
- Provide internships, mentorship opportunities or apprenticeships.
- Create community networks and build positive public relations for their company.

## **Counselors**

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

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

## CTE Participation and Academic Success

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

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.
- The average high school graduation rate for students concentrating in CTE programs is 93%, compared to an average national freshman graduation rate of 80%.
- 91% of high school graduates who earned 2-3 CTE credits enrolled in college.
- ACTE QUOTE: “High school students involved in CTE are more engaged, perform better and graduate at higher rates.”
- Students can attend public community and technical colleges for a fraction of the cost of tuition at other institutions (\$3,500 to \$5,000 on average).
- According to research in Texas, Colorado and Virginia, graduates with technical or applied science associate degrees out-earn bachelor’s degree holders by as much as \$11,000 per year.
- 27% of people with less than an associate degree — including licenses and certificates — earn more than the average bachelor’s degree recipient.
- ACTE QUOTE: “Postsecondary CTE fosters postsecondary completion and prepares students and adults for in-demand careers.”
- For more ACTE stats and information: <https://tinyurl.com/acte-stats>.

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

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

*\*Research not conducted in 2020-21 due to pandemic.*

### SkillsUSA Framework Skills Acquired

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

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

### SkillsUSA Member Profile

SkillsUSA members who took the survey said they are:

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

### Benefits of CTE Coursework Cited

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

### Self-Reported Future Education Plans

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

## **Independent Survey by Educational Research Center of America (ERCA) in cooperation with the Manufacturing Institute and SkillsUSA**

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

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

Further data from ERCA survey:

- 70% of SkillsUSA members say CTE participation improved their GPA.

# Quotes About SkillsUSA

## Partners, Celebrities and Government Representatives

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

—**Mike Rowe, mikeroweWORKS Foundation**

“SkillsUSA’s work is very personal to me. I’m a proud graduate of H.C. Wilcox Technical High School, where I studied automotive engineering. [SkillsUSA students] are our future craft professionals, engineers, technicians, environmental engineers, energy entrepreneurs, health care professionals, lawmakers, teachers and business owners. [They] will enable our nation to emerge from this pandemic stronger and more resilient than ever.”

— **Miguel Cardona, U.S. Secretary of Education**

“I love Skills Canada and SkillsUSA, because they really make young people who are part of the trades feel like rock stars. We need more of that, to really celebrate the young people who are dedicated to taking up the mantel of the trades.”

— **Mike Holmes, TV host of “Holmes Makes it Right” and more, builder/contractor**

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

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

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

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

“I’ve hired two people lately who won their class in SkillsUSA state competitions, so I try to put my money where my mouth is with respect to supporting SkillsUSA. What a great initiative. You know if someone’s top of the class in SkillsUSA that you’ve got a great person.”

— **Brad Keselowski, Champion NASCAR Driver**

“SkillsUSA does so many great things for America. It promotes a pathway to opportunity, but it does more than that. Career and technical education creates a culture of continuous learning. For too long, we’ve had this bias and this stigma that these are second-class jobs, and they’re not; these are the jobs that built this nation and made us strong, so I think SkillsUSA is sending a very positive message to the majority of the workforce in this nation that they should be very proud and feel good about how they’re making their earnings today.”

— **Rep. Glenn Thompson (R-Pa.)**

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

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

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

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

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

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

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

— **Gen. Jeffrey Snow, U.S. Army**

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

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

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

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

## Students

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Instructors

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

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

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

— **Julie Ivan, Mich.**

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

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

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

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

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

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

## Resources

### SkillsUSA Website

Information updates and news for members, stakeholders and the general public:

[www.skillsusa.org](http://www.skillsusa.org).

### SkillsUSA CONNECT

SkillsUSA programming and resources for students, teachers and state SkillsUSA directors:

[www.skillsusaconnect.org](http://www.skillsusaconnect.org).

### SkillsUSA Brand Center

State associations and local chapters can download SkillsUSA logos, templates and more:

[www.skillsusabrandcenter.org](http://www.skillsusabrandcenter.org).

### SkillsUSA Social Media

Follow SkillsUSA’s social media presence:

[Facebook](#) • [Twitter](#) • [LinkedIn](#) • [Instagram](#) • [TikTok](#) • [YouTube](#)