SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities. In SkillsUSA, diversity encompasses differences in race, color, religion, sex, sexual orientation, gender identity, gender expression, gender transition status, national origin, age, physical and mental ability, thinking styles, experience and education. We strive to make all members, partners and employees feel welcomed and valued in the SkillsUSA family. SkillsUSA believes in treating all people with respect and dignity. We want SkillsUSA to be regarded as a membership organization of choice that encourages all individuals to be involved.
## TABLE OF CONTENTS

**A Message from SkillsUSA Leadership** ................................................. 4
**Strategic Vision for FY22-FY24** .......................................................... 5

**Membership**
- Membership Strategy Highlights .................................................. 6
- Here We Grow Again ......................................................................... 9
- Customer Care Team ..................................................................... 10
- Expanded Professional Development ............................................ 11
- SkillsUSA Iowa Membership Pilot ............................................... 12
- Career Essentials Update ............................................................... 13
- Connect to My Future Career Conference .................................... 14

**Diversity, Equity and Inclusion (DEI)**
- Expanded DEI Efforts ..................................................................... 15
- New SkillsUSA DEI Statement ...................................................... 16

**The Road to Atlanta**
- SkillsUSA NLSC Begins New Era .................................................. 17
- SkillsUSA Championships and State-Level Support ................... 19
- SkillsUSA TECHSPO ................................................................. 20

**Branding, Web and Social Media**
- Branding Initiatives ........................................................................ 21
- Web and Social Media Updates ..................................................... 23

**Marketing, Media and Public Relations Highlights** .................. 24

**Advocacy Efforts** .......................................................................... 26

**SkillsUSA Partnerships**
- Fundraising and Partnerships Updates .......................................... 28

**Administration and Finance**
- FY21 Financial Information ............................................................ 32
- Administration and Finance Updates ............................................ 33
Dear SkillsUSA stakeholders,

This document highlights SkillsUSA’s organizational excellence during the past year and demonstrates our proactive, progressive and comprehensive efforts to engage and motivate students and support instructors while finding new ways to accomplish our mission. Thanks to your help and steadfast support, we succeeded.

While an ongoing global pandemic continued to present unique challenges, the determined partnership of students, teachers and industry that defines SkillsUSA continued finding ways to move forward. Our staff and programs grew as we committed ourselves to delivering a complete program of work to our members during the 2021-22 school year, beginning with a return to in-person events at our Washington Leadership Training Institute in September. Fall leadership conferences, SkillsUSA Week, the Connect to My Future Career Conference, our new “Journey of a Jacket” program and SkillsUSA National Signing Day highlighted the year’s progression, all leading to the event we’ve waited three years to return to: an in-person National Leadership & Skills Conference, our first in Atlanta since 1981.

Internally, we laid important groundwork for the future through the creation of a new, three-year strategic plan. To support the plan’s imperatives, we grew our fundraising team, began the development of a comprehensive new brand strategy and focused on transformative change in the area of Diversity, Equity and Inclusion throughout the organization. You’ll read about these and other highlights in the pages ahead.

The challenges of the past two years have also delivered a new opportunity to show the nation that the skilled trades have been, are and always will be essential. The same can be said for your generous support, which made the accomplishments listed in this document possible. Take pride in that knowledge. After all, you are more than difference-makers. You are life-changers. With your continued partnership, the best is yet to come.

Samuel E. Bottum
SkillsUSA Board President
Vice President and Chief Marketing Officer
Snap-on Incorporated

Chelle Travis
Executive Director
SkillsUSA
A new three-year strategic plan for SkillsUSA was a top priority as FY22 unfolded last fall. SkillsUSA engaged nonprofit strategic experts at Campbell and Company to help craft the new plan. Campbell and Company began the work in October by presenting to the full SkillsUSA staff and then established multiple workgroups representing a wide breadth of SkillsUSA stakeholders (students, state directors, partners, board members, corporate members, advisors and more) to provide input.

The plan is based around six strategic imperatives with action-oriented subgoals, annual benchmarks and a 90-day action plan, plus quarterly goals to jump-start implementation and rollout of the plan to key stakeholders. Work on finalizing the plan continued through the fall, winter and into the spring. A more digestible public version is being prepared that will allow all our stakeholders to understand how their work fits into the overall plan, whether they’re operating within a small local chapter or representing our largest state association. That public rollout is expected in early September.

**STRATEGIC IMPERATIVES**

**Imperative 1**  
Enhance our efforts to build a diverse and career-ready talent pipeline by strengthening student engagement with SkillsUSA.

**Imperative 2**  
Integrate the values of DEI in every level of SkillsUSA’s work to better serve underrepresented students and achieve greater mission impact.

**Imperative 3**  
Recruit and develop current CTE instructors to strengthen training programs and establish comprehensive SkillsUSA chapters.

**Imperative 4**  
Focus, strengthen and amplify SkillsUSA’s organizational voice to more effectively communicate the value of our mission to all relevant audiences.

**Imperative 5**  
Build philanthropic partnerships to strengthen stakeholder outcomes.

**Imperative 6**  
Build infrastructure to support cultural principles, processes and tools necessary to sustain growth and improvement within the organization.
GREATER SUPPORT FOR STATES AND MEMBERS

As the 2021-22 school year began, SkillsUSA moved forward decisively to provide even greater support for state associations and members. The organization created new member resources and searched for multiple ways to offset expenses, spearheaded new instructional support efforts and widened the lines of communication across all channels to keep members engaged and informed. Below are some of the highlights of our state and member support.

SkillsUSA Recruitment Week — SkillsUSA provided expanded Recruitment Week resources to help local chapter leaders successfully hold a fall recruitment plan and engage new members. A set of recruitment week resources was provided to local chapters to help their officers plan and conduct events.

State Directors Professional Development — Ongoing state director training has been vital to supporting a robust national network of state leaders and providing professional development to grow state associations, especially with the natural turnover in these roles. Fall training for 60 state directors was held on Oct. 4-6, highlighting Atlanta as the new home for our National Leadership & Skills Conference.

Training was offered to state directors virtually May 17-19 to finalize conference plans and share resources for the 2022-23 school year. The annual summer State Director Association Professional Development Conference is scheduled for Aug. 16-19 in Reno, Nev. This annual event allows state directors to participate in professional development activities that build their SkillsUSA knowledge and strengthen their personal network and state association. SkillsUSA pays for the training and a portion of the lodging, food and local transportation.
Chapter Excellence Program — The Chapter Excellence Program (CEP), now in its eighth year, recognizes local chapter achievement as it relates to the integration of the SkillsUSA Framework in chapter Program of Work activities. Again this year, SkillsUSA offered one-on-one coaching for the Chapter Excellence Program and Program of Work to customize learning and help instructors integrate the Framework in student-led activities, establish SMART goals for the chapter and evaluate Essential Elements.

Local Chapter Officer Development — On Oct. 20, SkillsUSA held “Elevate,” a virtual conference experience for chapter officers. Local officers in 73 chapters from 27 state associations became more intentional about planning their Program of Work using the SkillsUSA Framework as their guide. The participants discovered the SkillsUSA Framework Essential Elements of Self-Motivation; Communication; Teamwork; and Planning, Organizing and Management. Chapters that participated in Elevate and then implemented a Program of Work were prepared to successfully complete the SkillsUSA Chapter Excellence Program.

Expanded State Officer Programming — SkillsUSA strategically focused on state officer programming this year to evaluate how the organization can best support state associations. Through a research and data collection phase, SkillsUSA learned how most state associations operate their state officer teams. Next, SkillsUSA created a new State Officer Training Guide that was piloted in the spring by several state associations. After the pilot programs have been evaluated, revisions will be made and the guide will be released to all state associations. SkillsUSA’s Leverage Conference for state officers was revised to align with the data provided by state associations about their officers’ knowledge level at the time of their arrival to NLSC, elevating the officers’ training experience. SkillsUSA will continue to work with state associations to align state officer programming so these student leaders are best equipped to serve the thousands of members they represent.

State Leadership & Skills Conference Support
Once again, SkillsUSA provided an LMS (Learning Management System) and Virtual Conference Center for state associations to conduct their state leadership and skills conferences. White glove technical assistance and a customer care support team were assigned to each state association. The national organization and partner Lowe’s provided supply grants to states to support the cost of contest supplies for NLSC.
High School and College/Postsecondary Teacher Taskforce Meetings

The Office of Education convened two task forces in March, one with high school instructors and one for college/postsecondary instructors and students. The college/postsecondary group engaged in discussions on how their needs differ from high school members. Discussions focused on local programming needs, resource development and college student leadership opportunities, including national officer roles and instructor professional development.

The high school teacher task force discussed recruitment of classroom teachers to establish comprehensive chapters and become SkillsUSA advisors, development of a teacher mentor program and integration of SkillsUSA Framework competencies into the classroom while being embedded in CTE instruction. They also discussed the development of meaningful recognition of teachers. There was time for discovery of what incentivizes teachers to participate in professional development that helps establish a comprehensive chapter where every student member is actively participating in SkillsUSA.

Journey of a Jacket

SkillsUSA members belong to a community that values their potential and believes in their abilities. Through the new “Journey of a Jacket” program launched this year, 50 students received a SkillsUSA red jacket to be worn anywhere on the member’s journey through school, work and life. The jacket was a gift from our program sponsors and is a symbol that the member is supported and valued. It’s also an opportunity for students to showcase their SkillsUSA pride. To apply, students submitted an essay and a letter of recommendation from their SkillsUSA advisor.

See an Emotional Thank You Video
SkillsUSA Membership: Here We Grow Again

By April 30, SkillsUSA stood at 330,980 members. This was an amazing accomplishment as we emerged from the pandemic, with membership up by nearly 43% compared to 2020-21. This increase exceeded the projections made last fall when SkillsUSA expected to be at 70% of the record-breaking 2019-20 membership. Instead, we rebounded from the pandemic to reach 88% of those numbers. In fact, 53 states exceeded their 2020-21 membership, and 10 states exceeded their 2019-20 membership. A total of 18,193 professional members registered in 2021-22 along with 312,787 students.

Compared to 2020-21, the high school division showed an increase in members of 47%, while college/postsecondary increased 15% and middle school increased by 56%.

<table>
<thead>
<tr>
<th>Division</th>
<th>Last Yr.</th>
<th>This Yr.</th>
<th>Diff</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS</td>
<td>2,549</td>
<td>3,951</td>
<td>1,402</td>
<td>55.00%</td>
</tr>
<tr>
<td>HS</td>
<td>203,229</td>
<td>297,298</td>
<td>94,069</td>
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<tr>
<td>C/PS</td>
<td>25,815</td>
<td>29,731</td>
<td>3,916</td>
<td>15.20%</td>
</tr>
<tr>
<td>Total</td>
<td>231,593</td>
<td>330,980</td>
<td>99,387</td>
<td>42.90%</td>
</tr>
</tbody>
</table>

New Schools and Advisors to SkillsUSA

This year, 387 new chapters chartered with SkillsUSA, compared to 270 schools in 2020-21. The SkillsUSA Customer Care Team onboarded 515 new advisors to SkillsUSA at schools already in our registration system, newly chartered schools or schools that rejoined SkillsUSA after being inactive for two or more years.

Total Participation Plans (High School) and Campus Plans (College/Postsecondary)

SkillsUSA registered the highest number of affiliation plans this year compared to the past five years. A total of 204 schools, districts and states committed to register all their CTE students as SkillsUSA members, contributing to 53.8% of our 2021-22 total membership.
Customer Care Team Expands Service

The Office of Education expanded the SkillsUSA Customer Care Team (CCT) to six people in FY22 by bringing three part-time contractors onto the staff as full-time employees. The CCT is reporting an increase in overall contacts this year, with 16,387 phone calls and emails and 4,477 online chats. This enhanced guidance and ongoing support has inspired remarkable growth in the onboarding of new schools and advisors.

As part of membership outreach, the CCT contacted all SkillsUSA chapters that had not joined since 2019-20, sending out three emails to reach these potential members, two in the fall and one in January.

The CCT expanded its reach in FY22 beyond membership support to include state SkillsUSA Championships support and registration support for conferences. This expanded outreach allowed SkillsUSA to serve more members more efficiently, even outside of normal business hours.
Expanded Professional Development for Advisors
To better serve instructors, meet a growing demand for professional development (PD) and reduce barriers to participation such as cost, travel time or being time away from classrooms, SkillsUSA launched several new PD programs in 2021-22.

On Sept. 17, the SkillsUSA Technical Fridays program was introduced. These virtual workshops were led by industry experts to help teachers develop specific technical skills relevant to their career fields. The targeted participants were teachers who would benefit from incorporating the skill into their classroom instruction. Over 200 SkillsUSA teachers participated in workshops covering topics in manufacturing, law enforcement, culinary arts, esthetics, automotive, STEM and more. The teachers enjoyed hands-on virtual experiences, opportunities to network with industry experts and access to resources provided by the presenters.

SkillsUSA also led a series of 10 virtual “Love and Logic” workshops that taught advisors how to form healthy relationships with students and neutralize arguments in their classrooms while gaining new strategies to feel fulfilled as educators.

To help chapter advisors grow their SkillsUSA knowledge, over 60 sessions on SkillsUSA educational resources, chapter management and SkillsUSA Framework integration were also offered.

The SkillsUSA Office of Education team traveled to three state fall leadership conferences to provide live professional development that ranged from professional membership benefits in the SkillsUSA Absorb LMS to sessions on comprehensive chapter management. The team also participated in one virtual fall conference and provided curriculum to another three states.

Offerings at NLSC
Offered at NLSC this year is Engage training for advisors and the Academy of Excellence, a professional development conference for teachers and advisors (as well as school counselors or administrators) that features training on chapter management, educational psychology, burnout management, diversity and inclusion and more. Additionally, SkillsUSA University has been expanded to include sessions across all career clusters, with a focus on teaching participants specific technical skills. SkillsUSA University is also open to students.
SkillsUSA Iowa Membership Pilot Supports Chapter Development

SkillsUSA began a partnership with SkillsUSA Iowa in the fall to develop a strategy for onboarding new comprehensive SkillsUSA chapters. A state mandate will go into effect in fall 2024 that will require all Iowa career and technical education programs to include a Career and Technical Student Organization (CTSO) chapter.

Working with state agency personnel and the SkillsUSA Iowa director, SkillsUSA developed a plan to work with advisors in preparation for this mandate.

A total of five one-day trainings were held in locations across Iowa. Each training included 25-30 advisors and school administrators. The pilot began with one-day trainings that focused on overviews of CTSOs and SkillsUSA and how they integrate into a CTE program. Participants reviewed the SkillsUSA Framework and developed beginning-level integration strategies. The trainings concluded with a discussion of SkillsUSA membership and professional member benefits that help participants continue chapter planning.

As a follow-up to the trainings, participants joined a virtual cohort for four additional sessions this spring. The cohort groups discussed SkillsUSA chapter management related to student leadership, chapter meetings and the beginnings of a SkillsUSA Program of Work. In addition to formal training, the cohort group used some of the time to develop their network and share ideas and best practices.

The early success of the Iowa pilot can already be seen in membership growth. SkillsUSA membership in Iowa as of April 1 was 473 members, which is 279 more than in 2020-21. Of those members, 120 are professional members. This pilot will continue with additional cohort groups in Iowa and expand into additional states that seek engagement.
Career Essentials Supports Career Readiness
The SkillsUSA Career Essential Suite provides turn-key curricula options that teachers can implement to ensure their graduates are career ready and prepared to succeed. This data represents the Career Essentials certificates issued between Aug. 15, 2021, and March 30, 2022.

967 students earned the SkillsUSA Framework Certification.

910 students earned the SkillsUSA CTE Knowledge Certification.

Students enrolled in the SkillsUSA Exploratory Curriculum (ages 12-14) cumulatively earned 71 exploratory course unit completion badges. Two students earned the full Exploratory Micro-credential.

Students enrolled in the SkillsUSA Fundamental Curriculum (ages 14-16) cumulatively earned 2,586 fundamental course unit completion badges, and 119 students earned the full Fundamental Micro-credential.

Students enrolled in the SkillsUSA Advanced Curriculum (ages 17-19) cumulatively earned 2,505 advanced course unit completion badges, and 58 students earned the full Advanced Credential.

Students enrolled in the SkillsUSA Adult Learner Curriculum (ages 20 and older) cumulatively earned 242 adult learner course unit completion badges, and 11 students earned the Adult Learner Credential.

Career Essentials Grants
SkillsUSA partnered with Aerotek and The Swinerton Foundation to deliver 37 grants for high school and college/postsecondary chapters to be used for SkillsUSA Educational Resources and Career Essentials access. Eligible chapters received a $3,000 or $4,500 grant to provide resources that focus on integration of the SkillsUSA Framework in the chapter.
Connect to My Future Career Conference
SkillsUSA’s Connect to My Future Career Conference (CTMF) was held May 3-4. This virtual event allows students to explore career pathways and connect directly with employers right from their school classrooms. CTMF 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. Click here to view the full CTMF Impact Report.

2022 Overall Registration and Attendance
• Total registration: 2,079 students
• Day of event participation: 904 students
• Geographic reach: Held across 14 states

Washington Leadership Training Institute (WLTI)
More than 300 students, teachers and state leaders from 19 states traveled to Washington, D.C., in September to participate in SkillsUSA’s premiere advocacy conference, the Washington Leadership Training Institute (WLTI). WLTI attendees described the annual event as “life changing.” The four-day leadership conference for high school and college/postsecondary students was SkillsUSA’s first in-person national event since 2019.

At WLTI, students gained SkillsUSA Framework skills as they learned how to become effective leaders and grew their understanding of how government operates. Members also embraced the traditional highlight of WLTI: the unique opportunity to personally advocate for SkillsUSA and CTE with their elected officials on Capitol Hill. A total of 35 visits were conducted to eight senators, 26 congressional representatives and the U.S. Secretary of Labor Marty Walsh. Training sessions focused on the Framework Essential Elements of professionalism, communication and leadership. Watch the 2021 WLTI recap video here.
SkillsUSA Expands DEI Efforts

Through our ongoing Diversity, Equity and Inclusion (DEI) efforts, SkillsUSA is living up to our responsibility to treat all individuals with respect and make all members, partners and employees feel welcomed and valued. With everyone’s help, we can change lives for the better as we build a diverse, skilled workforce everyone can be proud of and communities where we all are safe, empowered, valued and respected. We accept this responsibility to create environments of inclusion wherever and whenever we can.

The SkillsUSA Diversity, Equity and Inclusion Workgroup convened on Feb. 12 and received an overview of the new SkillsUSA Strategic Plan approved by the board. Members provided affirmative responses to the organization’s focus on DEI, which in large part was operationalized through the thoughtful input of the Workgroup collected over its meetings in the Fall of 2021. The workgroup began reviewing draft policies to be considered by the board, including a new non-discrimination statement and a new policy for transgender and non-binary students. These policies clearly communicate the organization’s affirmative stance toward inclusion. The non-discrimination statement serves as a foundation for the Student Code of Conduct, and the organization’s new Bias, Discrimination, and Harassment Incident Reporting.

- A Student Listening Session was held on Jan. 27 with current and former members to discuss student safety at national events. Their feedback was used to develop a bias and harassment reporting form. At NLSC 2022, members will be able to report incidents of bias in a safe manner to SkillsUSA.

- A new equity seat on the SkillsUSA Board of Directors was established to ensure that all organizational decisions are made through an equity lens. SkillsUSA engaged Ricardo Romanillos, Ed.D., as a fractional Chief Diversity Officer.

- Staff and state directors received initial training by Amy Circosta, JD of Seven & Nine Consulting, to ensure all are prepared to identify and respond appropriately to red-flag behavior.

- The Employee Handbook was thoroughly reviewed and policies updated to communicate an inclusive workplace. The Human Resources team at SkillsUSA developed new recruitment, interviewing and hiring strategies (which include data analyses) to ensure a more diverse pool of applicants for any open positions.
SkillsUSA Diversity, Equity and Inclusion Statement

Through our DEI work in FY22, SkillsUSA created the following Diversity, Equity and Inclusion Statement to help govern all our work moving forward:

“SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities. In SkillsUSA, diversity encompasses differences in race, color, religion, sex, sexual orientation, gender identity, gender expression, gender transition status, national origin, age, physical and mental ability, thinking styles, experience and education. We strive to make all members, partners and employees feel welcomed and valued in the SkillsUSA family. SkillsUSA believes in treating all people with respect and dignity. We want SkillsUSA to be regarded as a membership organization of choice that encourages all individuals to be involved.”

Learn more on our website.

### DEI ACTION PLAN 2022-2023

<table>
<thead>
<tr>
<th>Imperative</th>
<th>Description</th>
<th>Example</th>
<th>Criteria of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Equity Imperative</td>
<td>Establish strategic equity goals that drive innovation in programming and partnerships</td>
<td>New partnerships in target communities increase family participation in SkillsUSA programming and WBL</td>
<td></td>
</tr>
<tr>
<td>Equity-Focused Data System</td>
<td>Develop a comprehensive structure to gather and report equity and impact data across organization</td>
<td>Secure data portal collects demographic data from student members</td>
<td>75% of SkillsUSA competes at NLF submit demographic data</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>Provide stakeholders with focused DEI learning opportunities</td>
<td>State Directors engage in regular workshops discussing equity in education</td>
<td>100% of employees, State Directors, and Board Members engage in targeted course offerings</td>
</tr>
<tr>
<td>Internal Culture/Climate</td>
<td>Implement an internal campaign to center diversity and inclusion within operations</td>
<td>Organizational policies and procedures prioritize diversity and inclusion within the workplace</td>
<td>Employee demographics are collected and analyzed for diversity targets</td>
</tr>
</tbody>
</table>

DIVERSITY, EQUITY, INCLUSION
SkillsUSA NLSC Begins New Era

SkillsUSA celebrates its return to an in-person National Leadership & Skills Conference (NLSC) on June 20-24 in Atlanta. The event marks the first in-person NLSC since 2019 and the first time Atlanta has hosted the conference since 1981. (The 2020 event was canceled and the 2021 event was held virtually because of the pandemic.)

Watch our video “What is SkillsUSA and NLSC?”

Visit the SkillsUSA website for our recaps and coverage.

The SkillsUSA National Leadership & Skills Conference is one of the nation's largest showcases for career and technical education and a true CTE destination. This year's multi-faceted convention features the SkillsUSA Championships, where state champions in 108 unique career competition events compete for national bronze, silver and gold medals. Simultaneously held is SkillsUSA TECHSPO, one of the nation's largest technical expositions, with more than 150 exhibitors from education and industry.

Three general sessions, delegate meetings, national officer elections and a student-led community service project round out the week. One of those general sessions is the new Recognition Session, which will celebrate the skill-building work of our students and advisors at all levels of SkillsUSA throughout the year. Pre-conference opportunities include Activate, Leverage and Engage leadership training for students and teachers.

Attendance for SkillsUSA's 2022 NLSC is projected to be 12,000. To prepare for the event, SkillsUSA brought state directors to Atlanta in October, and contest technical committees toured in January. The staff also developed new branding guidelines for NLSC, including editorial and graphic standards. The 2022 event is expected to generate $20 million for the Atlanta economy.
New NLSC Branding
The Office of Education and the Office of Communications worked together to create new branding assets for the NLSC, with the goal of creating a more consistent visual look for the event that would kickoff the new era in Atlanta and last for years to come. New graphic standards for NLSC were created as well as new editorial style rules for referencing the event in our messaging.

2022 SkillsUSA Championships
Held in conjunction with the National Leadership & Skills Conference (NLSC), the SkillsUSA Championships event is known as one of the largest hands-on workforce events in the world. It encompasses more than 30 football fields, and it’s made possible by an estimated $36 million investment from business and industry. This year will mark the first time since NLSC 2019 for all competitions to be held in-person. It will be held at the Georgia World Congress Center in Atlanta.

The 2022 event represents a tremendous, collective effort by our business and industry partners, staff, state SkillsUSA directors and advisors. Thanks to that effort, we will be able to recognize over 1,150 national gold, silver and bronze medalists this year in 108 skilled, leadership and occupational competitions.

SkillsUSA Championships Technical Standards Released
In October, SkillsUSA released the “SkillsUSA Championships Technical Standards,” the official competition guides and regulations for the 108 national career competitions. Along with the full rules and scope for each career competition, each guide contains a competition overview, a list of the technical skills and knowledge required for the competition, 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. 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 receive access to the digital resource as a free member benefit when they register.
SLSC State Support
In 2021-22, the SkillsUSA Championships team initiated a new state support effort to assist SkillsUSA state directors with running their state-level competitions. The goal was to support our state associations while better aligning state events to national events as we enhanced the preparation of students advancing to nationals by providing more industry standards and industry-led guidance for contests. Working with the national contest technical committees, the team collected over 250 separate resources, including written exams, sample projects, contest agendas, scorecards, time cards, contest topics and contest study guides. The SkillsUSA team was impressed and encouraged at how helpful the national technical chairs were in providing this additional support for the career development of SkillsUSA members and their willingness to serve as direct contacts for state leaders with questions.

SLSC Testing Platform
The SLSC Testing Platform was a new turnkey service provided to SkillsUSA state directors to support state-level testing for their competitions. This full-service platform allowed state directors to easily administer state-level competition tests. After the completion of the testing, state directors could then pull reports and seamlessly import this data into the SkillsUSA Conference Management System (CMS) to complete their scoring. State directors were also provided with a point of contact to help them implement the testing as well as troubleshoot any technical issues that popped up. This service supported 27,000 student competitors in 32 states.

“I want to thank you and your team for the elaborate and inclusive SLSC support items we all benefited from this year as we organized our state leadership and skills competitions with projects, scenarios and other valuable support. As a director having to support state contests, I could not have asked for better materials and resources to provide to contest chairs who often struggle to create new projects each year. I am extremely thankful for this resource and for the time you all put into gathering, organizing and sharing the resources.”

— Paul Heidepriem, SkillsUSA North Carolina state director
SkillsUSA TECHSPO Ignites Partner Connections

As a CTE destination, SkillsUSA TECHSPO expands in 2022 to showcase more of the latest technology and its application for our future workforce while providing the best possible experience for attendees. Over 150 exhibitors at SkillsUSA TECHSPO are positioned right alongside national career competitions across all three exhibition floors at GWCC.

This year's booths offer some amazing interactive experiences across all career clusters. Participants engage in meaningful exhibit booth experiences that inform their career interests while helping them building a personal network of industry experts. TECHSPO is available to all 12,000 conference attendees as part of their registration package. See Page 29 for more information.

Learn more about SkillsUSA TECHSPO here.
In FY22, the Office of Communications (COMS) provided editorial, design and online support on a cross-departmental basis for many of the projects listed in this document. The COMS team also began the advancement of its own new initiatives, from the development of a new organizational brand strategy to a full website redesign. A new COMS team member was also added in FY22: Design and Digital Communications Manager Scott Price.

New Branding Strategy
The COMS team began work in FY22 on a comprehensive new brand strategy for the organization designed to support Imperative 4 of SkillsUSA’s new strategic plan: “Focus, strengthen and amplify SkillsUSA’s organizational voice to more effectively communicate the value of our mission to all relevant audiences.”

Major goals of the new branding strategy include the following, some of which were completed in FY22 with others scheduled for completion in FY23:

- Conduct member and stakeholder research
- Create brand positioning statements for specific audiences to guide all communications and program development moving forward
- Define SkillsUSA’s “organizational personality” and tone of voice
- Create new editorial, graphic and branding guidelines
- Bring consistency to organizational facts and statistics
- Develop visual consistency and cohesion among organizational visuals and messaging

Branding Research
The COMS team secured the assistance of the Stone Ward marketing agency to create an online branding survey released to students, advisors and industry partners. The survey was designed to glean data that will help guide the writing of our branding positioning statements as well as further information related to our tagline (“Champions at Work”) and organizational personality. The survey received responses from 250 student members, 956 advisors and 30 partners, and it was finalized on June 8. Responses are currently being categorized and evaluated, and further data will be gathered at the 2022 NLSC.
New Brand Center
In an effort to streamline our delivery of branding assets for staff and stakeholders alike, the COMS team reviewed new options for our online Brand Center. Research led to Brandfolder, a division of SmartSheet, which the organization already uses heavily. The move to Brandfolder saves the organization nearly $15,000 per year while delivering a far more user-friendly experience and more options, including customizable templates for users. Members of the COMS and EDU teams worked together on the transition and took part in a 6-week training program. The full transition to the new Brand Center is scheduled for early July. We’re excited about the new possibilities and opportunities this will bring to establishing brand consistency, not only with the national office, but with our state associations and local chapters.

New Email Signature
In continuing our efforts to provide brand consistency, one of the first places we looked to may seem small, but it’s actually one of the main platforms for expressing our brand: our staff email signatures. Faced with the issue of inconsistent email signatures across the organization, the COMS team secured the assistance of CodeTwo software company to streamline email signatures across the organization. The result is a system that allows SkillsUSA to provide identical email signatures for each staff member automatically, as well as the ability to change graphic banners beneath the main signature to promote various events throughout the year.

New Editorial Style Guide
The COMS team performed a comprehensive update of the organization’s editorial style guide in FY22, implementing feedback from all departments. The editorial style guide features guidance on how to refer to SkillsUSA programs and groups in all communications as well as general writing style instruction. For the first time in the organization’s history, a substantial DEI section was added to the guide, offering instructions and guidance for reviewing all communications through a DEI lens to ensure compliance with our ongoing DEI initiatives.
Website Redesign
The COMS team began preliminary work on what will be a full website redesign. The intent is to create a new “public-facing” website designed to convey the SkillsUSA mission in a simpler, cleaner and more visually focused format. The COMS team, with input from other departments, developed a proposed new navigational structure for the site and once again enlisted Stone Ward to help with the research component, which will begin in late summer or early fall. Stone Ward will be conducting focused research with selected SkillsUSA students, advisors and partners to gain input on user preferences for site navigation and content. Stone Ward will then assist in the actual redesign, which will be complete in FY23.

SkillsUSA Champions Digital Hub Shares More Success
The SkillsUSA Champions Digital Hub continued to be the main source of SkillsUSA storytelling for our membership and the general public in FY22. The schedule of the Champions hub is designed to produce one feature article and three chapter Spotlight articles (shorter articles focused on the outstanding work of a chapter or individual) each month. Those articles are also shared via social media. So far this year, the site has produced nearly 20,000 page views through more than 16,000 unique users, up more than 1,000 in each category from the previous year. Now in its second year of operation, the SkillsUSA Champions hub is also inspiring more story submissions from advisors and students.

Web and Social Growth
The number of website visits more than doubled in FY22, rising to *2.3 million views* versus just under one million in FY21. This dramatic growth is in step with the faster-than-expected rebound in membership. Total social media followers across all of our networks surpassed the milestone 100,000 mark and are currently at *104,198*, an increase of nearly 8,000 followers from FY21. We believe that number will rise even further during the week of our first in-person NLSC in three years, which has traditionally provided a huge bump in web and social media traffic.
Marketing

Carhartt and TSC Support the Trades with New Campaign
At a time when the skilled trades need more champions, Carhartt and Tractor Supply Company (TSC) stepped up in 2022 with a $100,000 donation to SkillsUSA through their Support the Trades campaign. As part of the campaign, Carhartt and TSC created a new line of Support the Trades shirts, and proceeds from every shirt sold were donated to SkillsUSA. Members showed their pride for the skilled trades they proudly represent every day while supporting SkillsUSA and the “Champions at Work” who keep our nation moving by buying the shirts at their local TSC stores or online at the TSC site. The campaign will renew next fall for its third year. Click here to see a video shoutout to these partners from our members.

Conference Audiovisual Assets Provided To State Associations
SkillsUSA produced a package of audiovisual assets for state associations to use at their state conferences. Included were a conference opening video, a message from the 2021-22 national officers, music videos for the “SkillsUSA: United as One” theme song and our “SkillsUSA: Champions at Work” organizational song, video bumpers, audio of our songs and a greeting from executive director Chelle Travis. The resources made it easy for state associations to host professional-looking general sessions that support this year’s SkillsUSA theme and organizational branding.

Media and Public Relations

SkillsUSA National Signing Day Spotlights the Skilled Trades Nationwide
On May 5, SkillsUSA National Signing Day celebrated career and technical education students in hundreds of SkillsUSA chapters across the country for their dedication to pursue a career or advanced education in the skilled trades.

More than 1,000 students from 33 states and territories across the nation were recognized by their school administrators, teachers, elected officials, SkillsUSA advisors, family and friends in a style reminiscent of signing day events where high school student athletes commit to a specific college. Students were applauded as they announced their career plans while signing “letters of intent” for a job offer, apprenticeship or advanced technical training.

Executive director Chelle Travis and other SkillsUSA staff attended one of those Signing Day events in Hobbs, N.M., part of the grand opening of the new Career and Technical Education Center at Hobbs. This notable event was attended by skilled trades spokesperson Mike Rowe as well as the governor
of New Mexico and dozens of community supporters who came to cheer on the students as they signed pledges.

Learn more about the Hobbs event here and visit our website for more Signing Day information from across the nation, including a Twitter wall showing posts from participating states.

SkillsUSA in the News
In spite of the pandemic, SkillsUSA chapters remained active and in the news. SkillsUSA news clippings for the period of Sept. 1, 2021, through May 31, 2022, were 5,232 as reported by Cision. That’s an increase of 665 news stories since last year.

NLSC Public Relations
The SkillsUSA public relations team worked pre-conference to secure coverage in our new conference city. They also secured attendance by federal and state dignitaries and elected officials, including the U.S. Secretary of Education Miguel Cardona. A relationship was established with Cardona’s office last year, inspiring the Secretary to submit a video greeting for the 2021 virtual national conference. This year, Secretary Cardona will be personally visiting the conference and addressing our students during the Opening General Session. The public relations team also:

- Sent NLSC invitations to federal, state and local government officials and school system leaders
- Engaged an Atlanta-based PR team and developed a media strategy and custom media lists
- Secured Media Room assistance and on-camera talent for NLSC
- Provided script editing assistance for events and general sessions
- Collaborated with EDU to create a script for an NLSC promotional video
- Coordinated with SkillsUSA partners around their keynote speakers and influencers

SkillsUSA Impact Report
With the cooperation of other departments, the COMS team released the FY21 Impact Report in May. The report highlights the main accomplishments of the FY21 program year.
Advocacy Efforts at WLTI
The Washington Leadership Training Institute (WLTI) marked a return to in-person events for SkillsUSA. (See Page 14 for more information.) Advocacy was a central theme of the event, highlighted by student delegations advocating for SkillsUSA and career and technical education to their congressional representatives on Capitol Hill. To help prepare students for their visits, a legislative panel discussion was created as part of the WLTI program. Speaking to the students were Nick Pennington, legislative assistant for Rep. Jim Langevin (D-RI); advocacy expert Caleb Wright, chief operating officer of Versant Strategies; and college student Brianna Vanderlaan, an alumni member who shared information gained from her previous WLTI visits.

On the morning of the visits, a kickoff event was held to build excitement. Sharing video messages with the SkillsUSA members were CTE caucus chairs Jim Langevin (D-R.I.) and Glenn “G.T.” Thompson (R-Pa.). John Rose, representing Tennessee’s sixth congressional district, spoke live via Zoom. All three elected officials praised the students’ efforts, saying there was no group to better represent career and technical education than those whose lives had been changed by it.

National Officers Advocate During SkillsUSA Week
SkillsUSA national officers headed to Washington, D.C., again for SkillsUSA Week on Feb. 7-11. The elected student leaders visited the U.S. Department of Education on Feb. 10 to meet with Chief of Staff Jennifer Mishory and select OCTAE staff to discuss how SkillsUSA programming aligns with federal education priorities. The group also met with three of the six chairs of the House and Senate CTE Caucuses at the U.S. Capitol. The national officers concluded their advocacy efforts with a virtual meeting with the Employment and Training Administration at the U.S. Department of Labor. Joining national officers Ambuja Sharma (Ga.), Caroline Daley (Fla.), Lyndsey Lanman (Texas) and Noe Garcia (Ariz.) was executive director Chelle Travis and staff. View more photos from SkillsUSA Week here.
Elected Officials Recognize SkillsUSA Champions
In fall 2021, SkillsUSA’s PR team sent out 367 unique emails to the senators, representatives and governors representing all our SkillsUSA Championships medalists. The messages included customized press releases, a list of June 2021 medalists from the recipients' states and a request that our medalists be congratulated publicly. In response, 17 governors, six senators and seven representatives agreed to send out letters of congratulations to their constituents. We were excited to gain this recognition for our students as we increased awareness of SkillsUSA.

Free Advocacy Tools Support States and Chapters
The SkillsUSA Advocacy Site helps state SkillsUSA leaders or chapter advisors easily connect with elected representatives or the media. Users can send a message using pre-populated, customizable templates. The advocacy web page is updated quarterly with new campaigns for WLTI, SkillsUSA Week, state leadership and skills conferences (SLSC) and the National Leadership & Skills Conference (NLSC). Users can send messages through the site or obtain current contacts for elected officials and the media for their outreach efforts.

State Media Kit for State and National Conferences
In March, SkillsUSA directors received a SkillsUSA 2022 State Media Kit for their state leadership and skills conferences and for the National Leadership & Skills Conference (NLSC). The guide includes a sample letter of invitation and press release templates in Word for easy personalization. Using the kit, state directors can effectively advocate for their state events and highlight member recognition pre- and post-conference with branded materials. In June, the SkillsUSA communications team delivered an NLSC Media Kit for journalists, state SkillsUSA directors and the public.
Fundraising and Partnership Highlights

The Office of Business Partnerships and Development (BPD) focused this year’s efforts on returning to an in-person conference and expanding its team. Launching a comprehensive Sponsorship Opportunity menu last fall, the team will debrief with stakeholders in late summer to inform next year’s early outreach and donor-centered opportunities.

New Team Members
BPD added three new team members this year. Julie Dufour joined in December as the senior manager of SkillsUSA TECHSPO and sponsorships, Hilary Legge joined in January as the data stewardship manager and Meghan Sweigart joined in April as the new sponsorship manager.

FY22 Fundraising Progress
To date, BPD has raised $3.9 million in FY22, as well as $1.2 million in donated materials.

I. Focus on NLSC Partnership Opportunities
Housed on techspo.skillsusa.org, the BPD team developed a suite of collateral to engage business and industry at our national conference and throughout the year. The suite consisted of:

• Sponsorship Opportunities
• SkillsUSA TECHSPO Prospectus
• Marketing and Promotional Opportunities (MPOs)

Twelve sponsorship categories sold out and 34 MPOs were sold as of May 9.

Official Partner Program Revamped
The BPD team developed a strategy to encourage and recognize partners who made a financial or in-kind contribution. The strategy was designed to honor and document all the in-kind contributions of prizes, equipment, materials and other resources that help to enrich our NLSC. View the 2022 SkillsUSA Official Partner list.
SkillsUSA TECHSPO Expands
As SkillsUSA TECHSPO returns to an in-person event after three years at the 2022 NLSC, exhibitors will be placed alongside their related career contests across all three halls of the Georgia World Congress Center. New features include a headshot photo booth, photography competition gallery, activity zone and food court. SkillsUSA TECHSPO raised $1,007,705 from 157 exhibitors as of June 1, beating the record of 142 set in 2019. The amount raised in 2022 is also an all-time high (see chart below).

![Chart showing SkillsUSA TECHSPO Dollars Raised]

*Note: 2020 numbers represent amount raised before NLSC cancellation as a result of COVID-19. In 2021, the event was conducted virtually on a smaller scale.*

Road to Atlanta Outreach
Generating local and national interest, SkillsUSA held one in-person and four virtual sessions for business partners and prospects to preview NLSC. The BPD team attended the SkillsUSA Technical Committee meeting on Feb. 2 to present the new Official Partner threshold and TECHPO layout. To gather ideas and make connections for Atlanta, the team also attended the Future Farmers of America (FFA) National Conference last October and the SkillsUSA state leadership and skills conferences in Georgia and Virginia on Feb. 25 and April 9.
II. Other Fundraising Initiatives

#SkillsUSAGiving Doubles Up on Giving Tuesday
Using the #SkillsUSAGiving hashtag across multiple channels, the SkillsUSA Giving Tuesday campaign was held November 30. Once again, CareerSafe Online generously matched this year’s campaign donations, which raised $10,200 through 49 donations. The campaign also increased monthly staff giving.

Connecting Students to Careers and Partners
On May 3-4, SkillsUSA held its second annual virtual Connect to My Future Career Conference (CTMF). Over 200 business and industry volunteers supported students through conversations, presentations, resume reviewing and practice job interviews. This year’s sponsors were Magna and State Farm, along with CareerSafe, IAA, John Deere, Nestlé and Volvo Construction Equipment. (See Page 14 for more information on the CTMF conference.)

III. Cause Marketing Campaigns
Carhartt and TSC Support the Trades with New Campaign
Carhartt and Tractor Supply Company (TSC) teamed up in 2022 to provide a $100,000 donation to SkillsUSA through their inaugural Support the Trades campaign. (See Page 24 for more information).
IV. Student, Chapter and State Director Support

Scholarships Provided Through Partners
Since the school year started, 65 scholarships worth $169,500 were distributed to college or postsecondary students and funded through the generosity of our individual and corporate donors, including Home Depot, 84 Lumber, Larry Rash Memorial Foundation, Sharon Melton Myers Memorial Foundation, Benjamin Media, Continuum Capital, North American Oil and Gas Pipelines, AHRI, Fine Homebuilding, and Fieldpiece Instruments. In addition, eight scholarships worth $8,400 were awarded to students attending WLTI or Leverage state officer training through the Robert W. Flint Foundation. Harbor Freight Tools for Schools is also awarding traveling scholarships for 2022 NLSC construction focused participants.

Emergency Assistance Through SkillsUSA's Hope Fund
Funded through generous individual and partner support, the SkillsUSA Hope Fund provides support to student members experiencing financial or personal crisis to propel their education and career pathways. It also assists chapters affected by natural disasters and helps ensure financial stability of SkillsUSA's network of leaders and associations. Financial support of $11,250 has been distributed to causes in Texas, Maine, Maryland and California.

Lowe's Awards State Support and Chapter Grants
Lowe's provided $320,000 in state association support ($5,000 per state to 64 SkillsUSA state and territorial associations) to support state-level 2022 TeamWorks and Carpentry competitions. The grants were used at Lowe's to purchase lumber, other materials and supplies. Lowe's granted $250,000 in SkillsUSA chapter grants this year to schools wanting to upgrade their CTE program tools and equipment. The grants of up to $15,000 per school could be used to purchase materials or supplies from Lowe's for the classroom or to conduct community service projects. Community service grants were awarded to 16 schools in 12 states, while CTE classroom/lab update grants were awarded to 27 schools in 16 states.

Career Essentials Grants Delivered
SkillsUSA partnered with Aerotek and The Swinerton Foundation to deliver 37 grants for high school and college/postsecondary chapters to receive SkillsUSA Educational Resources and Career Essentials access to further integrate the SkillsUSA Framework in the classroom and chapter.

State Director Connections
The financial stability of state and territory associations is essential to SkillsUSA's mission. Many have their own partnerships programs and have expressed a desire for more fundraising strategy and support. The State Director Development Committee met in September to discuss fundraising capacity (systems, lessons learned and templates) as well as needed resources. At the New State Director Orientation meeting in October, BPD provided a fundraising introduction and shared fundraising appeal tips. During FY22, BPD established 14 partner connections for chapters and state directors.
FY21 Financial Information

91% of expenses went into programs that directly benefit our members.

$7.8 million was raised in financial support, an all-time record.

60% of income was provided through private fundraising contributions.

View our audited financial statements for FY21.
PPP Loans and Employee Retention Credits
SkillsUSA applied for two loans totaling $1,182,780 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 received 100% loan forgiveness on these loans.

In February, SkillsUSA applied for and received Employee Retention Credits in the amount of $633,000. These funds will be paid directly to SkillsUSA as the amended 941 quarterly tax returns are processed.

SkillsUSA Headquarters Building Operations
The Office of Administration and Finance has maintained operations at the SkillsUSA National Leadership Center 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. The center was used during the Washington Leadership Training Institute by more than 300 members who visited the campus and enjoyed tours, dinner and field games on the back lawn.

Capital Assets Workgroup (Building Update)
In December of 2021, after research, discussion and great consideration, SkillsUSA’s board of directors unanimously approved the decision to sell the SkillsUSA National Leadership Center, which includes our headquarters building and property. The national center has always been a highly valued asset, but with the organization facing millions of dollars in operational, capital improvement and mandatory upgrade costs related to the property in the next few years, it became clear that the ongoing costs of maintaining and upgrading our property had become a detriment to achieving our organizational goals. Resources gained from the sale will open new paths for accomplishing our mission in powerful, transformative ways.

SkillsUSA will be establishing several workgroups to help with the transition. One will focus on preserving the historic artifacts that reside in the building, including the pavers that honor our front walkway, our Champions Circle and more. SkillsUSA will give these items the full respect and honor they deserve as we determine where they will eventually reside as valued parts of our legacy. Another workgroup will consider how to invest the proceeds of a sale, while a third workgroup will focus on finding a new home for SkillsUSA in Loudoun County.

More information will be made available in FY23.