



# 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



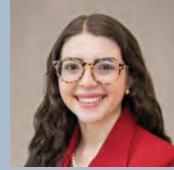
**Kallie Allen**  
*President*



**Avery Smith**  
*Region Two Vice President*



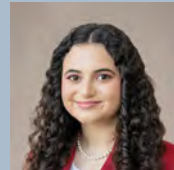
**Emma Gunn**  
*Vice President*



**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



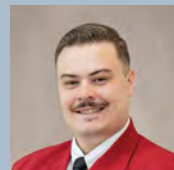
**Pamela Williams**  
*President*



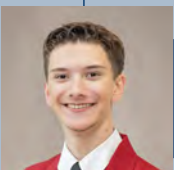
**Ally Cadue**  
*Treasurer*



**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

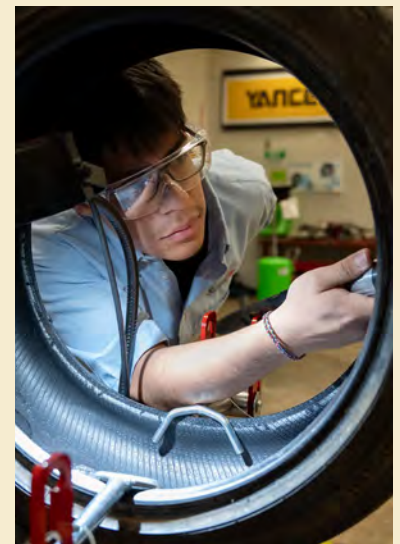
**Mark Helvenston**  
IAA, an RB Global company

**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

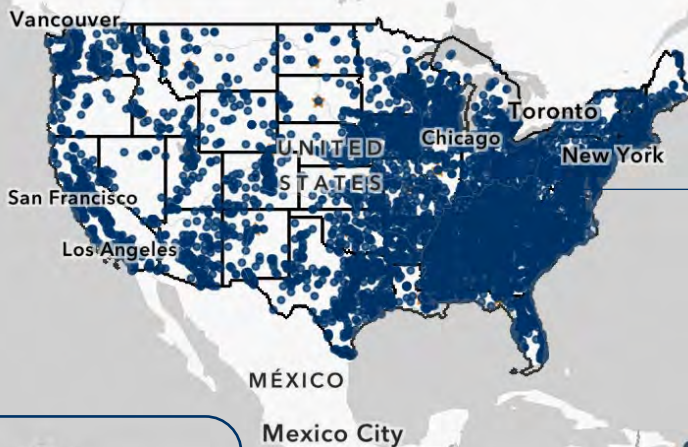


23,484

**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*

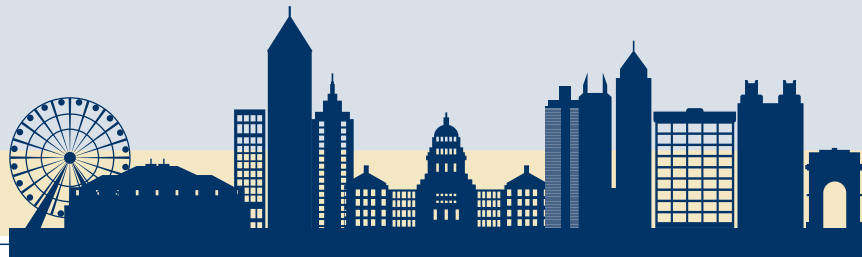
# Powerful PROGRAMMING

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

## 47<sup>th</sup> 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.

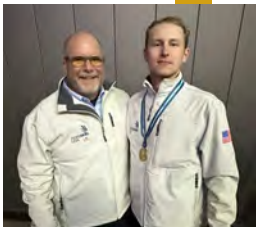


### *The U.S. Delegation Included:*



#### **Medallion of Excellence Winners**

*Automobile Technology:* Nathan Bulhuis | Homer Glen, Illinois  
(Expert: Mike Elder)



*Heavy Vehicle:* Cale Mouser | Manhattan, Kansas  
(Expert: Tom Wozniak)



#### **Best of Nation**

*Mechatronics:* Gabriel Eady | Knoxville, Tennessee  
(Expert: Josh Whittington)



#### **Bronze Medalist**

*Welding:* Wyatt Hansen | Altonah, Utah  
(Expert: Ray Connolly)

#### **Also competing:**

*CNC Milling:* Kaden Stanczyk | Custer, Wisconsin (Expert: Alden Colvin Jr.)

*Cooking:* Novirah Lone | Plymouth, Michigan (Expert: Greg Beachey)

*Plumbing and Heating:* Brady Kroll | Barnesville, Minnesota (Expert: Bob Hahn)

Click here for a list of  
WorldSkills USA Partners.

### **Looking Ahead!**

WorldSkills Competition in **Shanghai, China**

**Sept. 22-27, 2026**

visit [worldskillsusa.org](http://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](https://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](https://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](https://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](https://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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