



ANNUAL REPORT



2024
2025

#1 Workforce Development Organization for Students





“
SkillsUSA has empowered me to lead, serve and grow in ways I never imagined. Supporting SkillsUSA means investing in students who are prepared to make a difference in their communities and industries.

Jana Kawasmi, *National Officer*

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From the EXECUTIVE DIRECTOR



The 2024-2025 membership year was one for the record books. Our theme was “Ignite Your Potential” and did we ever! Within this report, you’ll read about the myriad ways in which SkillsUSA has cemented itself as the #1 workforce development organization for students. We’re empowering the next generation of skilled professionals to discover their passions and unleash their potential. These are students, like Ricardo, Emma and Bradley, who I introduced during the Opening Session at this year’s National Leadership & Skills Conference. They are breaking norms, challenging themselves and proving themselves as leaders in their schools and communities. Our future is in great hands because it’s in skilled hands.

We are SkillsUSA!

Chelle Travis

Chelle Travis

Mission Statement

SkillsUSA is America’s proud champion of the skilled trades. Our mission is to empower students to become skilled professionals, career-ready leaders and responsible community members.

MISSION STATEMENT

● National Officers

High School



Kallie Allen
President



Avery Smith
Region Two Vice President



Emma Gunn
Vice President



Violet Lowe
Region Three Vice President



Wyatt Boggs
Secretary



Jana Kawasmi
Region Four Vice President



Brock Davis
Treasurer



Kate Hughes
Region Five Vice President



Juan Orona
Parliamentarian

College Post Secondary



Pamela Williams
President



Ally Cadue
Treasurer



Bailey Jensen
Vice President



Scott Mull
Parliamentarian



Cooper Kias
Secretary

Board of Directors



● **Chelle Travis, Executive Director**
SkillsUSA

Sarah Heath, Ph.D., President
Colorado Community
College System

Leigh Creech, Vice President
Lowe's Companies Inc.

David "DJ" Jordan, Secretary
Aerotek

**Timothy Elliot, Parliamentarian &
Region Three Representative**
West Virginia Department of Education

**Maureen Tholen, Immediate
Past President**
3M Company

**Richard Kincaid, Region
One Representative**
Maryland State Department of
Education

**Tjazha Mazhani, Ed. D., Region Two
Representative**
Technical College System of Georgia

**Tracy Becker, Region Four
Representative**
North Dakota Department of Career
and Technical Education

**Julie Ellis, Region Five
Representative**
Arizona Department of Education

**Jackie Walker, State Directors
Association Chair**
SkillsUSA Ohio

Brittany Brady
National Alliance for
Partnerships in Equity

Don Bright
State Farm

Holly M. Dieterle
Toyota Motor North America

Justin Haight
Metro Atlanta Chamber

Mark Helvenston
IAA, an RB Global company

Andy Lobo
Snap-On Industrial

Mary Hope "MH" McQuiston
Autodesk

Charman Meador
Magna International

Bart Taylor, Ed. D.
Association for Career &
Technical Education



Record Membership and STRATEGIC GROWTH

- SkillsUSA sets a new all-time high for membership.



420,616

Student Members

383,217 High School
53,243 College Postsecondary
7,640 Middle School

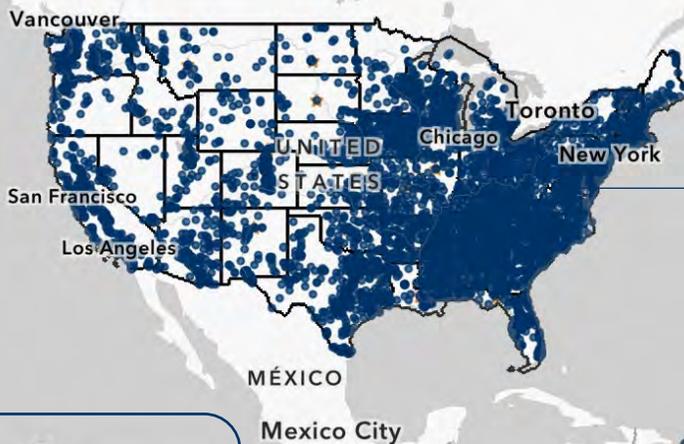


23,484

Professional Members

• **444,100 Total Membership** •

7% growth over 2023-2024



SkillsUSA is in:

22,000+ classrooms
5,100+ schools
All 50 states

Plus Puerto Rico,
U.S. Virgin Islands and
Washington D.C.



“

As a SkillsUSA member, students build strong skills in leadership, teamwork, community service, professionalism and technical areas of study.

Tony Back, SkillsUSA Advisor
Hazard Community & Technical College

Powerful PROGRAMMING

Backed by the industry-informed SkillsUSA Framework



● National Leadership & Skills Conference

Largest gathering of America's future skilled workforce.



19,000+ attendees
6,800+ competitors

800+ credentials earned
250+ TECHSPO exhibitors



SkillsUSA garnered an unprecedented 2 billion media impressions during NLSC.



“Dozens of highly recognizable corporations are on hand not only to encourage the competitors, but to hire them—in many cases, before the closing ceremonies. It’s like watching talent scouts at the All-Star game, fighting over the best prospects. Except the prospects here aren’t baseball players. They’re plumbers, electricians, HVAC techs, welders, etc., and they’re ALL in demand.”

Mike Rowe
Emmy award-winning TV host, partner, narrator, actor,
podcaster and best-selling author
NLSC Keynote Speaker

● National Leadership & Skills Conference



Exclusive coverage on
Fox Business



Drew High School, guests of Delta Airlines
and Metro Atlanta Chamber

THE GREAT READ

To Live Up to a Legacy, They Had Two Days to Build a House

A Texas high school has won more championships in mock tiny home construction than any other school in the country. Could a team of rookies defend the title?

11 MIN READ



David Waller Banks for The New York Times

Featured article in NY Times



Workforce Development
Summit



SkillsUSA Championships
& Award Session



The Top 3 Models of Excellence Winners

Personal Skills: LaJoya Community College, Arizona

Workplace Skills: Nicholas County Career & Technical Center, West Virginia

Technical Skills Grounded in Academics: Camden County High School, Georgia

47th WorldSkills Competition

More than 1,400 competitors from over 70 countries and regions competed in 59 skills in front of 250,000 visitors in Lyon, France.



The U.S. Delegation Included:



Medallion of Excellence

Automobile Technology: Nathan Bulthuis | Homer Glen, Illinois

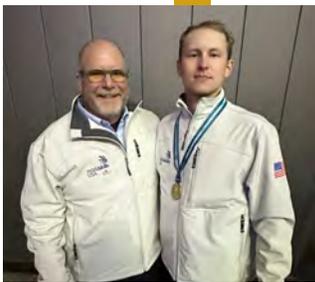
(Expert: Mike Elder)

CNC Milling: Kaden Stanczyk | Custer, Wisconsin

(Expert: Alden Colvin Jr.)

Cooking: Novirah Lone | Plymouth, Michigan

(Expert: Greg Beachey)



Medallion of Excellence

Heavy Vehicle: Cale Mouser | Manhattan, Kansas

(Expert: Tom Wozniak)



Best of Nation

Mechatronics: Gabriel Eady | Knoxville, Tennessee

(Expert: Josh Whittington)

Plumbing and Heating: Brady Kroll | Barnesville, Minnesota

(Expert: Bob Hahn)



Bronze Medalist

Welding: Wyatt Hansen | Altonah, Utah

(Expert: Ray Connolly)

Click here for a list of
WorldSkills USA Partners.

Looking Ahead!

WorldSkills Competition in **Shanghai, China**

Sept. 22-27, 2026

visit worldskillsusa.org to learn more

● National Signing Day

A nationwide celebration showcasing our next generation of skilled professionals and the skilled career paths that have been and always are essential to America's economy.



- ✓ 3,500+ signers
- ✓ 200 school ceremonies across 44 states
- ✓ 5 "Blue Carpet" events at Lowe's stores across the country created by the Lowe's Foundation
- ✓ 1 all-star treatment for students at the Atlanta Braves' Truist Park thanks to NAPA Auto Parts
- ✓ 1 exclusive facility tour hosted by 3M at its headquarters in Minnesota



“
These jobs are the backbone of our communities, and the people who do them deserve a whole lot more recognition. These students are stepping into a future that's not only bright but absolutely vital to our communities.

- NFL Quarterback Sam Darnold
Attended the SkillsUSA National Signing Day event at Lowe's in Puyallup, Washington



● Washington Leadership Training Institute

581 attendees from 28 states

WLTI offers advanced leadership and advocacy training for SkillsUSA students, teachers and state leaders who conclude the experience by advocating for career and technical education to their elected representatives on Capitol Hill.



“

As you advocate for SkillsUSA and CTE, you channel the strength of our voices, creating an even stronger, unified voice for change.

- Kallie Allen, *National Officer*

● SkillsUSA Week

A national celebration during February when students, advisors, and state associations raise awareness of the organization's mission and the vital role of CTE in developing America's future workforce.



SkillsUSA doubled its efforts in talent pipeline development connecting more students with work-based learning opportunities offered by partners looking to secure their future skilled workforce.

Member Success and RECOGNITION

● SkillsUSA Championships



1,181 Medalists

“

It wasn't a pursuit of money or ego. It was genuinely about loving what I was doing and wanting to be the best at what I was doing.

- **Bridget Long**

2025 National High School Gold Medalist in Culinary Arts

Dual-completer at South River High School and the Center of Applied Technology South, Maryland



● SkillsUSA Names Advisor of the Year



“SkillsUSA isn't just about winning or losing. It's about learning from your mistakes, finding ways to grow, and taking that next step toward your future.”

- **Rachel Ariano**

Former student of Advisor of the Year
Brady Mitchell

Brady Mitchell

- Automotive Technology Instructor
- West-MEC in Surprise, Arizona

Brady Mitchell was recognized for his outstanding commitment to Career and Technical Education, his leadership in the automotive field, and his dedication to mentoring students in both leadership and skills competitions.

Regional Advisors of the Year

Region 1	Jennifer Probst, New York
Region 2	Wanda Tyson, North Carolina
Region 3	Matt Mullins, Illinois
Region 4	Pake Carlson, Oklahoma
Region 5	Brady Mitchell, Arizona

● Enhancing Employability

Workforce Development in Action

SkillsUSA expanded opportunities for members to earn quality non-degree credentials further enhancing the skills, expertise and employability.

240+ types of credentials offered

800+ credentials were earned



Audrey Norris, a 2023-24 National Officer, was invited to speak about the impact of AI during World Youth Skills Day in July. Invited by WorldSkills International, she participated in the panel hosted by UNESCO and the International Labour Organization in New York.



“SkillsUSA allows students to prepare for leadership in the world of work no matter what their level of leadership or where they will work.

- Calvin Gray
*SkillsUSA Advisor and Instructor
Cobb Innovation and Technology Academy
in Marietta, Georgia*

Honoring the Past and

LOOKING TO THE FUTURE



SkillsUSA celebrated 60 years of championing America's skilled workforce with a celebration on Capitol Hill.

The event brought together a powerful coalition of SkillsUSA members, alumni, national officers, industry leaders, and lawmakers to reflect on the organization's six-decade legacy of transforming students into skilled professionals.

SkillsUSA is on the front lines of closing the skills gap. Their work ensures our workforce is not just ready — but thriving.

“

- U.S. Rep. Glenn “GT” Thompson (R-PA)
Co-chair of the Congressional CTE Caucus

SkillsUSA empowers students and energizes our economy. From Michigan to every corner of America, it's helping shape the workforce of tomorrow.

“

- U.S. Rep. Haley Stevens (D-MI)

● SkillsUSA Legislative Priorities

Announced as part of the organization's 60th anniversary, these priorities represent our unwavering commitment to career and technical education:

- ✓ Invest in the nation's CTE infrastructure
- ✓ Protect and support the role of CTE in public education
- ✓ Improve postsecondary CTE access
- ✓ Strengthen CTE's connection to workforce development systems
- ✓ Grow the pipeline of skilled CTE instructors

● Heritage Hub

SkillsUSA HERITAGE HUB

About Timeline Collection Share Your SkillsUSA Story f @ y in t

Celebrate the Legacy of Skilled Leadership

Explore six decades of stories, milestones and achievements that shaped the future of America's workforce.

[VIEW COLLECTION](#)

Explore the heart of SkillsUSA's legacy with our curated collection of stories, artifacts and milestones. From the first Vocational Industrial Clubs of America (VICA) Leadership Handbook to timeless achievements by members, these exhibits capture the passion and innovation that define skilled leadership.

Learn more at heritage.skillsusa.org

● Forward Momentum

- A new class of National Officers was elected at the National Leadership & Skills Conference in June. Learn more about the new team at skillsusa.org/NationalOfficers
- SkillsUSA's "Drive to 65" strategic plan entered its second year. Learn about our ambitious goals for membership and partner growth and more, at skillsusa.org/drive-to-65

● Financial Health and Partnerships

In FY25, 94 cents of every dollar went into programs that benefit members.

These services include membership services, mission-related project expenses, the national conference, the SkillsUSA Championships and other events. The nationally accepted IRS standard for return to membership among nonprofit organizations is 70%.

Total Functional Expenses

- Programs - \$23,623,371
- Management & General - \$1,070,635
- Fundraising - \$611,793

✓ \$370,000 in grants awarded to more than 200 student medalists

✓ \$187,000 in travel scholarships awarded to NLSC attendees

● Diamond, Platinum, Gold and Silver Partners

For a full list of 2025 partners, [click here](#).

Diamond



Platinum



Gold



Volvo Construction Equipment



Silver



Investing in the Future Skilled Workforce

This year as SkillsUSA reached more classrooms and communities than ever before, we were joined by a growing coalition of stakeholders who understand a fundamental truth: investing in our students is an economic imperative. Whether through the generous contributions of donors, the tireless mentorship of volunteers, or the strategic resources of our industry partners, this collective investment provided the essential bridge between classroom learning and industry excellence. By championing the next generation of skilled professionals, we aren't just filling today's job openings—we are future-proofing the American economy and ensuring every student can turn their passion into a purposeful career.

Support SkillsUSA

PARTNER-DONATE-VOLUNTEER

skillsusa.org



“

The members of SkillsUSA are the best of America's skilled makers, fixers, and technical educators. Snap-on proudly supports SkillsUSA, championing these leaders who are shaping the future of our nation's workforce and economy.

- Andy Lobo

*President - Industrial at Snap-on
Member of SkillsUSA Board of Directors*



“

We are now seeing a resurgence in the trades and I'm really glad for that. We need carpenters and masons and cosmetologists, otherwise this country is nothing. SkillsUSA is such a great organization because it encourages and rewards them.

- Chef Lance Nitahara
*Instructor at the Culinary Institute of America
Coach to CIA's SkillsUSA competitors
Featured on Netflix's "Next Gen Chef" show*



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