



SkillsUSA®

331,364
MEMBERS

17,115
CLASSROOMS

4,263
SCHOOLS

14.2
MILLION
LIVES CHANGED
SINCE SkillsUSA's
FOUNDING IN
1965



SKILLSUSA: CHAMPIONS AT WORK

FY22
IMPACT REPORT

A MESSAGE FROM CHELLE TRAVIS, SKILLSUSA EXECUTIVE DIRECTOR



I am honored to share our FY22 Impact Report, covering Sept. 1, 2021, through Aug. 31, 2022. The events of the 2021-22 school year confirmed SkillsUSA's growing strength and importance to the nation. Thanks to the support of our partners, we found new ways to accomplish our mission, an inspiring validation of our theme for the year: "SkillsUSA: United as One."

As I write this, SkillsUSA's membership has completely recovered from the pandemic. In fact, our FY23 numbers will be the highest in our 58-year history! We believe this quick turnaround — which far exceeds initial projections — is in part the result of the many positive accomplishments made in FY22. We delivered new programs and expanded member services while continuing to adapt to ever-evolving education and business practices.



We also conducted a triumphant in-person 2022 National Leadership & Skills Conference — our first in three years — in our new host city of Atlanta. The NLSC featured an energetic audience of over 13,000 SkillsUSA members from across the nation. Working in tandem with our industry partners, we updated and expanded our SkillsUSA Championships competitions, holding 108 events in 2022 — the most ever. In May 2022, we held a successful SkillsUSA National Signing Day and worked with partners to deliver SkillsUSA scholarships to hundreds of SkillsUSA students.

Throughout the year, our national reputation and influence as a thought leader in career and technical education did more than hold strong; it grew. We continued our transformative Diversity, Equity and Inclusion work and conducted research with members for new programs and an organizational brand strategy, the first for the organization since 2004. You'll find more details on these and other accomplishments in the pages ahead.

This report reflects so much more than statistics; each program or event represents individual lives enhanced and truly changed forever thanks to SkillsUSA involvement. Let's embrace this shared momentum as we move into a larger future of possibility, a future you helped make possible through your ongoing support.

— **Chelle Travis**
SkillsUSA Executive Director

FY22 BOARD OF DIRECTORS

The list below reflects members of the SkillsUSA Board of Directors in FY22 (Sept. 1, 2021, to Aug. 31, 2022.)
[View the current SkillsUSA board listing.](#)

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

SkillsUSA State Association Directors Chair
Joshua Klemp, Rhode Island

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, Joint Executive Council
Christopher Anderson

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

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?

AMERICA'S PROUD CHAMPION OF THE SKILLED TRADES

SkillsUSA is America's proud champion of the skilled trades. A student-led partnership of education and industry, we're building the skilled workforce our nation depends on with graduates who are career ready, day one. SkillsUSA chapters thrive in middle schools, high schools and college/postsecondary institutions nationwide. Our mission empowers students to become skilled professionals, career-ready leaders and responsible community members. The result? Focused, confident and highly skilled graduates who are ready to work, ready to lead and ready to make a difference in our schools, workplaces and communities. A vital solution to the ongoing skills gap, where more in-demand skilled trades positions are available than qualified professionals to fill them, SkillsUSA has served more than 14 million difference-making members since 1965.



THE SKILLSUSA DIFFERENCE IS THE FRAMEWORK

SkillsUSA's mission is accomplished through the SkillsUSA Framework of Personal, Workplace and Technical Skills Grounded in Academics, which is integrated into classroom curriculum. Through Framework instruction, students complement their hands-on technical skills with the character-shaping leadership skills — teamwork, communication, professionalism and more — that successful careers and lives demand. The Framework provides a common language to help students communicate the value of SkillsUSA to others, including teachers, parents, industry and future employers. It was developed through research with over 1,000 employers asked to identify the most crucial skills they look for in a successful hire. The SkillsUSA Framework is the blueprint for career readiness.

INDUSTRY SUPPORT IS THE KEY

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.

“Supporting SkillsUSA is a good way for 3M to connect with the youth coming into the workforce. The skilled trades are not only important to our customers — they’re vital to our country’s future. There isn’t another organization that reaches skilled trades students in so many occupational areas and programs as SkillsUSA.”

— **Maureen Tholen**
Vice President of Sustainability, 3M Company
SkillsUSA Board President



HIGHLIGHTS FROM AN AMAZING YEAR

NATIONAL LEADERSHIP & SKILLS CONFERENCE 2022



The most energizing highlight in FY22 was SkillsUSA's triumphant return to an in-person National Leadership & Skills Conference (NLSC) after a three-year hiatus resulting from the pandemic. The 2022 NLSC also marked our return to Atlanta for the first time since 1981. Official registration reached 13,664, with an estimated economic impact to Atlanta of nearly \$20 million. The success of the event was made possible through the dedicated work of our staff and the support of our corporate partners, state leaders, board of directors and thousands of volunteers. The rewards of that success can be seen in the faces of delegates, medalists, new national officers and so many more for whom the 2022 NLSC was a life-changing event. [See some of those faces for yourself in our NLSC recap video.](#)



MESSAGE FROM SECRETARY OF EDUCATION MIGUEL CARDONA



One of many VIPs from government and industry to attend the 2022 NLSC was U.S. Department of Education Secretary Miguel Cardona. At the Opening Session on June 21, Secretary Cardona recognized the challenges students and teachers have faced in the past few years while pledging his support to improve career and technical education. "How do we build a better education system than the one we had before the pandemic?" Cardona, a former automotive student himself, asked the crowd during his speech. "I believe that career and technical education and career and technical student organizations like SkillsUSA are important parts of the solution." [See our interview with the Secretary.](#)



HIGHLIGHTS FROM AN AMAZING YEAR

WASHINGTON LEADERSHIP TRAINING INSTITUTE (WLTI)



In September, 2021, SkillsUSA made its official return to in-person national events with an inspiring Washington Leadership Training Institute (WLTI). More than 300 students, teachers and state leaders from 19 states traveled to Washington, D.C., to participate in WLTI, SkillsUSA's premiere advocacy conference. WLTI attendees described the return to an in-person annual event as "life-changing." The four-day leadership conference for high school and college/postsecondary students taught SkillsUSA Framework skills, effective leadership and how the federal government operates. Sharing messages with the SkillsUSA members were CTE House Caucus chairs Jim Langevin (D-R.I.) and Glenn "G.T." Thompson (R-Pa.). John Rose, representing Tennessee's sixth congressional district, also spoke. The elected officials praised the students' efforts, saying there is no group to better represent career and technical education than those whose lives are changed by it. Members embraced the opportunity to advocate for SkillsUSA with elected officials on Capitol Hill, making 35 visits in one day. [For more, watch the WLTI Recap video.](#)



SKILLSUSA NATIONAL SIGNING DAY



SkillsUSA National Signing Day made a big return to in-person celebrations on May 5, 2022, as over 1,000 students in 33 states pledged to continue their studies or embark on a career in the skilled trades. For SkillsUSA members, their instructors, school administrators and parents who witnessed the events, the day contained all the celebratory elements of an athletic signing day, with banners, balloons, music, speeches and photos to commemorate a milestone moment in students' lives. Amplifying the excitement at each signing location was a coordinated SkillsUSA social media push by national staff, state associations and local schools. Chelle Travis journeyed to New Mexico to celebrate the day and the opening of the new Career and Technical Education Center (CTECH) at Hobbs High School. Notable TV personality Mike Rowe (pictured at right) also made the trip, where he highlighted the need for a skilled workforce and the work SkillsUSA is doing. [See our Signing Day recap](#) on the digital pages of SkillsUSA Champions magazine.



MORE FY22 HIGHLIGHTS

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

Once again, Lowe's empowered our chapters and state associations to succeed in FY22 through generous SkillsUSA chapter grants and state competition support. Grants in the amount of \$320,000 were provided through gift cards to state associations for competitions and \$250,000 to chapters to purchase consumable supplies for program and project support.

■ **Carhartt and TSC Raise \$100,000 for SkillsUSA**

Carhartt and Tractor Supply Company (TSC) generously donated \$100,000 to SkillsUSA from online sales of Carhartt clothing and merchandise. "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."

At a time when the skilled trades need champions, Carhartt and Tractor Supply Company stepped up with a \$100,000 donation to SkillsUSA on March 18, 2022, through their Support the Trades campaign! [See 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 2021 in 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 \$10,200 raised.

■ **Comprehensive DEI Initiative Launched**

SkillsUSA continued its comprehensive organizational plan around Diversity, Equity and Inclusion (DEI) in FY22 and Dr. Ricardo Romanillos has led the work as our chief diversity officer. A workgroup representing all SkillsUSA stakeholders established a DEI Vision and set of core commitments that serve as a compass for our work. A Student Listening Session was held on January 27, 2022, with current and former members to discuss student safety at national events. The feedback was used to develop a bias and harassment reporting form for reporting incidents in a safe manner to SkillsUSA.

■ **SkillsUSA Student Honored as U.S. Presidential Scholar**

SkillsUSA member John T. Soscia, a pre-engineering/robotics student at Cranston (R.I.) High School, was honored nationally as a 2022 U.S. Presidential Scholar, highlighting his academic achievements.

■ **Connect to My Future**

SkillsUSA's Connect to My Future (CTMF) virtual career conference was live-streamed on May 3-4, 2022, into classrooms nationwide. Partner organizations and companies filled volunteer opportunities as panelists, interviewers and resume reviewers. With three separate tracks ("Explore" for middle school students, "Aspire" for high school students and "Connect" for seniors and college/postsecondary students), the virtual event registered 2,079 participants from 14 states. CTMF linked SkillsUSA students and instructors with partners and affiliates to hold conversations that connect students with future careers. This event was made possible thanks to support from State Farm, Magna, Nestlé, John Deere, IAA, Volvo and CareerSafe. [To learn more, watch the CTMF recap.](#)

■ **Industry Scholarships**

Through generous donor support, SkillsUSA provided 49 merit-based academic scholarships totaling \$103,400 to SkillsUSA members in FY22 to help deserving students obtain national training or continue their education in the skilled trades. With the generous support of industry partners invested in the future of skilled workers, dozens more scholarships were awarded at the 2022 SkillsUSA Championships, totaling \$242,100. [See the SkillsUSA Scholarship Report.](#)

■ **New Branding Strategy and Brand Portal**

The Office of Communications 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 achieved included member and stakeholder research, a new [Brand Portal](#) for communications assets, new brand positioning statements, a SkillsUSA organizational personality, editorial guidelines for SkillsUSA Champions magazine, and a Fact Resource to bring consistency to organizational statistics. Work was also started on a complete redesign of SkillsUSA's website, planned for a summer 2023 launch. The SkillsUSA Champions Digital Hub continues to be the main source of SkillsUSA storytelling for our membership, and the site produced 26,268 page views in FY22 through more than 22,567 unique users, up more than 6,200 in each category from the previous year.

MORE FY 22 HIGHLIGHTS

■ Journey of a Jacket

SkillsUSA members belong to a community that values their potential and believes in them. Through the “Journey of a Jacket” program launched in October 2021, 50 of these students received a SkillsUSA red jacket to be worn on the member’s journey through school, work and life. The jacket was a gift from our program sponsors as a symbol that the member is supported and valued as they showcase their SkillsUSA pride. To apply, students submitted an essay and an advisor recommendation. Watch recipients express thanks in this [Journey of a Jacket recap](#).

■ Expanded Professional Development

To meet the growing demand for professional development and reduce barriers to participation such as cost, travel time or being away from classrooms, SkillsUSA Technical Fridays was introduced in September 2021. The virtual workshops were led by industry experts to help teachers develop specific and relevant technical skills. Over 200 SkillsUSA teachers participated in workshops about manufacturing, law enforcement, culinary arts, esthetics, automotive, and STEM that included hands-on virtual experiences, opportunities to network and access to resources. To help chapter advisors grow their programs, over 60 sessions were offered on SkillsUSA educational resources, chapter management and SkillsUSA Framework integration.

■ National Officers Advocate During SkillsUSA Week

SkillsUSA national officers headed to Washington, D.C., for SkillsUSA Week on Feb. 7-11, 2022. 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 photos from SkillsUSA Week](#).

■ Customer Care Team Expands Service

The Office of Education expanded the SkillsUSA Customer Care Team (CCT) in FY22 and reported an increase in overall contacts, with 16,387 phone calls and emails and 4,477 online chats. This enhanced support has resulted in the onboarding of new schools and advisors and greater support for every local chapter.

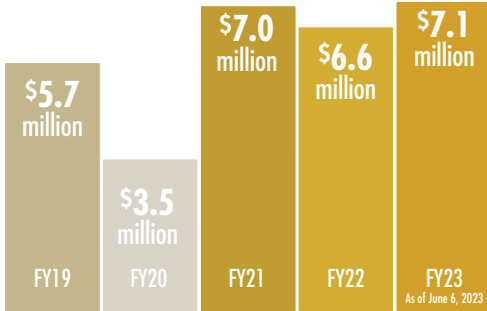
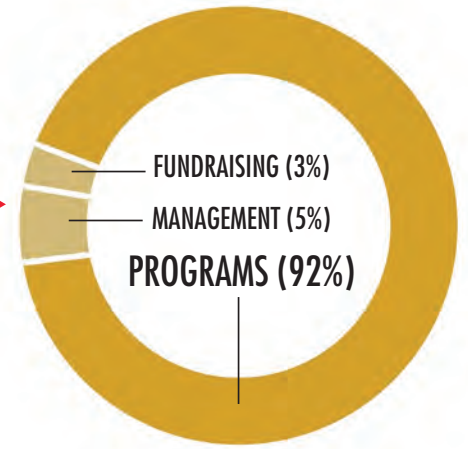
2022 YEAR IN REVIEW

■ Watch this short recap of our SkillsUSA year:



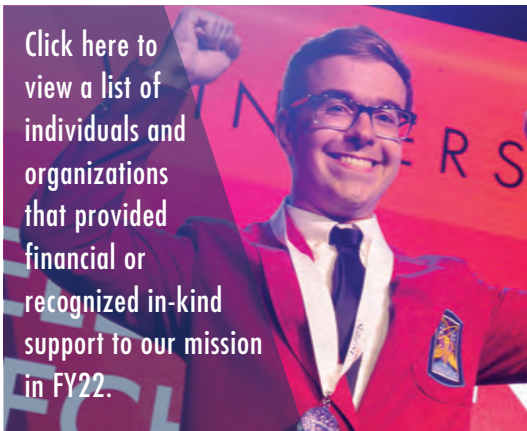
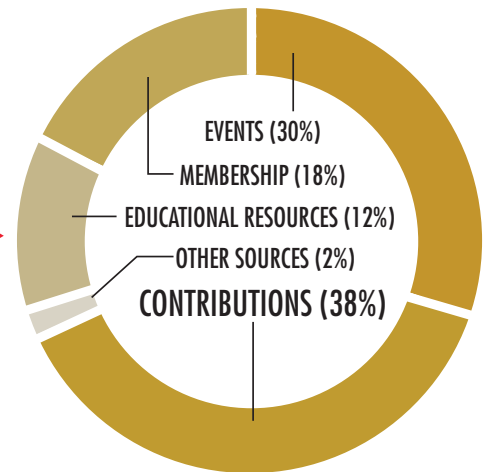
FINANCIALS

92% OF EXPENSES WENT INTO PROGRAMS THAT DIRECTLY BENEFIT OUR MEMBERS



\$6.6 MILLION WAS RAISED IN FINANCIAL SUPPORT

38% 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 FY22.

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

[View our audited financial statements for FY22.](#)

SKILLSUSA FY22 OFFICIAL PARTNERS

3M	Goodheart-Willcox Publisher	QUIKCRETE
American Airlines, Inc.	Haas Automation Inc.	Ryder System Inc.
Anonymous LLC	Harbor Freight Tools for Schools/The Smidt Foundation	Skillstrader Inc.
Autodesk Inc.	Intelitek Inc.	SME Education Foundation
Broan-Nutone	John Deere	Snap-on Incorporated
CareerSafe	Lincoln Electric Co.	Stanley Black & Decker Inc.
Carhartt Inc.	Lowe's Companies	State Farm Insurance Companies
Caterpillar Inc.	Magna International	Stellantis (formerly Fiat Chrysler)
CBRE	Mastercam	Stratasys
Centuri Construction Group	Mercedes-Benz USA LLC	The Association for Manufacturing Technology (AMT)
Channellock Inc.	Miller Electric Mfg. Co. LLC	The Swinerton Foundation
Clifford H. "Ted" Rees, Jr. Scholarship Foundation (AHRI)	National Association of Home Builders (NAHB)	Toyota Motor North America
Coding Rooms	National Center for Construction Education and Research (NCCER)	Tractor Supply Company
Delta Faucet	National Roofing Contractors Association (NRCA)	U.S. Air Force/GSD&M
Distribution Contractors Association (DCA)	Nestlé	U.S. Coast Guard
Festo Didactic Inc.	Penske Truck Leasing	Universal Technical Institute (UTI)
Frontdoor Inc.	PHCC Education Foundation	UPS
GE Sealants		Volvo Construction Equipment
Gene Hass Foundation		Wolverine Boots
		Yamaha Motor Corporation, USA

SKILLSUSA DIVERSITY, EQUITY & INCLUSION (DEI) STATEMENT

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.



SkillsUSA

Champions *at* Work[®]



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

www.skillsusa.org

