

2022

Connect to My Future

Impact Report

SkillsUSA's Connect to My Future (CTMF) two-day virtual career conference was live-streamed on **May 3–4, 2022** from our studios directly into classrooms. This online event allowed students nationwide to explore individual career pathways, clarify career options and connect to their future careers. CTMF's unique approach connected SkillsUSA students and instructors with SkillsUSA partners and affiliates to hold important conversations that connected students with their future careers.

CONNECT TO MY FUTURE Career Conference



TRACKS

Explore: Middle school track

Aspire: High school track

Connect: High school seniors and college/postsecondary students

OVERALL REGISTRATION AND ATTENDANCE

Total registration: 2,079 students

Day of event participation: 904 students

Geographic reach: Held across 14 states

DEMOGRAPHICS

Gender: 52% female; 42% male; 3% other

Race:

- 69% White
- 14% Hispanic or Latino
- 11% Black or African American
- 4% American Indian or Alaskan Native
- 2% Asian

INDUSTRY VOLUNTEER SATISFACTION

Volunteers willing to help next year: 100%

MEDIA REACH AND IMPRESSIONS

CTMF website impressions: 7,076 page views

CTMF Learning Journal: 1,281 downloads

Marketing and Program Outreach: 84,601 promotional emails with partner logos sent (2/14 to 4/21/22); 1,457 participant/advisor emails with partner logos sent six times each (4/22 to 5/5/22).

Ad/logos displayed: Approximate reach 2,118 for each ad/logo displayed during the conference.

SOCIAL MEDIA IMPRESSIONS FOR PARTNER-RELATED POSTS

Facebook: Five partner-related posts with 7,018 impressions and 95 engagements.

Instagram: Four partner-related posts with 5,562 impressions, and 275 engagements.

CAREER CLUSTERS OF INTEREST

- 17% Arts, A/V Technology and Communications
- 13% Human Services
- 12% Agriculture, Food and Natural Resources
- 10% Health Science
- 9% Law, Public Safety, Corrections and Security
- 9% Science, Technology, Engineering and Math
- 7% Architecture and Construction
- 6% Business Management and Administration
- 5% Information Technology
- 4% Manufacturing
- 3% Marketing
- 2% Hospitality and Tourism
- 2% Education and Training
- 1% Transportation, Distribution and Logistics



EXPLORE

Explore Track Middle School Students

Date: Tuesday, May 3, 2022
11:30 a.m. to 2:45 p.m. ET

Attendance: 616 registered students

Average age: 41% were age 12
35% were age 13
15% were age 14

What have they done/will they do to explore careers?

After participating in Explore, students reported they are 40% more likely to explore careers, and are 550% more likely to take a career-focused class.

Program satisfaction: On a 5-point scale, advisors were "very satisfied" (5/5) and students were "satisfied" (4/5).

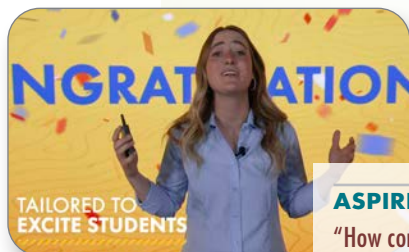
How many careers are they interested in?

Pre-test: average of 3.27; post-test: an average of 3.46, or an increase of 6%.

Panel discussion: 19% of students said their favorite part of the program was "the panel discussion with industry leaders."

Explore Industry Volunteers:

John Deere
Nestlé
State Farm Insurance Companies



Aspire

Aspire Track High School Students

Date: Tuesday, May 3, 2022, 8:30 a.m. to 12:15 p.m. or 12:30 to 4:15 p.m. ET

Attendance: 679 registered students

Actively seeking a job: 87% of respondents said "yes."

Learning elements of a SMART goal?

After participating in Aspire, there was a 37% increase in the participants' ability to name the elements of a SMART goal.

Favorite part of program: 56% of students said their favorite part were "the breakout sessions with industry representatives."

Program length: 83% of advisors said the length was "just right."

Aspire Industry Volunteers:

ACF
AFOSI
City of Milton, Ga.
design for a small planet
Great Clips Inc.
John Deere
Mercy Sports Medicine/Bare
Essentials Sports Medicine
Milton, Ga. Police Department
Nestlé
State Farm
TransfrVR
University of Nebraska
STS Teacher Preparation
Volvo Construction Equipment
Wingswept

CONNECT TO MY FUTURE
Career Conference

PARTICIPANT FEEDBACK

CTMF Partner

"I really enjoyed the experience. I wish someone was there to give me that same advice when I was their age."

Leif Salvesson, TransfrVR

CTMF Advisors

"Those resume reviews are awesome! They are personalized. It makes the students feel special that someone from business and industry actually took the time to look at their resume."

"The group enjoyed it so much!"

"The quizzes in which we were to beat the other teams had them answering quickly."

"Would definitely love to have students do this again."

CTMF Students

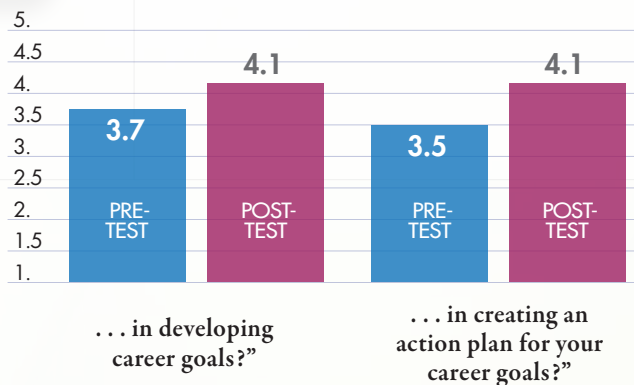
"My favorite part was when we were put into breakout rooms to talk about specific careers."

"My favorite part was meeting the guest speakers who gave great insight and advice on the career field they chose."

"I liked getting to directly interact with and hear from industry professionals."

ASPIRE: IMPACT OF CTMF PROGRAM

"How confident are you . . ."





Connect Track High School Seniors and College/Postsecondary Students

Date: Wednesday, May 4, 2022
8 a.m. to 5 p.m. ET

Attendance: 784 registered students

Resume review: 81 students participated in
resume review.

Mock interviews: 46 students participated in several
rounds of mock job interviews.

Actively seeking a job: 41% of respondents said "yes."

Favorite part of program: 12% of students said
"interview preparation."

Advisor satisfaction: 4.3/5 of advisors were "satisfied."



CONNECT INDUSTRY VOLUNTEERS

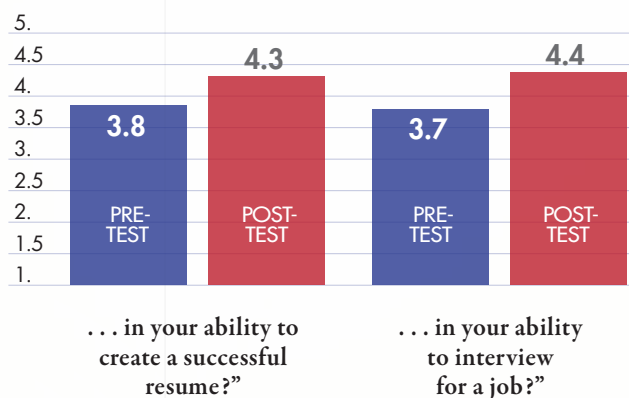
| | | |
|------------------------------|----------------------------------|---------------------------------|
| ASE Education Foundation | 1 | - |
| Caterpillar Inc. | 1 | - |
| Centuri Group, Inc. | 1 | 1 |
| Great Clips | 2 | 1 |
| IAA | 2 | 1 |
| John Deere | 3 | 1 |
| Lowe's | 12 | 12 |
| State Farm Insurance | 2 | 1 |
| Toyota Motors North America | 1 | 1 |
| Volvo Construction Equipment | 1 | 2 |
| | Mock Interviewer Roles Filled | Resume Reviewer Roles Filled |

SPECIAL THANKS TO OUR 2022 CTMF CONFERENCE SPONSORS



CONNECT: IMPACT OF CTMF PROGRAM

"How confident are you . . ."



CTMF RECAP VIDEO

