

# Why SkillsUSA?

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

# WHY?

## Why SkillsUSA?



### 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

#### Customer Care Hours

Monday/Wednesday/Friday

8 a.m. – 5 p.m. (ET)

Tuesday/Thursday

8 a.m. – 7 p.m. (ET)

■ **EMAIL** [customercare@skillsusa.org](mailto:customercare@skillsusa.org)  
for membership and general support.

■ **CHAT** on the membership registration page online at:  
[www.skillsusa-register.org](http://www.skillsusa-register.org).