



2023
**STATE MEDIA KIT FOR
SLSC AND NLSC**



State Leadership & Skills Conference Media Kit

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SkillsUSA Public Relations Overview

Resources for Promoting SkillsUSA State or National Conference Competitors, Delegates and Participants

SkillsUSA state conferences are showcases of career and technical education that provide a wonderful opportunity for publicity and recognition for your SkillsUSA members. Public relations efforts surrounding both your state conference and your students attending national conference help gain positive public attention for SkillsUSA as a whole in your state as well as for individual students, training programs, schools and state associations. This can yield ongoing benefits including more financial, personnel or in-kind support from industry partners, increased enrollments or SkillsUSA and CTE program support from the school system.

Create a Public Relations Committee

It is helpful to form a Public Relations Committee to work in a Media Room at your state conference. Invite several people who work in school communications, public information or who work in public relations in your community. They can help you create media lists, invite the media to cover the event, distribute press releases, conduct interviews, gather video footage, answer questions or coordinate with the media on stories. It also helps to make a list of friendly program graduates, contest coordinators or passionate industry partners or board members who are willing to answer questions, conduct video interviews or be quoted in a news story.

State Press Release Before SLSC

Your upcoming SkillsUSA State Leadership & Skills Conference (SLSC) will interest members, partners, parents and the public. A press release is an easy way to “get the facts out there” and keep everyone informed. Once written, the press release can be emailed to schools, posted on your state SkillsUSA website and shared with local or state media outlets.

The sample SkillsUSA press releases in this guide are designed to be personalized and shared both before and after conference. Give yourself a week to write the press release and gain needed approvals, then send the press releases you create to local newspapers and TV/radio stations two weeks before your event — *especially* if you are still raising funds to support the event or need additional volunteers. Don’t be shy — talk about contest volunteers or materials you still need.

Media Alert Before (or During) SLSC

A few days before your conference and during the event, a SkillsUSA Media Alert is a quick way to inform the media about specific events as they are happening. Your Media Alert lets the assignment staff or news editors at local newspapers or TV stations know *exactly* what is happening, when and where. Keep the Media Alert to one page and provide contact information (cell phone or office phone). If the media is interested, offer to provide more details or answer questions but DON’T try to control stories. DO share the most exciting events, B-roll, photos or other visuals, and introduce reporters to people who will be good interviewees. Pair local media

with an alumni member or instructor who can answer questions about the contests, appear on Zoom or on video to talk about the benefits of SkillsUSA or be quoted in a news story. In these virtual times, offer as much help as you can with content. If you need assistance with creating a media list, the SkillsUSA Office of Communications can help!

State Press Release After SLSC

Create a state press release following the SLSC for all schools/students in your state who participated. The sample SkillsUSA post-conference press release should be personalized before distribution. Be sure to include all students who won a medal, served as voting delegates or received a scholarship or individual honor. Also list all schools that were recognized in the Chapters of Excellence program or students who were elected as state officers. List all major industry support for the state conference, too.

State Press Release After NLSC

Create a state press release following the National Leadership & Skills Conference for all schools/students in your state who participated in NLSC and won national titles or were recognized. The sample SkillsUSA post-national conference press release should be personalized before distribution. Be sure to include the total number of teachers and students from your state who participated, along with all students who medaled or were in the top ten for the nation, served as voting delegates, received a scholarship or an individual honor. Also list schools that were recognized in the Models of Excellence program, along with any students elected as national officers. Share this out as quickly as possible after NLSC with a contact for questions.

SkillsUSA National Public Relations Efforts During NLSC

We will be working from the SkillsUSA national headquarters to promote SkillsUSA before, during and after the national conference — as we always do! SkillsUSA's Office of Communications conducts major public-relations efforts for NLSC. We invite consumer and business journalists or trade and education publications to cover the SkillsUSA Championships. We also assist journalists with interviews and highlight stories of interest.

National Conference Updates to Share

- Details for all NLSC-related national contests and events will be shared across all SkillsUSA news and information channels and by direct communication to state directors
- You have permission to pick up or share links to any national press releases or announcements on your state website or in newsletters
- Watch for announcements from SkillsUSA about specific programs and events

Daily Photos, National Winners List and National Winners Photos

- SkillsUSA posts photos of all NLSC events daily on the SkillsUSA website
- Immediately following the Awards Ceremony, SkillsUSA will post a list of all national SkillsUSA Championships winners on the SkillsUSA website
- About two weeks after NLSC, winner photos and captions are posted for download

NLSC Media Kit

The SkillsUSA NLSC Media Kit is a great resource for you. It will be posted a couple of weeks before NLSC and will include overviews of all national conference major programs along with conference statistics: www.skillsusa.org/publications-news/press-room/.

How to Build an Effective Media List

Building an effective media list for your SkillsUSA program takes time and effort, but it can really pay off as you build relationships with reporters. Over time, they will trust what you provide to them and contact you proactively to look for stories.

You can build media lists using the [SkillsUSA Advocacy page](#) by searching for media outlets by state or zip code. You can also build lists by setting google alerts for CTE news, then note the reporter and obtain their contact info on the newspaper or TV station website — or simply google their name and email address. Once you find a reporter who writes about education you can follow them on social media, send them press releases and media alerts or invite them to cover your events.

SkillsUSA's Advocacy page helps you contact elected officials to issue invitations to speak or attend your state conference events. Go to the link above and use the "Directory" tab to email elected officials. Using the "Media" tab, you can locate and build a state media list for press release distribution.

When you build media lists, it helps to create several versions:

- Statewide media list of education and workforce development reporters
- Lists by region for your state that are built around your largest cities or populations
- A list of hometown reporters from community weeklies

Your goal is to make the journalist's job as easy as possible. They receive many email pitches a day and may not take the time to consider yours if information is not easily accessible.

When sending your press release, paste it into the body of the email and then link to it from a Dropbox or file sharing site where you host photos, the press release or other relevant information. Requiring reporters to search for more info on their own increases the chances of misinformation being printed if they stumble onto the wrong website. Attachments from unknown senders frequently get blocked by spam filters.

While you want to make it easy for reporters, it is important to remember that they and their editors will run the stories they select to run, at the length they prefer with the photos they choose. If you provide short, well-written stories and compelling photos they are likely to run

your material close to how you submit it. If what you provide is confusing or in a jumble, they may or may not take time to search for the story! Here is a link to one article about building media lists: prowly.com/magazine/media-list-building/.

Pitching Your Story to the Media

As a nonprofit organization, it can be very difficult for organizations like SkillsUSA to show up in the media. It is good news and it is a school program. Sometimes reporters overlook these stories in favor of more sensational news. Your job is to share your story regularly, to learn to think like a reporter and share useful information they can print.

Newspapers have lean staffs and some have shifted from printed publications to less frequency or all-digital editions. You may be trying to get the attention of journalists who are stretched thin or who have a lot of information coming at them.

As you build relationships with the media and they consistently see your name on press releases, they will trust what you provide to them and even contact you proactively as a source for stories. Review your SkillsUSA year and think of the key events you can leverage for news:

- **State officer elections** — share a story with each elected student's hometown media.
- **Fall leadership conferences** are a good story for the schools that participate and for the city where the event is held.
- **Community service projects** are always good for a story — invite the media and also assign your own photographers/videographers to capture the day and then edit for the best, including captions with the best photos.
- **SkillsUSA Week** is a great time to interact with elected officials, make presentations, hold open house events on campus or industry panels. These are all media opportunities.
- **State conference** is a natural time for public relations when you can share lists of schools, participants, contests and industry support.
- **National conference** means some students from your state will receive recognition at one of the nation's largest workforce development events.
- **National events** like SkillsUSA National Signing Day or national recognition like the Chapter Excellence Program, PVSA, national scholarships, etc.

Public Relations Support

We encourage you to use this guide and the Word templates we provide as a starting point for public relations and press releases.

If you enjoy working with the media you can handle SkillsUSA public relations yourself but this is a great project to delegate to another staff member or key volunteer in your state if they have a background or strong interest in communications.

If you have questions about your state conference media efforts, need help with your press releases or need a media list for your state, please contact Jane Short: jshort@skillsusa.org.

**For press release templates
in Word to personalize, go to:
*<https://skillsusa.egnyte.com/fl/eGIGOpZFai>***

Suggested State Conference Public Relations Timeline

<i>3 months before SLSC</i>	Assign a public relations person or build a PR team to manage your state public relations for your SLSC.	Local school system or state department of education public relations or communications staff is ideal. Also add a photographer or videographer.
<i>2 months before SLSC</i>	Hold a virtual state PR team meeting to discuss plans and assignments.	Set deadlines for drafting releases, building media lists, etc.
<i>6 weeks before SLSC</i>	Create a state media contact list and check to be sure you have education reporters along with their phone numbers and email addresses. Find out how they prefer to receive your updates.	If you need assistance building your media list, go to: www.congressweb.com/susa#
<i>1 month before SLSC</i>	Draft an advance press release and distribute it to your media contacts. (Be sure to edit carefully and seek any needed approvals before it goes out.)	<i>See sample release</i>
<i>1 week after SLSC</i>	Send out a press release about all state winners that lists contests, winners and schools.	<i>See sample release</i>
<i>1 week before NLSC</i>	Send out a media alert about your state's national competitors who will compete at NLSC.	<i>See sample Media Alert</i>
<i>1 week after NLSC</i>	Send out a press release about national winners from your state.	<i>See sample release</i>
<i>2 weeks after NLSC</i>	Follow up to see if reporters need photos or more information about winners, etc.	Save all news clips for use in future PR efforts. If you obtain TV coverage or video clips, have them assembled into one video to share as part of your PR efforts.

SAMPLE STATE CONFERENCE LETTER OF INVITATION TO SUPPORTERS



Dear _____,

Career and technical education is a proven model of learning that works! SkillsUSA is a national partnership of students, instructors and industry working to build a skilled workforce. Together, CTE and SkillsUSA are making a difference in **[NAME OF STATE]**.

You are invited to participate in our upcoming State Leadership & Skills Conference as follows: **[insert details for motivational speaker, contest organizer, industry supporter, judge, contest proctor, etc. You can also use this section to ask for specific industry support.]**

This is an opportunity to support hundreds of CTE students from our state. At the 2023 SkillsUSA competitions, students will work against the clock, encompassing the SkillsUSA Framework as they demonstrate their knowledge and skills in electronics, computer-aided drafting, precision machining, automotive service, medical assisting, culinary arts and dozens of other occupations.

Contests are run with the help of our state's top industry experts to test competencies against their standards for entry-level workers. State first-place winners will receive scholarships, tools or other industry prizes and advance to compete in the national SkillsUSA Championships in Atlanta in June.

I hope you can join us to meet this state talent pipeline. We are so proud of our SkillsUSA members for demonstrating their excellence and your support will help students who are preparing to lead our nation's future skilled workforce. To participate, email me and I will follow up with your specific contacts and additional details.

Sincerely,

**[State Association Director Name
[phone, email and mailing address]
[State Website]**

Attached is a list of our 2023 SkillsUSA state career competitions.

For more about SkillsUSA, go to: www.skillsusa.org/about.

PRESS RELEASE TEMPLATE FOR STATE CONFERENCE (BEFORE)



FOR IMMEDIATE RELEASE

Contact:

State Director or State PR Person

Title

Telephone number

Email address

**Students to Compete at
2023 State Workforce Development Event**

[CITY, DATE] – Hundreds of career and technical education students from high schools and colleges across the state will compete in contests demonstrating their skills in career areas including manufacturing, transportation, construction, hospitality and human services. The future workforce of **[STATE]** will be on display at the SkillsUSA **[STATE]** championship competitions to be held in **[VENUE, CITY] on [DATE]**.

“These students are demonstrating their skill while proving that our workforce is prepared to lead the way in every technical area our country needs to maintain a strong global economic presence,” said SkillsUSA Executive Director, Chelle Travis. “CTE is learning that works for America, and we are very proud of this talented group of students who are champions dedicated to excellence in their trades.”

[THIS QUOTE CAN BE FROM YOU IF YOU PREFER.]

SkillsUSA improves the quality of the nation’s future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member with the opportunity to achieve career success. During the competition, students will work against the clock, proving their expertise in occupations such as electronics, computer-aided drafting, precision machining, automotive service, medical assisting and culinary arts. All contests are run with

PRESS RELEASE TEMPLATE FOR STATE CONFERENCE (BEFORE)

the help of industry experts, trade associations and labor organizations, and will test competencies are set by professional industry standards.

The winners will go on to compete in the national SkillsUSA Championships this June in Atlanta.

A list of the [NUMBER] competition categories and the schools participating this year is listed on our state SkillsUSA website: [INSERT URL].

About SkillsUSA

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen our nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA Framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go unfilled. Through SkillsUSA's championships program and curricula, employers have long ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has members nationwide in high schools, colleges and middle schools, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. departments of Education and Labor as integral to career and technical education. We have served 14.2 million members since 1965. For more information: www.skillsusa.org.

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SAMPLE MEDIA ALERT FOR STATE CONFERENCE (BEFORE)



FOR IMMEDIATE RELEASE

Contact:

State Director or State PR Person

Title

Telephone number

Email address

MEDIA ALERT

***SkillsUSA Students to Compete at State Workforce Development
Event, Demonstrate Career-Ready Skills***

WHO: The future workforce of [STATE] including career and technical education (CTE) students from high schools and postsecondary programs across the state will compete in skill competitions for medals, scholarships and industry awards. SkillsUSA is a nonprofit partnership of education and industry founded to strengthen our nation's skilled workforce. Nationally, SkillsUSA serves more than 330,000 members in high schools, middle schools and colleges and is recognized by the U.S. Departments of Education and Labor as integral to CTE. In our state, SkillsUSA serves [INSERT MEMBERSHIP NUMBER] CTE students and their teachers.

WHAT: The SkillsUSA students will compete in skill contests including welding, construction trades, manufacturing, transportation, health care, hospitality and human services as well as in leadership events like public speaking a. See our website for a list of contests and schools: [INSERT URL].

WHEN: The SkillsUSA [STATE] championships will be held [INSERT DATES AND LOCATION].

- At these competitions, students will work against the clock, proving their expertise and entry-level skills in occupations such as electronics, computer-aided drafting, precision machining, automotive service, medical assisting and culinary arts.
- All contests are run with the support of industry experts, trade associations and labor organizations. Each event tests competencies set by industry standards and may include a written knowledge assessment, hands-on skill demonstration, a resume review or personal interview.
- First-place winners will be eligible to compete at the national SkillsUSA Championships in June.

SPONSORS: Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. SkillsUSA receives support from 650 national partners. Through SkillsUSA's championships program and curricula, employers help ensure schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can assess if potential employees to be hired. For more information: www.skillsusa.org.

PRESS RELEASE TEMPLATE FOR STATE WINNERS (AFTER)



FOR IMMEDIATE RELEASE

Contact:
State Director or State PR Person
Title
Telephone number
Email address

**SkillsUSA Students Win Medals at
2023 State Workforce Development Event**

[DATE, CITY] — Career and technical education students from across **[STATE NAME]** brought home medals from the 2023 SkillsUSA State Leadership & Skills Conference.

The 2023 state championships were held in **[CITY, STATE]** on **[DATE]**. The annual SkillsUSA conference was a showcase of career and technical education (CTE) students in our state where **[NUMBER OF PARTICIPANTS]** outstanding students competed in **[NUMBER OF CONTESTS]** different trade, technical and leadership events

During the state SkillsUSA competition, the CTE students worked against the clock and each other, proving their expertise in occupations such as electronics, computer-aided drafting, precision machining, medical assisting and culinary arts. All contests are run by SkillsUSA with the help of industry, trade associations and labor organizations, testing competencies set by industry. In addition, leadership contestants demonstrated their skills, which included extemporaneous speaking and conducting meetings using parliamentary procedure. Top student winners received gold, silver and bronze medallions. Many also received prizes such as tools of their trade and scholarships to further their careers and education. The annual championships event is for middle school, high school and college-level students who are members of SkillsUSA.

PRESS RELEASE TEMPLATE FOR STATE WINNERS (AFTER)

SkillsUSA [NAME OF STATE] has a statewide membership of [NUMBER OF MEMBERS] students, representing [NUMBER OF SCHOOLS IN NUMBER OF COUNTIES]. Members have consistently demonstrated their expertise and professionalism while participating throughout the year in a variety of leadership and competitive conferences. SkillsUSA's mission is to SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of the nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

State first-place (gold medal) winners are eligible to compete at the national SkillsUSA Championships, which will be held in Atlanta in June. The following students at the 2023 state conference had outstanding accomplishments: [ADD LIST OF WINNERS]:

Gold Medals

Contest, Student, School, City or County

Silver Medals

Contest, Student, School, City or County

Bronze Medals

Contest, Student, School, City or County

Models of Excellence, Scholarships, Elected Positions or National Awards

Event or Program, Student, School, City or County

For more information about this year's events and the winners, contact:

[STATE DIRECTOR OR PR PERSON'S EMAIL AND PHONE]

About SkillsUSA

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen our nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA Framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go

PRESS RELEASE TEMPLATE FOR STATE WINNERS (AFTER)

unfilled. Through SkillsUSA's championships program and curricula, employers have long ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has members nationwide in high schools, colleges and middle schools, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. departments of Education and Labor as integral to career and technical education. We have served 14.2 million members since 1965. For more information: www.skillsusa.org.

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PRESS RELEASE TEMPLATE FOR POST-NLSC (NATIONAL WINNERS)



FOR IMMEDIATE RELEASE

Contact:

State Director or State PR Person

Title

Telephone number

Email address

**SkillsUSA Students Excel at
2023 National Workforce Development Event**

[DATE, CITY] — Career and technical education students from **[STATE NAME]** demonstrated excellence and brought home medals and honors at the 2023 SkillsUSA National Leadership & Skills Conference.

The annual SkillsUSA conference was a showcase of the best career and technical education (CTE) students in the nation where outstanding students competed in more than 100 different trade, technical and leadership events. The 2023 SkillsUSA Championships was held in Atlanta in June, with attendance of over **[INSERT ATTENDANCE]**.

During the national event, SkillsUSA CTE students from **[NAME OF STATE]** worked against the clock, proving their expertise in occupations such as electronics, computer-aided drafting, precision machining, medical assisting and culinary arts. All contests are run by SkillsUSA with the help of industry, trade associations and labor organizations, testing competencies set by industry. In addition, leadership contestants demonstrated their skills, which included extemporaneous speaking and conducting meetings using parliamentary procedure. The annual championships event is for middle school, high school and college-level students who are members of SkillsUSA.

PRESS RELEASE TEMPLATE FOR POST-NLSC (NATIONAL WINNERS)

SkillsUSA [NAME OF STATE] sent [NUMBER OF MEMBERS] students to participate at the national workforce event, representing [NUMBER OF SCHOOLS] schools. Students consistently demonstrated expertise and professionalism while participating in a variety of leadership and competitive experiences. SkillsUSA improves the quality of the nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. The organization's vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

Top student winners received gold, silver and bronze medallions. Many also received prizes such as tools of their trade and scholarships to further their careers and education. The following students finished the 2023 national conference with outstanding accomplishments [INSERT NATIONAL MEDALISTS FROM YOUR STATE]:

Gold Medals

Contest, Student, School, City or County

Silver Medals

Contest, Student, School, City or County

Bronze Medals

Contest, Student, School, City or County

Models of Excellence, Elected Positions, Scholarships, PVSA or Other Awards

Event or Program, Student, School, City or County

For more information about this year's events and the winners, contact:

[STATE DIRECTOR OR PR PERSON'S EMAIL, PHONE AND WEBSITE]

About SkillsUSA

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen our nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA Framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go unfilled. Through SkillsUSA's championships program and curricula, employers have

PRESS RELEASE TEMPLATE FOR POST-NLSC (NATIONAL WINNERS)

long ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has members nationwide in high schools, colleges and middle schools, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. departments of Education and Labor as integral to career and technical education. We have served 14.2 million members since 1965. For more information: www.skillsusa.org.

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SkillsUSA®



2022-23

SkillsUSA Fact Resource

2022-23

Purpose

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

For best results and usability, download this document and open in Adobe Acrobat or Acrobat Reader to access the bookmark navigational structure.

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What is SkillsUSA?

Official Description

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

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

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

Mission

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

Vision

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

Values

The following values inform and inspire our work and interactions. Below, each value is defined, along with how that specific value is reflected in our ongoing Diversity, Equity and Inclusion (DEI) work.

- **Integrity:** We are consistent and authentic in word and action to each other, our members and the communities we serve.
DEI focus: SkillsUSA engages marginalized communities to understand local needs. We act to center equity in our work.
- **Respect:** Respect is foundational. Our self-awareness precedes our ability to connect with each other and our members while mutually valuing our unique experiences.
DEI focus: SkillsUSA does the internal work necessary to enter into respectful and empowering relationships with diverse communities.
- **Responsibility:** We are accountable to the whole of our organization, from internal staff to our diverse group of stakeholders. Through listening, learning and acting, we engage in our shared commitment to realizing a collective vision.
DEI focus: As a career and technical education leader, SkillsUSA embraces our responsibility to remove barriers to opportunity, access and participation for traditionally underserved communities.

- **Community:** We value and belong to a diverse community. We strive to do our best in service through continuous reflection and growth.
DEI focus: SkillsUSA engages marginalized communities to understand their needs. We advocate for equity to influence systemic action and localized service.
- **Service:** SkillsUSA acts through the willing service of staff and committed volunteers to empower its members and their communities to reach their highest potential.
DEI focus: SkillsUSA works in partnership with marginalized communities, mindful of its position and responsibility to create opportunities for impact.

Membership Statistics

2021-2022 National Numbers

- 2021-22 total membership (including alumni and Honorary Life): 393,357
- Student members: 313,118
- Teacher members (SkillsUSA Professionals): 18,246
- SkillsUSA schools: 4,263
- SkillsUSA classrooms per year: 17,115
- Middle school members: 3,952
- High school members: 297,666
- College/Postsecondary members: 29,746
- 387 new chapters chartered with SkillsUSA in 2021-2022
- Associations in 50 states and Puerto Rico, Virgin Islands and District of Columbia
- Total cumulative members served since 1965: 14,256,193
(also acceptable: “over 14 million” or “14.2 million”)

Membership by Division

- High School: 90%
- College/Postsecondary: 9%
- Middle School: 1%

Membership by Age

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

Gender Breakdown

- Female: 38%
- Male: 62%

Ethnicity Breakdown

- American Indian/Alaska Native: 1.72%
- Asian: 2.54%
- Black/African American: 12.67%
- Hispanic/Latino: 28.6%
- Multicultural: 2%
- Native Hawaiian/other Pacific Islander 0.30%
- White/Caucasian: 50.3%

SkillsUSA Diversity, Equity and Inclusion Statement

In 2022, SkillsUSA created the following Diversity, Equity and Inclusion (DEI) Statement to help govern our work:

“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.](#)

The SkillsUSA Framework

Description

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

The Framework is divided into three main components: Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. A total of 17 Essential Elements are divided among those three components. The Framework Essential Elements were developed with the direct input of over 1,000 employers who chose skills they consider the most crucial for a successful hire.



Framework Components and Associated Essential Elements

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

The SkillsUSA Program of Work

Description

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

Program of Work Categories

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

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

Community Engagement

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

- 52 SkillsUSA members and 10 chapters received the President's Volunteer Service Award (PVSA) for outstanding community service in 2021-22.
- Recipients of the PVSA represented thousands of total community service hours. To see a list of the 2021-22 PVSA winners, go [here](#).
- In the past two decades, nearly 10,000 SkillsUSA students and advisors have conducted over 30,000 hours of community service during the national conference. The NLSC community service projects — planned with the host city and focused on meeting

immediate community needs — are held on the Friday of conference week to keep students focused and productive while waiting for the Awards Ceremony. Projects have ranged from building repairs and painting to landscaping and a bike build.

- As part of SkillsUSA's annual Program of Work, many local chapters will plan, promote and conduct a community service project during the SkillsUSA National Week of Service, May 7-13, 2023. Chapters are encouraged to help build awareness of SkillsUSA in their communities by publicizing their events to local media. Contacts are provided through [SkillsUSA's advocacy site](#).

National Leadership & Skills Conference (NLSC) and SkillsUSA Championships

NLSC Description

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

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

SkillsUSA Championships Description

During the [SkillsUSA Championships](#) — held in conjunction with the NLSC — over 5,100 state champions from across the nation compete in 108 different trade, technical and leadership career competitions. These career competitions begin locally and continue to the regional, district, state and eventually the national level at the SkillsUSA Championships. More than 10,000 competitive events are held each year leading up to the national competition. An estimated 240,000 members compete each year on some level (local, district, regional, state, national).

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

Career Clusters at the SkillsUSA Championships

Each of the competitions at the SkillsUSA Championships falls under one of 11 categories known as “Career Clusters.” Below is the list of career clusters and the number of 2022 sponsors for each:

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

2022 NLSC and SkillsUSA Championships Statistics

- NLSC held June 20-24, 2022
- \$20 million economic impact to Atlanta
- Total attendance: 13,664
- Competition and meeting space: 1.79 million sq. ft. (31 football fields or 41 acres)
- SkillsUSA TECHSPO featured 159 exhibitors from industry and education
- Three general sessions conducted, including new Recognition Session.
- SkillsUSA Championships held as part of NLSC from June 21-23, 2022
- The SkillsUSA Championships featured 108 career competition events, including several demonstration competitions
- Total of 5,055 national competitors took part in the SkillsUSA Championships
- More than 1,150 gold, silver and bronze medals awarded

Washington Leadership Training Institute (WLTI)

Description

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

WLTI activities include:

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

WLTl Statistics

- In 2021, more than 300 students, teachers and state leaders from nearly 30 states participated in WLTl.
- State delegations led by students conducted 35 congressional visits to advocate for SkillsUSA and CTE.

“Why SkillsUSA?” Talking Points and Survey Data

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

Parents

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

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

Teachers

Why should a teacher join SkillsUSA? Teachers can:

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

Students

Why should a student join SkillsUSA? Students can:

- Develop career-readiness skills demanded by business and industry
- Participate in and learn to lead experiences ideal to share on resume
- Explore career options and develop a customized future career path
- Obtain scholarships and work opportunities
- Network with peers, teachers, mentors and industry representatives
- Achieve a sense of accomplishment and belonging
- Participate in leadership development including teamwork and communications
- Practice hands-on application of skills
- Participate in local, state or national competitions
- Be prepared and ready with skills needed to be successful and advance on the job
- Have fun

Administrators

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

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

Business and Industry

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

- Expand the pipeline of talented entry-level workers for their company and industry
- Hire students who have learned personal, workplace and technical skills
- Recruit employees who have already earned industry or workplace credentials
- Retain these skilled employees, saving time and ensuring greater profitability
- Build brand loyalty among students and families
- Create entrepreneurial connections with students
- Network with others within their industry
- Provide internships, mentorship opportunities or apprenticeships
- Create community networks and build positive public relations for their company

Counselors

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

- Identify student interest and develop career pathways
- Support career planning and guidance efforts
- Help students graduate with workplace credentials

- Foster workplace/work-based learning experiences
- Expand their knowledge of career opportunities
- Serve students involved in multiple career clusters via one organization
- Help students earn scholarships and connections to business and industry
- Support CTE teachers more effectively

CTE Participation and Academic Success

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

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.
- The average high school graduation rate for students concentrating in CTE programs is 94%, compared to an average national freshman graduation rate of 85%.
- 91% of high school graduates who earned 2-3 CTE credits then enroll in college.
- ACTE QUOTE: “High school students involved in CTE are more engaged, perform better and graduate at higher rates.”
- Students can attend public community and technical colleges for a fraction of the cost of tuition at other institutions (\$3,500 to \$5,000 per year on average).
- According to research, graduates with technical or applied science associate degrees out-earn bachelor’s degree holders by as much as \$11,000 per year.
- 27% of people with less than an associate degree — including licenses and certificates — earn more than the average bachelor’s degree recipient.
- ACTE QUOTE: “Postsecondary CTE fosters postsecondary completion and prepares students and adults for in-demand careers.”
- For more ACTE stats and information: <https://tinyurl.com/acte-stats>.

New Data from Research Consortium on CTE Pathways

New research at public high schools in the United States has been released by the **Research Consortium on CTE Pathways** that shows the majority of SkillsUSA members feel they are engaged in relevant coursework that prepares them for higher education or careers. This survey was conducted during the 2021-22 school year in an educational setting.

A study of 30,466 CTE students in Fall 2021 indicates that SkillsUSA members are more likely to report greater clarity about their career path compared to non-members of career and technical student organizations (CTSOs). In fact, 90% of SkillsUSA high school seniors self-reported that their career path is clearer, compared to 78% of members of other CTSOs and 74% of non-CTSO members. These members further stated that their future is clearer because of CTE, regardless of whether they plan to pursue their career pathway going forward. SkillsUSA members cited “a great deal” or “some” benefits of CTE in the following categories:

- **Earning licenses and certifications:** 79% of members felt they benefitted compared to 50% of non-CTSO members.
- **Meeting potential employers:** 58% felt they benefitted, compared to 37% of non-CTSO members.

- **Getting first-hand work experience:** 82% felt they benefitted, compared to 63% of non-members.
- **Feeling excited about a chosen career:** 83% felt benefitted, compared to 66% of non-members.
- **Developing a clear sense of career pathway:** 82% benefitted, compared to 67% of non-members.
- **Understanding the work environment:** 88% benefitted, compared to 74% of non-members.
- **Feeling more excited about school:** 78% benefitted, compared to 65% of non-members.
- **Connecting school and the real world:** 82% benefitted, compared to 70% of non-members.

** Source: Career Interest Survey sponsored by the Research Consortium on CTE Pathways. and administered in fall 2021. Analysis is based on responses of 30,466 high school students in CTE classrooms across the nation.*

Quotes About SkillsUSA

Partners, Celebrities and Government Representatives

“We hold that our present society has advanced to its current culture through the hands, the minds and the hearts of working men and women,” he said. “It is about the dignity of work. We are the guarantors of America’s future.”

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

“Now is our moment to reimagine our schools as true launching pads for 21st century careers. You are innovators. You are problem-solvers. You are leaders. You are the next generation workforce that will drive America’s success in the 21st century.”

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

“If we want to build an economy that works for all Americans, we must create more pathways to high-paying jobs. That means helping more students experience the magic of CTE. Now is our moment to partner like never before.”

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

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

— **Mike Rowe, mikeroweWORKS Foundation**

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

— **Mike Holmes, TV host and builder/contractor**

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

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

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

— **Brad Keselowski, Champion NASCAR Driver**

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

— **Rep. Glenn Thompson (R-Pa.)**

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

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

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

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

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

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

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

— **Gen. Jeffrey Snow, U.S. Army**

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

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

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

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

Students

“In SkillsUSA, we challenge you to continue working hard, putting in effort and growing. Shatter the box you are currently in, feel the thrill of your effort — and ultimately, succeed.”

— **Caroline Daley, 2021-22 SkillsUSA national officer**

“SkillsUSA allows us to network with other members from across the country; to build unexpected bonds; to celebrate our achievements, both individually and as a community. Most importantly, we can redefine our futures and grow our career-readiness among an incredibly talented field of students.”

— **Ambuja Sharma, 2021-22 SkillsUSA national officer**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Instructors

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

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

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

— **Julie Ivan, Mich.**

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

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

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

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

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

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

Resources

SkillsUSA Brand Portal

The [SkillsUSA Brand Portal](#) is the one-stop launching pad for a variety of brand-related resources. From the brand portal, users can find official brand assets like logos, videos, photos and more; read inspiring success stories from our members; access our brand guidelines and more.

SkillsUSA Website

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

www.skillsusa.org.

SkillsUSA Official Social Media Accounts

Follow SkillsUSA's social media channels for the latest news and updates:

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[TikTok](#)

[Twitter](#)

[YouTube](#)



About SkillsUSA

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen the nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA Framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go unfilled. Through SkillsUSA's championships program and curricula, employers have long ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has nearly 400,000 members nationwide in high schools, colleges and middle schools, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. departments of education and labor as integral to career and technical education. It has served nearly 14.2 million members since 1965. For more information, visit www.skillsusa.org.



SkillsUSA

14001 SkillsUSA Way
Leesburg, VA 20176-5494
Phone: 703-777-8810
anyinfo@skillsusa.org

www.skillsusa.org