

SKILLSUSA NATIONAL SIGNING DAY

Messaging and Talking Points

Use this messaging to help prepare presenters and speakers at your event.



About SkillsUSA National Signing Day

- **SkillsUSA National Signing Day will be held on Wednesday, May 6, 2026** or a date of your chapter's choosing.
- SkillsUSA National Signing Day is a nationwide celebration showcasing our next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future.
- Local SkillsUSA chapters are encouraged to host a Signing Day event and invite business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to honor students as they sign letters of intent for a job offer, apprenticeship/internship or advancing in CTE/technical training.

About SkillsUSA

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members.

Our mission is accomplished through the [SkillsUSA Framework](#) of Personal Skills, Workplace Skills and Technical Skills Grounded in Academics, which is integrated into classroom curriculum.

SkillsUSA serves more than 444,000 career and technical education students and instructors in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA has served more than 15.1 million annual members since its founding in 1965. For more, visit www.skillsusa.org.

Key Talking Points

The skilled trades represent the skills that have been, are and always will be essential to America's future.

- The U.S. has a critical need for skilled tradespeople to keep pace with infrastructure, home repair, labor demands and more in our communities, but the skilled trades workforce is not keeping up with demand. That's what we know as the skills gap.
- The manufacturing skills gap in the U.S. could result in 2.1 million unfilled jobs by 2030, according to a new study by Deloitte and The Manufacturing Institute, the workforce development and education partner of the NAM. The cost of those missing jobs could potentially total \$1 trillion in 2030 alone.
- 94% of contractors report trouble finding skilled trades workers, according to the Associated General Contractors of America.
- There is a critical need to change the perception of skilled trades careers. It's time we celebrate them and encourage students to pursue them. That's what SkillsUSA National Signing Day is all about.
- SkillsUSA and its partners are committed to closing the skills gap.

SKILLSUSA NATIONAL SIGNING DAY

Messaging and Talking Points

Continued

Invitation Tips

When developing your SkillsUSA National Signing Day event invitation list, consider reaching out to the following groups and stakeholders:

- Family and friends of students participating in the event
- Business partners students are signing with
- Colleges/universities/technical colleges students are signing with
- SkillsUSA alumni
- School administrators
- Teachers — ask to spread the word to family/friends
- School career advisors and high school counselors
- Local elected officials, government officials, county boards/city councils, etc.
- Local networking/professional groups
- Local community organizations
- Local veterans' organizations/military recruiters
- Local industry groups
- Local unions

