

SKILLSUSA: CHAMPIONS AT WORK



293,804
MEMBERS

12,198
CLASSROOMS

3,240
SCHOOLS

13.9
MILLION
LIVES CHANGED
SINCE SkillsUSA's
FOUNDING IN
1965

**As with many student organizations during the height of the pandemic, SkillsUSA experienced a drop in overall membership during the 2020-21 school year.*

2021
IMPACT REPORT

A MESSAGE FROM CHELLE TRAVIS, SKILLSUSA EXECUTIVE DIRECTOR



I am honored to share our FY '21 Impact Report, covering Sept. 1, 2020, through Aug. 31, 2021. The events of the 2020-21 school year required resilience and adaptability that confirmed SkillsUSA's enduring strength. Thanks to the support of our partners, we found new ways to accomplish our mission, an inspiring validation of our membership theme for the year: "SkillsUSA: Empowered to Succeed."

Like all career and technical student organizations in FY '21, SkillsUSA experienced a pandemic-related drop in membership. As I write this, however, SkillsUSA has already rebounded to 340,000 student and teacher members, which represents 88% of our 2019-20 membership numbers. We believe this quick turnaround — which far exceeds initial projections — is in part the result of the many positive accomplishments made in FY '21 in the face of pandemic-related challenges. We grew our national staff, delivered new programs and expanded member services while adapting to a new virtual environment. We created the new Connect to My Future Career Conference, held a successful SkillsUSA National Signing Day and were featured on "Good Morning America," where scholarships were presented to SkillsUSA students on live national television.



Working in tandem with our state directors and partners, we adapted the rules for our career competitions so they could be delivered virtually or in hybrid environments, a monumental effort! As a result, we were able to hold 107 competitions during our SkillsUSA Championships, the most ever. We honored thousands of national medalists live during a virtual and triumphant National Leadership & Skills Conference in June, the first of its kind in SkillsUSA history.

Throughout the year, our national reputation as a leader within career and technical education held strong, as we launched transformative Diversity, Equity and Inclusion initiatives and continued to explore new methods of outreach. You'll find more details on these and other accomplishments in the pages ahead.

The achievements documented in this report reflect far more than statistics; they represent lives changed. Together, we will embrace our shared momentum as we move into a future full of promise and possibility, a future you have helped make possible.

— Chelle Travis
SkillsUSA Executive Director

FY '21 BOARD OF DIRECTORS

The list below reflects members of the SkillsUSA Board of Directors during FY '21 (Sept. 1, 2020, to Aug. 31, 2021.) For the most current board listing, [click here](#).

President

Sam Bottum, Snap-on Incorporated

Vice President

Maureen Tholen, 3M Company

Secretary, Region 5 Representative and SkillsUSA State Directors Association chair
Clay Mitchell, California

Region 1 Representative
Charles Wallace, Maryland

Region 2 Representative
Bryan Upton, Alabama

Region 3 Representative
Robert Kornack, Ohio

Region 4 Representative
Becky Warren, Kansas

ACTE Liaison
Danny Camden, Indiana

Advance CTE Liaison
Sarah Health, Colorado

College/Postsecondary Representative
Jennifer Worth, American Association of Community Colleges

High School National Officer representing the Joint Executive Council
Tarik Barnes

Equity Representative
Ricardo Romanillos, Ed.D.
National Alliance for Partnerships in Equity

SkillsUSA State Association Directors Chair
Joshua Klemp, Rhode Island

Business and Industry Representatives
Tony Ambroza (Carhartt), Leigh Creech (Lowe's Companies Inc.), Holly M. Dieterle (Toyota USA), John Kett (IAA), Jason Scales, Ph.D (Lincoln Electric), Cheryl Schaefer (State Farm), Kira Zdunek (Caterpillar)

Executive Director, SkillsUSA
Chelle Travis

WHAT IS SKILLSUSA?

A TALENT PIPELINE FOR THE FUTURE SKILLED WORKFORCE

SkillsUSA is a partnership of students, teachers and industry, working together to ensure America has a skilled workforce. Since 1965, SkillsUSA has served students preparing for careers in trade, technical and skilled service occupations, empowering them to become world-class workers, leaders and responsible American citizens. SkillsUSA serves secondary and college/postsecondary members in all 50 states, two U.S. territories and the District of Columbia, and our members represent 130 skilled occupations, more than half rooted in STEM (science, technology, engineering and mathematics). SkillsUSA manages local, state and national career competitions — nearly 10,000 per year, planned and judged by industry — to set relevant quality standards for career and technical education and to provide recognition and motivation to students. SkillsUSA offers employability skills development, workplace credentials and technical skills assessments through the SkillsUSA Career Essentials suite of curricula for instructors and students. As a talent pipeline and skills gap solution, SkillsUSA graduates more than 100,000 career-ready students each year.



THE SKILLSUSA DIFFERENCE IS THE FRAMEWORK

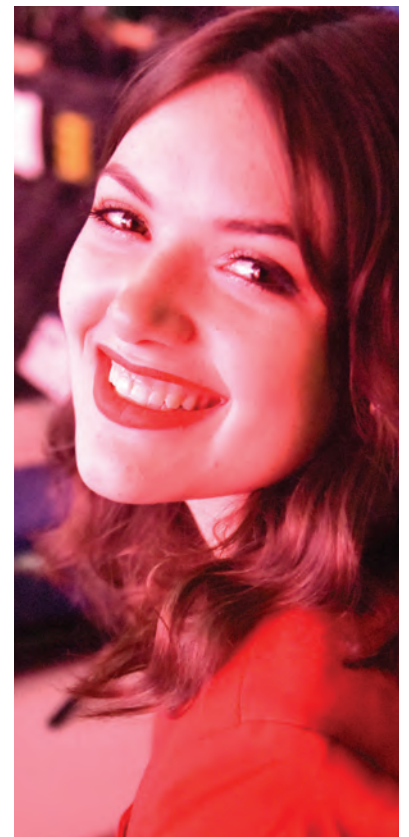
SkillsUSA accelerates growth for students through our SkillsUSA Framework. The Framework components include Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. The Framework builds a foundation for relevant learning and provides a common language to help students communicate the value of SkillsUSA to others, including teachers, parents, industry and future employers. The Framework Essential Elements were developed using research from over 1,000 employers and represent the most crucial skills employers look for in a successful hire. The Framework is essential to SkillsUSA's mission because it serves as a blueprint for career readiness.

INDUSTRY INVOLVEMENT IS KEY TO THE MISSION

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

“Snap-on has supported SkillsUSA for more than 40 years because we recognize what sets it apart at the national, state and local levels. SkillsUSA is a real and substantive solution for our nation’s skills shortage, and its demonstrated results and scalability make it all the more compelling as an effective bridge between industry and education. If you are not already engaged with SkillsUSA teachers and students as a small or big business, and you care about the country’s future, now is the time, and SkillsUSA is the answer.”

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



HIGHLIGHTS FROM A RESILIENT YEAR

NATIONAL SIGNING DAY



On May 4, 2021, chapters from around the country celebrated SkillsUSA National Signing Day, an event honoring high school seniors and college/postsecondary students choosing to pursue careers and advanced education in the skilled trades. The event featured 575 registrants from 27 states, and it was sponsored by The Home Depot, Klein Tools, 84 Lumber and NC3. The Home Depot Foundation and 84 Lumber issued 16 scholarships to Signing Day participants. Two of those scholarship recipients were surprised with their scholarships during a live feature on the “Good Morning America” TV program. [Watch the clip here.](#)

CONNECT TO MY FUTURE



On May 5-6, 2021, SkillsUSA held our first Connect to My Future Career Conference (CTMF), a two-day virtual event designed to allow students to explore career pathways and connect directly with employers. A total of 46 organizations and companies filled nearly 200 volunteer opportunities, 138 mock interviews were conducted and 150 resumes were reviewed. With three separate tracks (“Explore” for middle school students focused on career pathways, “Aspire” for high school students focused on career options, and “Connect” for high school seniors and college/postsecondary students focused on career readiness), the virtual event registered 6,581 participants from 30 states. Our first virtual SkillsUSA TECHSPO was launched in conjunction with the event and remained active through our virtual national conference. [Click here for a video](#) recapping our first CTMF and SkillsUSA TECHSPO. A special thank you to Lowe’s GenT Champions for being our largest volunteer group!

NLSC 2021



Hosting the first fully virtual National Leadership & Skills Conference in SkillsUSA history was a huge achievement, and it was made possible by the truly heroic support and efforts of our corporate partners, board, state directors, staff and volunteers. Early in the year, the contest rules for each career competition were revised to reflect virtual or hybrid scenarios in which competitions were eventually held and judged nationwide. Despite the many unique and complex challenges, the SkillsUSA Championships event was an against-the-odds success, featuring 3,707 competitors in 107 career competitions, the most ever held. Winners were announced live during a virtual Awards & Recognition Session, and the emotion, even through a screen, was inspiring. What did the support of our partners mean to these national medalists? Find out in [this emotional thank-you video.](#)

MORE FY '21 HIGHLIGHTS

■ **Lowe's Delivers Chapter Grants and Crucial State Association Support**

Lowe's truly empowered our chapters and state associations to succeed in FY '21 through generous SkillsUSA chapter grants and state competition support. The \$250,000 in grants was delivered to schools to upgrade their classroom equipment or conduct large-scale community service projects. Each grant-recipient school received up to \$15,000 for materials, equipment or supplies from local Lowe's stores across the country. Community service grants were awarded to 16 schools in 12 states, while grants related to equipment updates were awarded to 27 schools in 16 states. Lowe's also provided \$500,000 in essential state association support to strengthen state competitions within the Architecture and Construction career cluster.

■ **Carhartt Raises Over \$300,000 for SkillsUSA**

On Sept. 7, 2020 (Labor Day), Carhartt generously donated all online sales of Carhartt clothing and merchandise from 7 a.m.-7 p.m. to SkillsUSA. As a result, SkillsUSA received a total of \$316,509. "We know that to build a better world, we need more men and women in the skilled trades," said Mark Valade, chief executive officer at Carhartt. "To ensure the future success of America's workforce, we are highlighting and investing in the incredible work our long-standing partner SkillsUSA performs to provide trade and technical school students across the nation with a blueprint for workplace readiness." [Click here for a promotional video from the event.](#)

■ **CareerSafe Doubles Up on SkillsUSA "Giving Hope Day"**

SkillsUSA launched a major social media campaign for #SkillsUSAGivingHopeDay in November, an effort designed to raise money for the SkillsUSA Hope Fund. The Hope Fund provides scholarships and support for individual SkillsUSA students and chapters in crisis. Our valued partner CareerSafe generously matched all donations for a total of \$15,252 raised.

■ **SkillsUSA TECHSPO**

Typically held in conjunction with the national conference, SkillsUSA TECHSPO was adapted for the virtual environment. The 2021 event was launched on May 5 to coincide with the Connect to My Future Career Conference (see Page 3) and remained active through the Awards Ceremony of our virtual national conference on June 26. TECHSPO featured 40 exhibitors, with 8,500 conference content views and 3,127 unique booth visitors. [Learn more about TECHSPO here.](#)

■ **Message from U.S. Department of Education Secretary Miguel Cardona**

U.S. Department of Education Secretary Miguel Cardona created a special video greeting to be shared with SkillsUSA members during the Awards Ceremony of our virtual national conference on June 26, 2021. Secretary Cardona recognized the challenges that faced students and teachers, but said, "Despite obstacles, SkillsUSA seized the moment on behalf of their members across the nation." Cardona went on to thank SkillsUSA's partners, adding, "Business and industry leaders did not miss a beat. They continued to virtually sponsor the local, state and national competitive events through heartfelt donations of staff time, equipment and prizes." [Click here for Secretary Cardona's full remarks.](#)

■ **Comprehensive DEI Initiative Launched**

SkillsUSA launched a comprehensive organizational plan around Diversity, Equity and Inclusion (DEI) in FY '21. With the findings of a commissioned, internal equity audit, a new equity seat on the SkillsUSA Board of Directors was established to ensure that organizational decisions are made through an equity lens. Ricardo Romanillos, Ed.D., formerly with the National Alliance for Partnerships in Equity (NAPE), joined SkillsUSA as our chief diversity officer. A workgroup representing all SkillsUSA stakeholders was created and tasked with identifying how SkillsUSA could best meet the needs of all current and future members. The first task was to establish a DEI Vision and set of core commitments that could direct the work of the organization, both internally and externally. As a result, the SkillsUSA Member Handbook was revised to better reflect multicultural sensitivity and awareness, an official statement of inclusion was developed, and more. [Read our new inclusion statement and more on our website.](#)

■ **SkillsUSA Students Honored as U.S. Presidential Scholars**

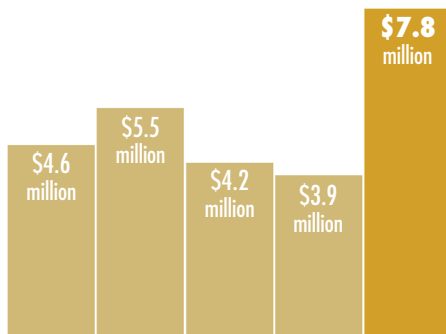
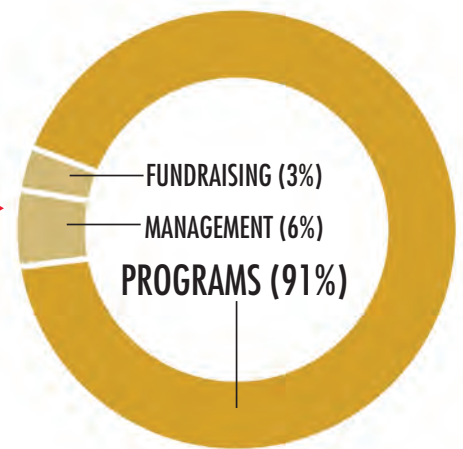
SkillsUSA honored five SkillsUSA members as U.S. Presidential Scholars, highlighting the academic achievements of our students. The 2021 U.S. Presidential Scholars are comprised of two students from each state plus 20 scholars in the arts, 20 scholars in CTE and 15 scholars chosen at-large. [Learn more about the winners here.](#)

■ **Industry Scholarships**

Through generous donor support, SkillsUSA provided 83 amazing scholarship opportunities — including four new scholarships — to help deserving students continue their education and careers in the skilled trades. [View a full report on those scholarships here.](#)

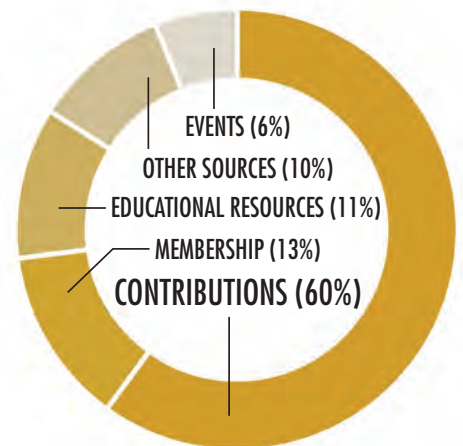
FINANCIALS

91% OF EXPENSES WENT INTO PROGRAMS
THAT DIRECTLY BENEFIT OUR MEMBERS

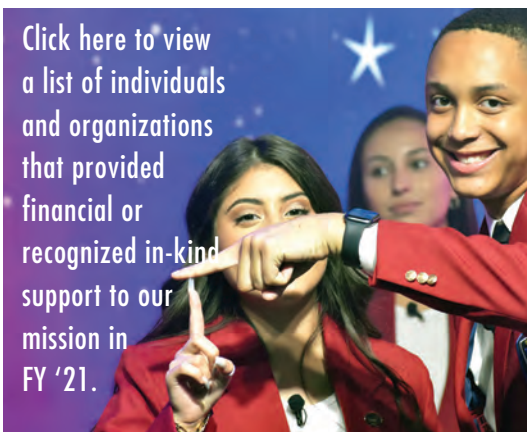


\$7.8 MILLION WAS RAISED IN FINANCIAL
SUPPORT, AN ALL-TIME RECORD

60% OF INCOME WAS PROVIDED BY CONTRIBUTIONS
THROUGH PRIVATE FUNDRAISING



Click here to view
a list of individuals
and organizations
that provided
financial or
recognized in-kind
support to our
mission in
FY '21.



650 NATIONAL PARTNERS (THOUSANDS MORE AT
STATE AND LOCAL LEVELS) OFFERED SUPPORT

[View our audited financial statements for FY '21.](#)

FY '22 EVENTS

■ SkillsUSA Connect to My Future Career Conference

On May 3–4, SkillsUSA held its second annual Connect to My Future Career Conference. Connect to My Future features tracks for middle school, high school and college/postsecondary members to explore, engage and connect with industry experts while exploring their future career paths. This event was made possible thanks to generous support from Magna, State Farm, IAA, CareerSafe, John Deere, Nestlé and Volvo.

■ SkillsUSA National Signing Day

On May 5, SkillsUSA National Signing Day once again honored career and technical education students signing “letters of intent” for job offers, apprenticeships or advanced technical training in the skilled trades. SkillsUSA chapters hosted events in 33 states. Chapters invited business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to help shine a deserving spotlight on students pursuing careers in the skilled trades.

■ National Leadership & Skills Conference (NLSC)

SkillsUSA celebrates a return to its in-person NLSC in Atlanta, June 20–24. NLSC is our annual showcase for the most talented career and technical education students in the nation. The 2022 event will feature three general sessions (the most ever), exciting keynote speakers, the [SkillsUSA TECHSPO exposition](#), training for teachers and students, and the largest [SkillsUSA Championships](#) in our history, with 108 career competition events. It will all be held at the Georgia World Congress Center in downtown Atlanta, the first time the NLSC has been held in Atlanta since 1981. [Learn more about the latest NLSC here.](#)



■ State SkillsUSA Director Professional Development and Training Conference

From August 16–19, SkillsUSA will hold its annual SkillsUSA State Director Professional Development and Training Conference in Reno, Nev. The conference covers a variety of professional development topics for state directors, including fundraising, membership development, program implementation and state event management.

SKILLSUSA FY '21 OFFICIAL PARTNERS

3M

84 Lumber Co.

Aerotek

AHRI (Air-Conditioning, Heating,
and Refrigeration Institute)

Air Products

ASE (National Institute for
Automotive Service Excellence)

CareerSafe

Carhartt Inc.

Caterpillar Inc.

Centuri Construction Group

DCA (Distribution Contractors
Association)

Fieldpiece Instruments

Fine Homebuilding/Taunton
Press

Harbor Freight Tools for Schools

The Home Depot

Huntington Ingalls Industries Inc.

IAA

Invitation Homes

John Deere

Klein Tools

Kreg Tool Co.

Lincoln Electric Co.

Lowe's Companies

Magna International

Michels Corporation

Miller Electric Mfg. Co. LLC

NASSCO (National Association of
Sewer Service Companies)

NC3

NCCER (National Center for
Construction Education and
Research)

Nissan USA

Pella Corp.

Penske Truck Leasing

PHCC Education Foundation

Pitsco Education

Robert Bosch Tool Corp.

Ryder System Inc.

SME

Snap-on Incorporated

Stanley Black & Decker

State Farm Insurance Companies

Swinerton

Toyota USA Foundation

Viega LLC

Volvo Construction Equipment



SkillsUSA

Champions *at* Work[®]

**Join the power of SkillsUSA.
Donate today!**

DONATE

14001 SkillsUSA Way
Leesburg, VA 20176
703-777-8810
info@skillsusa.org

www.skillsusa.org

