



WE BELIEVE ...

THERE'S NEVER BEEN  
A BETTER TIME TO BE SKILLED.

# Challenges Facing America

- Technicians and skilled trade workers are two of the three jobs employers are having a hard time filling globally.  
(Manpower Group, Talent Shortage Survey Results, 2011)
- Middle skill jobs (those jobs that generally require some significant education and training beyond high school but less than a bachelor's degree) will account for about 45 percent of all job openings through 2014.  
(Bureau of Labor Statistics, *Occupational Outlook Handbook, 2010-2011 Edition*)

# Facts

- One quarter of America's workforce — that's 31 million people — are employed in one of the 130 occupational titles served by SkillsUSA. (Bureau of Labor Statistics [BLS] figures. Total workforce is 124 million.)
- High-school students in career and technical education (CTE) programs have a higher-than-average graduation rate. The average high-school graduation rate for students concentrating in CTE programs is 90 percent, compared to an average national freshman graduation rate of 74.9 percent.  
(U.S. Department of Education. "Concentrator = three or more classes")

# SkillsUSA

## OVERVIEW



SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. We help every student excel.

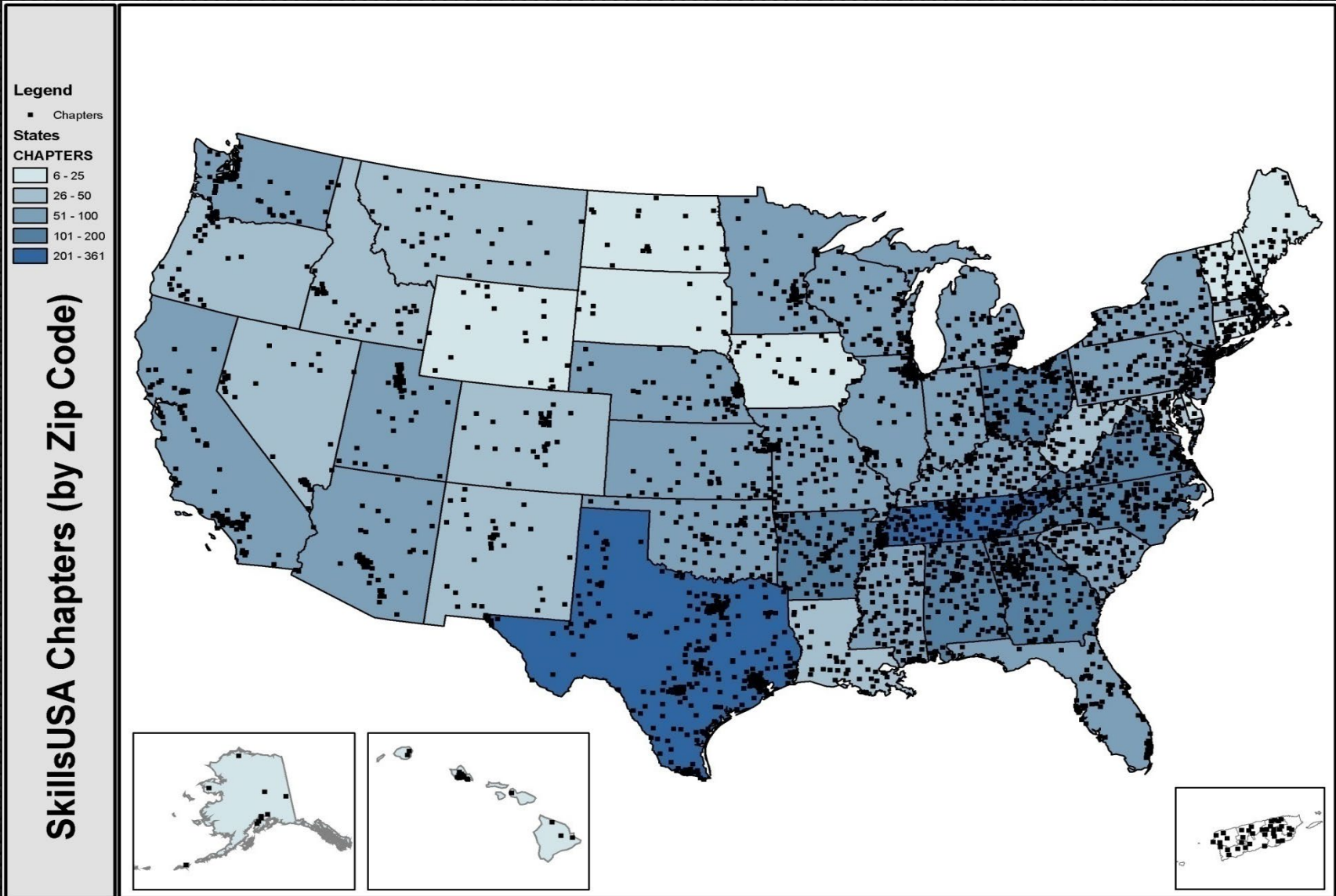
SkillsUSA empowers students to discover their career passion.

# SkillsUSA MISSION



SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens.

# WE ARE SkillsUSA



# SkillsUSA TODAY

ONE OF THE NATION'S  
LARGEST INDIVIDUAL  
MEMBERSHIP ASSOCIATIONS



- More than one-quarter million members annually (335,975 in 2013)
- 54 state and territorial associations
- 4,117 schools and colleges
- 17,100 instructors
- 130 occupational programs
- More than 10.9 million



# SkillsUSA

## FRAMEWORK



## Three Components

- Technical skills grounded in academics
- Workplace skills
- Personal skills

# SkillsUSA Technical Skills

- Job specific skills
- Computer and technology literacy
- Safety and health
- Service orientation
- Professional development



# SkillsUSA Workplace Skills



- Communication
- Decision making
- Teamwork
- Multicultural sensitivity and awareness
- Planning, organizing and management
- Leadership

# SkillsUSA Personal Skills

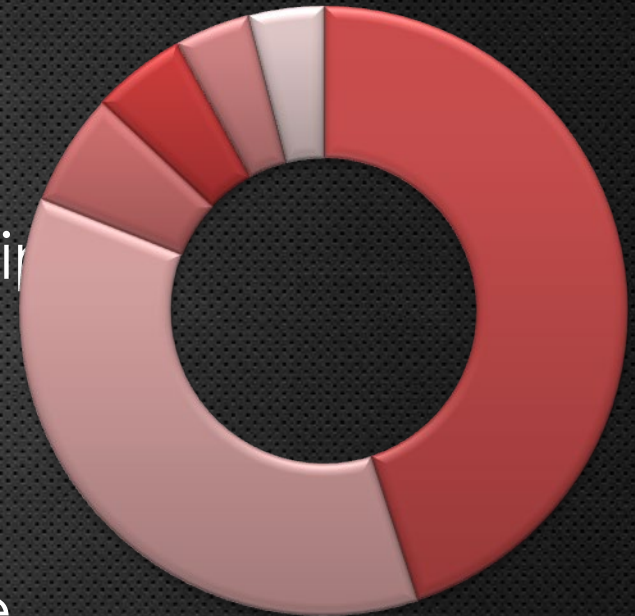
- Integrity
- Work ethic
- Professionalism
- Responsibility
- Adaptability/flexibility
- Self-motivated



## POLL RESULTS

### High School Completers

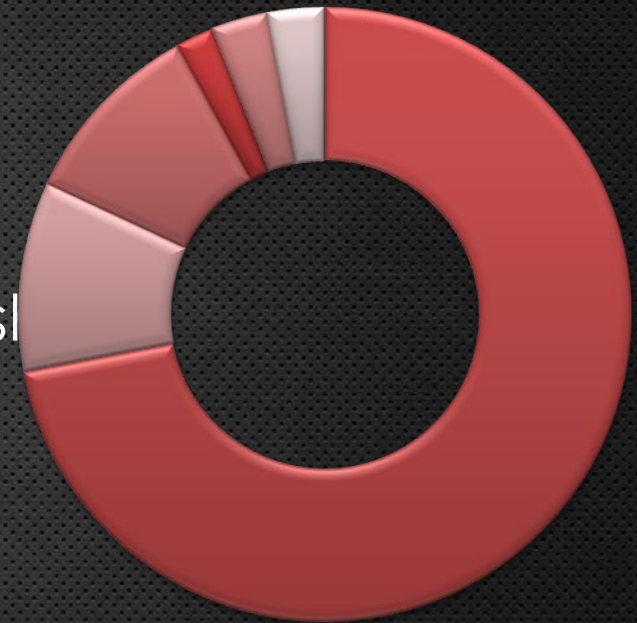
- 45 percent go to work
- 36 percent go to college
- 6 percent go to apprenticeship or other postsecondary
- 5 percent go to the military
- 4 percent none of the above
- 4 percent teacher was unsure



## POLL RESULTS

### College/Postsecondary Completers

- 72 percent go to work
- 10 percent pursue graduate work
- 10 percent go to apprenticeships or other additional postsecondary training
- 2 percent go to the military
- 3 percent none of the above
- 3 percent unsure



# SkillsUSA

## LOCAL, STATE AND NATIONAL LEVELS

Local, state and national experiences allow students to “try these skills on” and receive feedback and guided practice in working towards mastery.

Local	State	National
Chapter Operations	State Officers	National Officers and Delegates
Local Competitions	Regional and State Competitions	National Leadership and Skills Conference
46 Assessments Including Employability	Fall Leadership Conferences	Leadership Conferences
Career Skills Education Program	Advocacy Days	Presidential Volunteer Service Award

## NATIONAL LEADERSHIP AND SKILLS CONFERENCE

- More than 16,000 people — including students, teachers and business partners participate in the weeklong event
- Students work against the clock and each other, proving their expertise in occupations such as electronics, computer-aided drafting, precision machining and medical assisting
- Contests are run with the help of industry, trade associations and labor organizations. The SkillsUSA Championships requires a \$36 million investment from business and industry and occupies 16 football fields of floor space. There were more than 5,900 competitors in 2013



# SkillsUSA

WORLD SKILLS  
LONDON



- 2011: Largest SkillsUSA WorldTeam since 1983
- Four international awards in 2011: Welding, Hairdressing, Auto Service Technology and Culinary Arts

## BUSINESS PARTNERSHIPS



- Opportunity to connect with your target audience
- Conduit for building relationships
- Integrate and leverage sponsorship across overall marketing and communications plan
- Increase consumer loyalty
- National network and database

THANK YOU