



THANKS TO  
**19,747**  
CLASSROOMS

FROM MORE THAN  
**4,660**  
SKILLSUSA SCHOOLS

SKILLSUSA'S  
MEMBERSHIP IS NOW  
THE LARGEST IN ITS  
HISTORY, WITH  
**366,527**  
PAID MEMBERS

THAT'S A REACH OF  
**13.5**  
MILLION

SINCE SKILLSUSA'S  
FOUNDING  
IN 1965

**2019**  
IMPACT REPORT

**60,696**TOTAL ALUMNI  
MEMBERSHIP IN 2019,  
LARGEST IN HISTORY**6,390**SKILLSUSA CHAMPIONSHIPS  
STUDENT COMPETITORS,  
THE MOST IN HISTORY**8.2 million**TOTAL SOCIAL MEDIA  
IMPRESSIONS**600+**NATIONAL PARTNERS,  
WITH THOUSANDS  
MORE AT THE STATE  
AND LOCAL LEVELS**91%**OF EXPENSES GOING  
INTO PROGRAMS THAT  
DIRECTLY BENEFIT  
OUR MEMBERS**\$4.2 million**

IN FINANCIAL SUPPORT

# IMPACT IN NUMBERS

## SKILLSUSA DELIVERS AMERICA'S FUTURE WORKFORCE

For 55 years, SkillsUSA has served students preparing for careers in trade, technical and skilled service occupations, empowering them to become world-class workers, leaders and responsible American citizens. Our national partnership of students, teachers and industry representatives serves 366,527 members in 19,747 classrooms within 4,660 schools. SkillsUSA is represented in all 50 states, two U.S. territories and the District of Columbia. SkillsUSA members represent 130 skilled occupations, more than half rooted in STEM (science, technology, engineering and mathematics). SkillsUSA manages local, state and national technical championships — nearly 10,000 per year, planned and judged by industry — to set relevant standards for career and technical education and to provide recognition and motivation to students.

SkillsUSA offers employability skills development, workplace credentials and technical skills assessments through the SkillsUSA Career Essentials suite for instructors and students. As a talent pipeline and skills gap solution, SkillsUSA graduates more than 100,000 career-ready students each year.



## THE SKILLSUSA DIFFERENCE: THE FRAMEWORK

SkillsUSA accelerates growth for students through our SkillsUSA Framework. Framework components include personal skills, workplace skills and technical skills grounded in academics. The Framework builds a foundation for relevant learning and provides a common language to help students, teachers, parents and industry communicate the program's value. The Framework Essential Elements were developed using research from over 1,000 employers and represent the most crucial skills they look for in a successful hire. The Framework is essential to SkillsUSA's mission because it serves as the blueprint for the ultimate goal of our organization: career readiness.

## CREATING MEANINGFUL RELATIONSHIPS

At SkillsUSA, we take pride in building relationships that benefit both education and industry, working closely with partners to meet their organizational priorities and produce a strong return on investment. We know success has different measures for each relationship, and we work hard to provide sponsor opportunities that are meaningful. Based on the level of investment, SkillsUSA partnerships include connections to local classrooms and state associations, brand recognition, direct social media connections with our members, and advertising and exhibitor opportunities to reach our demographics. Our partners help close the skills gap while benchmarking U.S. technical training against global standards.

*"Why does 3M partner with SkillsUSA? I always turn that around and say, 'Who better is there for 3M to partner with than SkillsUSA?'"*

Maureen Tholen  
Sustainability Director, 3M  
Industrial Business and Safety and Graphics Business Groups  
SkillsUSA Foundation Chair





# PROGRAM UPDATES

## WorldSkills USA Team Excels in Kazan

Our WorldSkills USA Team competed in Kazan, Russia, in August. Ryan Meppelink (Mich.) won Bronze in Heavy Vehicle Technology and Best of Nation for earning the highest score for the United States team. Medallions of Excellence were won by Paul Danenberg (Idaho) in Automobile Technology, Rebekah Hagberg (Ill.) in Hairdressing, Dylan Wertz (Ohio) in Car Painting and Ryan Fincher (Ga.) in Welding. Medallions of Excellence are awarded to competitors with scores higher than 700. 3M was the lead sponsor for the team of 22, our largest team ever.



## Washington Leadership Training Institute

The four-day Washington Leadership Training Institute (WLT) provides students with opportunities to grow in their professionalism, communication and leadership skills, skills they apply during their visits to Congress. This year's event was the largest in history, with 550 members from 29 states making 130 congressional visits in a single day. Participants focused on advanced communications skills, developed a SkillsUSA Framework story to share with elected officials and led a CTE rally at the Capitol. The rally was attended by Senator Rob Portman and Rep. Glenn Thompson.



## National Leadership and Skills Conference (NLSC)

NLSC — held in Louisville, Ky., since 2015 — is the showcase for the most talented career and technical education students in the nation. At the 2019 SkillsUSA Championships, an all-time record 6,390 competitors went head-to-head in 103 competitions across 11 sectors. In addition to the competitions, more than 18,000 attendees — including educators, students, parents and business partners — enjoyed high-energy opening and closing ceremonies, as well as many other mission-driven events. The NLSC is one of the largest annual workforce development events for students and teachers in the nation.



## SkillsUSA National Signing Day

In 2019, we held our inaugural National Signing Day event, presented by Klein Tools. Over 3,000 high school seniors participated, along with Signing Day spokesperson and NFL quarterback Jimmy Garoppolo and his father Tony Garoppolo, a career electrician. The event garnered incredible visibility for SkillsUSA and major media pickup, with 634 stories and 295,690,410 impressions from sources like Fox Business News, ESPN, Good Morning America and many other network affiliates. On Friday, May 8, 2020, we will hold hundreds of SkillsUSA National Signing Day events across the country, elevating the trades and honoring career and technical education students for pledging to seek further education or continue in a skilled trades career after high school.



## SkillsUSA Career Essentials Suite

In today's world, it's not enough for students to have technical skills. To achieve career potential and compete in today's job market, they must stand out, be distinct and be a step ahead. This year, SkillsUSA expanded the *Career Essentials* suite to include three new components: Foundations, Experiences and Assessments. Grounded in the SkillsUSA Framework, the *SkillsUSA Career Essentials* courses and credentials ensure students of any age — from middle-schoolers to adult learners — develop the skills, attitudes and values that distinguish them from other applicants in the skilled labor marketplace.



## SkillsUSA CONNECT

In 2019, we began the development of SkillsUSA CONNECT, a comprehensive resource and database for current and past members of SkillsUSA. This new virtual hub will connect members with employers, allowing members to explore career opportunities and build relationships that support local chapters and foster employment. Employers will be able to link up with SkillsUSA members enrolled in coursework related to the career cluster areas important to their companies. They can also engage with SkillsUSA alumni pursuing trade careers. The platform will allow companies to search for trade-specific CTE programs with local SkillsUSA chapters, provide human resources for events and much more.



## Chapter Excellence Program

The SkillsUSA Chapter Excellence Program (CEP) offers local chapters a way to pursue excellence in programming by meeting national standards. Teachers and students integrate the SkillsUSA Framework components into their curriculum, with a special focus on the Essential Elements. Chapters achieving the first two tiers of awards are recognized at the state level. The top 24 chapters move on to a rigorous interview and presentation process at NLSC, their sights set on achieving the highest tier: "Models of Excellence." These top three awards are presented at NLSC.





2019-2020 SkillsUSA National Officers

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

## FY '19 PROGRAM HIGHLIGHTS

- Largest membership in history, with **366,527** paid members
- Largest Washington Leadership Training Institute in history, with **550** members from **29** states making **130** congressional visits in a single day and holding a rally for CTE attended by Senator Rob Portman and Rep. Glenn Thompson
- Largest-ever SkillsUSA National Leadership and Skills Conference, with **11,114** paid registrants and **18,000** total attendance (observers, volunteers, partners and parents)
- Development began on the SkillsUSA CONNECT portal to connect and serve members
- Three SkillsUSA members from Hawaii, Massachusetts and New Jersey named as U.S. Presidential Scholars for CTE and recognized at a White House ceremony in June
- Headquarters staff focused on four key imperatives to continue to move SkillsUSA into the future: establish SkillsUSA as an education solution to state education agencies, create an abundant supply of well-trained teachers to grow CTE programs, ensure career readiness for every SkillsUSA member through the SkillsUSA Framework and strengthen capacity to support SkillsUSA's mission
- Expansion of our flagship curriculum, the SkillsUSA Career Essentials suite, included Foundations, Experiences and Assessments to teach the SkillsUSA Framework and ensure job-ready skills are being developed in every age group SkillsUSA serves, from middle-schoolers through adult learners
- Meetings with top-level federal leaders, including officials from the U.S. departments of Education and Labor, increased recognition and visibility for SkillsUSA

**I'M READY**



## A MESSAGE FROM THE EXECUTIVE DIRECTOR



FY19 was an incredibly favorable year for SkillsUSA. I anticipate 2020 will shatter even more records as we open up opportunities for SkillsUSA members to build job-ready skills in preparation for successful careers. We are moving very quickly to scale programs to serve more students and teachers. Dreams will be fulfilled and lives changed for the better, all because of your support and dedication to our mission.

– Chelle Travis,  
SkillsUSA Executive Director

## CLOSING THE SKILLS GAP

SkillsUSA is a values-driven program within the public education system, focused on career and technical education students in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA works with more than 600 national business, industry and labor partners to deliver a talent pipeline that helps close the skills gap: the mismatch between jobs available and the skilled workers ready to fill them. The American economy thrives when workers gain the education and training needed to fill the jobs of today and tomorrow. SkillsUSA is producing the kind of worker, leader and citizen that industry wants and needs.

2019–2020 SkillsUSA Board of Directors



14001 SkillsUSA Way  
Leesburg, VA 20176  
703-777-8810  
[www.skillsusa.org](http://www.skillsusa.org)