We asked students, parents, teachers, counselors, administrators and employers why they are involved in SkillsUSA. Here’s what they said.

**STUDENTS**

*Why do students join SkillsUSA?*

**Students can:**

- Develop SkillsUSA Framework skills
- Build confidence
- Enhance their resume
- Explore career paths
- Obtain scholarships and work opportunities
- Network with peers, teachers, mentors and industry representatives
- Achieve a sense of accomplishment and belonging
- Develop teamwork experience
- Practice hands-on application of skills
- Participate in local, state or national competitions
- **Have fun!**

**PARENTS**

*Why do parents 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
- Develop career readiness skills like effective communication, teamwork and problem solving

**TEACHERS**

*Why do teachers get involved in SkillsUSA?*

**Teachers can:**

- Use intentional strategy/guided instruction in SkillsUSA Framework integration
- Align their teaching vision with SkillsUSA programming
- Demonstrate their belief that every student has value and purpose
- Motivate all students to reach their potential
- Provide practical tools to ensure every student is career ready
- Save time by using SkillsUSA’s turnkey educational resources
- Receive administrator/community support for their training program
- Earn state and national recognition and chapter/program grants
- Participate in professional development and peer-to-peer networking
- Connect with program graduates/alumni for program support
- Measure student growth via SkillsUSA certifications and credentials
- Measure and demonstrate classroom success
**THREE TYPES OF STAKEHOLDERS:**

**ADMINISTRATORS**

Why do administrators want their school involved in SkillsUSA?

Administrators can:
- Provide teachers with support, professional development and recognition
- Gain community support for the school and its 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
- Create more workforce placements
- Meet Perkins V and ESSA requirements

**COUNSELORS**

Why do counselors want their school 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
- Support CTE teachers more effectively

**BUSINESS AND INDUSTRY**

Why do employers become involved in SkillsUSA?

Employers can:
- Build a 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 connections with students who are the talent pipeline of the future
- Build brand loyalty among students who are their future customers or employees
- 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

**HOW TO CONNECT**

Have questions about SkillsUSA or need online support?

- **CALL** 844-875-4557
- **EMAIL** customercare@skillsusa.org for membership and general support.
- **CHAT** on the membership registration page online at: www.skillusa-register.org.