



SkillsUSA®

**FACT**  
**RESOURCE**

**2022-23**

# SkillsUSA Fact Resource

2022-23

## Purpose

The purpose of this document is to help foster consistent messaging at all levels of SkillsUSA by providing the organization’s most current and relevant facts, statistics and program information in one easy-to-navigate resource. This document will be regularly updated as necessary by the Office of Communications and should be viewed as the primary resource for current SkillsUSA facts and stats.

*For best results and usability, download this document and open in Adobe Acrobat or Acrobat Reader to access the bookmark navigational structure.*

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# What is SkillsUSA?

## Official Description

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

A nonprofit national education association, SkillsUSA serves middle-school, high-school and college/postsecondary students preparing for careers in trade, technical and skilled service occupations.

SkillsUSA is recognized by the U.S. Department of Education and the U.S. Department of Labor as a successful model of employer-driven youth development training.

## Mission

SkillsUSA's mission is to empower its members to become world-class workers, leaders and responsible American citizens. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics.

## Vision

SkillsUSA's vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

## Values

The following values inform and inspire our work and interactions. Below, each value is defined, along with how that specific value is reflected in our ongoing Diversity, Equity and Inclusion (DEI) work.

- **Integrity:** We are consistent and authentic in word and action to each other, our members and the communities we serve.  
*DEI focus:* SkillsUSA engages marginalized communities to understand local needs. We act to center equity in our work.
- **Respect:** Respect is foundational. Our self-awareness precedes our ability to connect with each other and our members while mutually valuing our unique experiences.  
*DEI focus:* SkillsUSA does the internal work necessary to enter into respectful and empowering relationships with diverse communities.
- **Responsibility:** We are accountable to the whole of our organization, from internal staff to our diverse group of stakeholders. Through listening, learning and acting, we engage in our shared commitment to realizing a collective vision.  
*DEI focus:* As a career and technical education leader, SkillsUSA embraces our responsibility to remove barriers to opportunity, access and participation for traditionally underserved communities.

- **Community:** We value and belong to a diverse community. We strive to do our best in service through continuous reflection and growth.  
*DEI focus:* SkillsUSA engages marginalized communities to understand their needs. We advocate for equity to influence systemic action and localized service.
- **Service:** SkillsUSA acts through the willing service of staff and committed volunteers to empower its members and their communities to reach their highest potential.  
*DEI focus:* SkillsUSA works in partnership with marginalized communities, mindful of its position and responsibility to create opportunities for impact.

## Membership Statistics

### 2021-2022 National Numbers

- 2021-22 total membership (including alumni and Honorary Life): 393,357
- Student members: 313,118
- Teacher members (SkillsUSA Professionals): 18,246
- SkillsUSA schools: 4,263
- SkillsUSA classrooms per year: 17,115
- Middle school members: 3,952
- High school members: 297,666
- College/Postsecondary members: 29,746
- 387 new chapters chartered with SkillsUSA in 2021-2022
- Associations in 50 states and Puerto Rico, Virgin Islands and District of Columbia
- Total cumulative members served since 1965: 14,256,193  
(also acceptable: “over 14 million” or “14.2 million”)

### Membership by Division

- High School: 90%
- College/Postsecondary: 9%
- Middle School: 1%

### Membership by Age

- 18 and under: 85%
- 19-39: 14%
- 40-64: 1%

### Gender Breakdown

- Female: 38%
- Male: 62%

## Ethnicity Breakdown

- American Indian/Alaska Native: 1.72%
- Asian: 2.54%
- Black/African American: 12.67%
- Hispanic/Latino: 28.6%
- Multicultural: 2%
- Native Hawaiian/other Pacific Islander 0.30%
- White/Caucasian: 50.3%

## SkillsUSA Diversity, Equity and Inclusion Statement

In 2022, SkillsUSA created the following Diversity, Equity and Inclusion (DEI) Statement to help govern our work:

“SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities. In SkillsUSA, diversity encompasses differences in race, color, religion, sex, sexual orientation, gender identity, gender expression, gender transition status, national origin, age, physical and mental ability, thinking styles, experience and education. We strive to make all members, partners and employees feel welcomed and valued in the SkillsUSA family. SkillsUSA believes in treating all people with respect and dignity. We want SkillsUSA to be regarded as a membership organization of choice that encourages all individuals to be involved.”

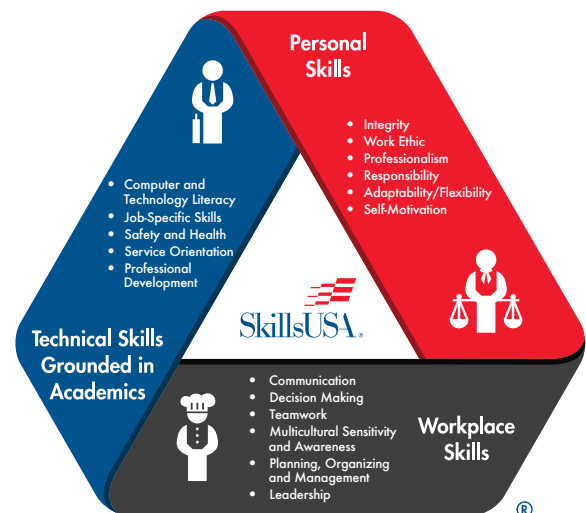
[Learn more on our website.](#)

## The SkillsUSA Framework

### Description

The SkillsUSA Framework is the foundation for all SkillsUSA educational programs, resources and products. It is essential to SkillsUSA’s mission because it serves as the blueprint for career readiness.

The Framework is divided into three main components: Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. A total of 17 Essential Elements are divided among those three components. The Framework Essential Elements were developed with the direct input of over 1,000 employers who chose skills they consider the most crucial for a successful hire.



## Framework Components and Associated Essential Elements

Personal Skills	Workplace Skills	Technical Skills Grounded in Academics
<ul style="list-style-type: none"><li>• Integrity.</li><li>• Work Ethic.</li><li>• Professionalism.</li><li>• Responsibility.</li><li>• Adaptability/Flexibility.</li><li>• Self-Motivation.</li></ul>	<ul style="list-style-type: none"><li>• Communication.</li><li>• Decision Making.</li><li>• Teamwork.</li><li>• Multicultural Sensitivity and Awareness.</li><li>• Planning, Organizing and Management.</li><li>• Leadership.</li></ul>	<ul style="list-style-type: none"><li>• Computer and Technology Literacy.</li><li>• Job-Specific Skills.</li><li>• Safety and Health.</li><li>• Service Orientation.</li><li>• Professional Development.</li></ul>

## The SkillsUSA Program of Work

### Description

SkillsUSA's Program of Work (PoW) is the road map for planning and implementing chapter activities throughout the year. When a SkillsUSA chapter aligns its yearly activities with the PoW, students receive rich experiences that empower them to become career ready.

### Program of Work Categories

The PoW is divided into six categories, and the activities within these categories allow students the opportunity to practice and perform the Essential Elements of the SkillsUSA Framework and receive feedback to strengthen their skills. The six categories define areas of focus (committees) for a well-run chapter. Each committee has specific responsibilities, but all contribute to the overall success of the chapter.

- Advocacy and Marketing
- Community Engagement
- Financial Management
- Leadership Development
- Partner and Alumni Engagement
- Workplace Experiences

## Community Engagement

“Community Engagement” is one of the six areas of SkillsUSA's PoW, and it's designed to “create a heart of service” within our career-ready students. As a result, students learn to assess and analyze community needs and use their technical skills for the benefit of others.

- 52 SkillsUSA members and 10 chapters received the President's Volunteer Service Award (PVSA) for outstanding community service in 2021-22.
- Recipients of the PVSA represented thousands of total community service hours. To see a list of the 2021-22 PVSA winners, go [here](#).
- In the past two decades, nearly 10,000 SkillsUSA students and advisors have conducted over 30,000 hours of community service during the national conference. The NLSC community service projects — planned with the host city and focused on meeting

immediate community needs — are held on the Friday of conference week to keep students focused and productive while waiting for the Awards Ceremony. Projects have ranged from building repairs and painting to landscaping and a bike build.

- As part of SkillsUSA’s annual Program of Work, many local chapters will plan, promote and conduct a community service project during the SkillsUSA National Week of Service, May 7-13, 2023. Chapters are encouraged to help build awareness of SkillsUSA in their communities by publicizing their events to local media. Contacts are provided through [SkillsUSA’s advocacy site](#).

## **National Leadership & Skills Conference (NLSC) and SkillsUSA Championships**

### **NLSC Description**

[SkillsUSA’s National Leadership & Skills Conference](#) — held annually during the last week in June in Atlanta — is the showcase for the best career and technical education students in the nation. This multi-faceted convention features the SkillsUSA Championships, where state champions from across the nation compete head-to-head for bronze, silver and gold medals in over 100 trade, technical and leadership competitions.

The NLSC also includes [SkillsUSA TECHSPO](#), the nation’s largest technical trade show, which boasts more than 150 exhibitors. SkillsUSA University and the Academy of Excellence are also held throughout the week, featuring seminars and workshops for students, instructors, administrators and school counselors. Pre-conference training opportunities include leadership and character development tracks for student leaders and teachers. An opening session, delegate meetings, national officer elections, large-scale community service project, awards session and several social events round out the week. The NLSC and its associated events are made possible through in-kind contributions of an estimated \$36 million in time, equipment and materials. The event is currently scheduled to be held in Atlanta through 2026.

### **SkillsUSA Championships Description**

During the [SkillsUSA Championships](#) — held in conjunction with the NLSC — over 5,100 state champions from across the nation compete in 108 different trade, technical and leadership career competitions. These career competitions begin locally and continue to the regional, district, state and eventually the national level at the SkillsUSA Championships. More than 10,000 competitive events are held each year leading up to the national competition. An estimated 240,000 members compete each year on some level (local, district, regional, state, national).

Nearly 2,000 judges and contest organizers from labor and management make the national event possible. Contests are run with the help of industry, trade associations and labor organizations. Test competencies are set by industry. The philosophy of the SkillsUSA Championships is to reward students for excellence, to involve industry in directly evaluating student performance and to keep training relevant to employers’ needs.



## Career Clusters at the SkillsUSA Championships

Each of the competitions at the SkillsUSA Championships falls under one of 11 categories known as “Career Clusters.” Below is the list of career clusters and the number of 2022 sponsors for each:

- Arts and Communications (3)
- Construction (16)
- Health Sciences (3)
- Hospitality and Tourism (3)
- Human Services (2)
- Information Technology (4)
- Leadership (14)
- Manufacturing (16)
- Public Safety (2)
- Science, Technology, Engineering and Mathematics (STEM) (7)
- Transportation (10)

## 2022 NLSC and SkillsUSA Championships Statistics

- NLSC held June 20-24, 2022
- \$20 million economic impact to Atlanta
- Total attendance: 13,664
- Competition and meeting space: 1.79 million sq. ft. (31 football fields or 41 acres)
- SkillsUSA TECHSPO featured 159 exhibitors from industry and education
- Three general sessions conducted, including new Recognition Session.
- SkillsUSA Championships held as part of NLSC from June 21-23, 2022
- The SkillsUSA Championships featured 108 career competition events, including several demonstration competitions
- Total of 5,055 national competitors took part in the SkillsUSA Championships
- More than 1,150 gold, silver and bronze medals awarded

## Washington Leadership Training Institute (WLTl)

### Description

The [Washington Leadership Training Institute](#) (WLTl) is an annual five-day leadership conference held in Washington, D.C. Through WLTl, SkillsUSA provides advanced training for students and advisors that focuses on professionalism, communication and leadership skills. Members also receive unique opportunities to share their SkillsUSA and career and technical education experiences with elected officials.

WLTl activities include:

- Advanced leadership training
- Q&A sessions with government representatives
- Congressional visits
- Tours of Washington, D.C., including monuments
- Laying of a wreath at the Tomb of the Unknowns at Arlington National Cemetery
- Visit to the SkillsUSA National Leadership Center

## **WLTl Statistics**

- In 2021, more than 300 students, teachers and state leaders from nearly 30 states participated in WLTl.
- State delegations led by students conducted 35 congressional visits to advocate for SkillsUSA and CTE.

## **“Why SkillsUSA?” Talking Points and Survey Data**

The following topic points can be raised for the listed audience when promoting the value of SkillsUSA. Survey data related to SkillsUSA involvement follows the talking points.

### **Parents**

Why would a parent want their child involved in SkillsUSA? Their child can:

- Participate in meaningful career exploration
- Be part of a high-quality peer group
- Take advantage of internship, mentorship and employment opportunities
- Learn useful skills to be self-sufficient and self-supporting
- Discover opportunities for scholarships, grants or prizes
- Avoid unnecessary student loan debt
- Become a more highly engaged student and citizen
- Make education and career choices that are validated by industry

### **Teachers**

Why should a teacher join SkillsUSA? Teachers can:

- Connect the CTE program to industry professionals who represent in-demand careers
- Document career readiness in students who graduate from CTE programs
- Utilize SkillsUSA classroom management resources, enabling the teacher to focus on teaching
- Engage students in their learning with hands-on instruction and skill application in the classroom and chapter
- Keep students in school by engaging them in learning and bringing relevancy to content
- Motivate all students to reach their potential and measure student growth
- Provide practical tools and assessments to ensure every student is career ready
- Save time by using turnkey SkillsUSA educational resources
- Receive administrator/community support for their training program
- Earn state and national recognition and chapter or CTE program grants
- Participate in professional development and peer networking
- Connect with program graduates/alumni for program support
- Use intentional strategy/guided instruction in SkillsUSA Framework integration

## Students

Why should a student join SkillsUSA? Students can:

- Develop career-readiness skills demanded by business and industry
- Participate in and learn to lead experiences ideal to share on resume
- Explore career options and develop a customized future career path
- Obtain scholarships and work opportunities
- Network with peers, teachers, mentors and industry representatives
- Achieve a sense of accomplishment and belonging
- Participate in leadership development including teamwork and communications
- Practice hands-on application of skills
- Participate in local, state or national competitions
- Be prepared and ready with skills needed to be successful and advance on the job
- Have fun

## Administrators

Why would administrators want their schools involved with SkillsUSA? Through SkillsUSA, administrators can:

- Provide teachers with support, professional development and recognition
- Gain community support for their school and programs
- Build positive, professional connections
- Measure school/program success against state and national standards
- Demonstrate consistent and increased achievement
- Help students build transferable skills
- Provide credentialing opportunities for students and teachers
- Keep students in school and highly engaged, resulting in fewer disciplinary issues
- Create more workforce placements
- Meet Perkins V and ESSA requirements

## Business and Industry

Why would an employer want to become involved with SkillsUSA? Through SkillsUSA, employers can:

- Expand the pipeline of talented entry-level workers for their company and industry
- Hire students who have learned personal, workplace and technical skills
- Recruit employees who have already earned industry or workplace credentials
- Retain these skilled employees, saving time and ensuring greater profitability
- Build brand loyalty among students and families
- Create entrepreneurial connections with students
- Network with others within their industry
- Provide internships, mentorship opportunities or apprenticeships
- Create community networks and build positive public relations for their company

## Counselors

Why would counselors want their schools involved in SkillsUSA? Counselors can:

- Identify student interest and develop career pathways
- Support career planning and guidance efforts
- Help students graduate with workplace credentials

- Foster workplace/work-based learning experiences
- Expand their knowledge of career opportunities
- Serve students involved in multiple career clusters via one organization
- Help students earn scholarships and connections to business and industry
- Support CTE teachers more effectively

## CTE Participation and Academic Success

Below is the current information from the Association for Career and Technical Education (ACTE) concerning the relationship between CTE participation and academic success.

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.
- The average high school graduation rate for students concentrating in CTE programs is 94%, compared to an average national freshman graduation rate of 85%.
- 91% of high school graduates who earned 2-3 CTE credits then enroll in college.
- ACTE QUOTE: “High school students involved in CTE are more engaged, perform better and graduate at higher rates.”
- Students can attend public community and technical colleges for a fraction of the cost of tuition at other institutions (\$3,500 to \$5,000 per year on average).
- According to research, graduates with technical or applied science associate degrees out-earn bachelor’s degree holders by as much as \$11,000 per year.
- 27% of people with less than an associate degree — including licenses and certificates — earn more than the average bachelor’s degree recipient.
- ACTE QUOTE: “Postsecondary CTE fosters postsecondary completion and prepares students and adults for in-demand careers.”
- For more ACTE stats and information: <https://tinyurl.com/acte-stats>.

## New Data from Research Consortium on CTE Pathways

New research at public high schools in the United States has been released by the **Research Consortium on CTE Pathways** that shows the majority of SkillsUSA members feel they are engaged in relevant coursework that prepares them for higher education or careers. This survey was conducted during the 2021-22 school year in an educational setting.

A study of 30,466 CTE students in Fall 2021 indicates that SkillsUSA members are more likely to report greater clarity about their career path compared to non-members of career and technical student organizations (CTSOs). In fact, 90% of SkillsUSA high school seniors self-reported that their career path is clearer, compared to 78% of members of other CTOS and 74% of non-CTSO members. These members further stated that their future is clearer because of CTE, regardless of whether they plan to pursue their career pathway going forward. SkillsUSA members cited “a great deal” or “some” benefits of CTE in the following categories:

- **Earning licenses and certifications:** 79% of members felt they benefitted compared to 50% of non-CTSO members.
- **Meeting potential employers:** 58% felt they benefitted, compared to 37% of non-CTSO members.

- **Getting first-hand work experience:** 82% felt they benefitted, compared to 63% of non-members.
- **Feeling excited about a chosen career:** 83% felt benefitted, compared to 66% of non-members.
- **Developing a clear sense of career pathway:** 82% benefitted, compared to 67% of non-members.
- **Understanding the work environment:** 88% benefitted, compared to 74% of non-members.
- **Feeling more excited about school:** 78% benefitted, compared to 65% of non-members.
- **Connecting school and the real world:** 82% benefitted, compared to 70% of non-members.

*\* Source: Career Interest Survey sponsored by the Research Consortium on CTE Pathways. and administered in fall 2021. Analysis is based on responses of 30,466 high school students in CTE classrooms across the nation.*

## Quotes About SkillsUSA

### Partners, Celebrities and Government Representatives

“We hold that our present society has advanced to its current culture through the hands, the minds and the hearts of working men and women,” he said. “It is about the dignity of work. We are the guarantors of America’s future.”

— **Nick Pinchuk, Chairman and CEO, Snap-on Incorporated**

“Now is our moment to reimagine our schools as true launching pads for 21st century careers. You are innovators. You are problem-solvers. You are leaders. You are the next generation workforce that will drive America’s success in the 21st century.”

— **Miguel Cardona, U.S. Secretary of Education**

“If we want to build an economy that works for all Americans, we must create more pathways to high-paying jobs. That means helping more students experience the magic of CTE. Now is our moment to partner like never before.”

— **Miguel Cardona, U.S. Secretary of Education**

“The thing about SkillsUSA that’s so cool, and the reason that my foundation has supported it for years, is that it is deliberately focused on celebrating a skill. Three million jobs right now exist in the trades and transportation and commerce. The skills gap is real. Training kids and getting them excited to do the jobs that exist ought to be job one. SkillsUSA does that in a big way.”

— **Mike Rowe, mikeroweWORKS Foundation**

“I love SkillsUSA, because they really make young people who are part of the trades feel like rock stars. We need more of that, to really celebrate the young people who are dedicated to taking up the mantel of the trades.”

— **Mike Holmes, TV host and builder/contractor**

“SkillsUSA students are in demand, and they are better equipped than anyone out there. This organization improves lives and is indeed creating a better world.”

— **Jim Lentz, Former CEO, Toyota Motor North America Inc.**

“I’ve hired two people lately who won their class in SkillsUSA state competitions, so I try to put my money where my mouth is with respect to supporting SkillsUSA. What a great initiative. You know if someone’s top of the class in SkillsUSA that you’ve got a great person.”

— **Brad Keselowski, Champion NASCAR Driver**

“SkillsUSA does so many great things for America. It promotes a pathway to opportunity, but it does more than that. Career and technical education creates a culture of continuous learning. For too long, we’ve had this bias and this stigma that these are second-class jobs, and they’re not; these are the jobs that built this nation and made us strong, so I think SkillsUSA is sending a very positive message to the majority of the workforce in this nation that they should be very proud and feel good about how they’re making their earnings today.”

— **Rep. Glenn Thompson (R-Pa.)**

“It costs a lot of money to hire somebody into a job. There’s investment, there’s time, and then when you don’t get the productivity out of them, they leave your organization or they don’t possess the skills that you need. It’s very costly to you because you’ve lost time and money working with that individual. So, organizations like SkillsUSA that are producing some real quality people that are at entry level that can come into our industry, that really saves us a lot of time and a lot of money.”

— **Fred Murphy, Manager of Service Training Development, Cummins**

“When I’m sitting across the table interviewing you, I want some confidence in who you are, what skills you have, and what I know is, SkillsUSA teaches that. It teaches that pride and dignity at work. It teaches that self-confidence that you’re going to have to have.”

— **John Hinesley, Director of Sales, Meritor**

“We see SkillsUSA as a vehicle to raise the bar in training programs at the high school and postsecondary level to make certain that instructors are teaching skills that are in demand in our industry with equipment that’s comparable to what people are going to need to know how to operate when they get on the job.”

— **James Wall, Director, National Institute for Metalworking Skills**

“If you spend time with the young men and women in SkillsUSA and you see just how talented they are, you become very optimistic about the future.”

— **Gen. Jeffrey Snow, U.S. Army**

“SkillsUSA is very important in developing the next generation of the workforce. It is because they’re able to develop a total student, not just one with skilled training but one that has a level of professionalism that can go into any industry. That’s what sets them apart from everyone else. It’s the ability to take a student, to train them with the skills that they need, and to give them the level of professionalism, the polish, that they’ll need to be successful in whatever industry they go on to.”

— **Kaye Morgan-Curtis, Principal Consultant, the Changemakers Commission**



“Listen; if you're a sponsor and you want to consider working with SkillsUSA, you need to understand this is a long-term ROI. We're convincing students to consider the trades. So, we're providing for you the opportunity for your future consumers as well as your future employees.”

— **Kayleen McCabe, TV host, Contractor and Marketer**

## **Students**

“In SkillsUSA, we challenge you to continue working hard, putting in effort and growing. Shatter the box you are currently in, feel the thrill of your effort — and ultimately, succeed.”

— **Caroline Daley, 2021-22 SkillsUSA national officer**

“SkillsUSA allows us to network with other members from across the country; to build unexpected bonds; to celebrate our achievements, both individually and as a community. Most importantly, we can redefine our futures and grow our career-readiness among an incredibly talented field of students.”

— **Ambuja Sharma, 2021-22 SkillsUSA national officer**

“Before I joined SkillsUSA, I wasn't involved in my class at all. I didn't really talk to anybody. I just did my work and left. And then I joined SkillsUSA, I became an officer in my club, in my chapter, and I met a whole bunch of friends. I started to talk to people more. I'm so much more a leader now. I am a totally different person now since I've joined SkillsUSA. I like myself now. It's like a breath of fresh air.”

— **Jocelyn Hall, Temple Bay Technical High School, Tampa, Fla.**

“The employability and leadership skills — and just the motivation and the confidence you get from involvement with SkillsUSA — is amazing. It helped me to have a feeling of worth. It is where I started.”

— **Former student Brice Harader-Pate, Tulsa, Okla.**

“I learned to look at myself differently in SkillsUSA. I truly believed in myself for the first time, because I saw that others believed in me.”

— **Former student Paravi Das, Academies of Loudoun, Va.**

“I was the quiet kid in high school. Because of SkillsUSA, I jumped out of the box, and now I'm talking with senators. SkillsUSA changes you entirely. I'm not the quiet kid anymore, I'm out there, and I just want to show others that they can do that, too.”

— **Luke Stell, SkillsUSA New York historian at WLTJ 2019**

“I feel like if I was destined to be successful before SkillsUSA, I'm destined to be successful times two because of the people I'm getting to know and the connections I get to be part of. SkillsUSA helps me define myself as a better leader, guiding other people and knowing that, yes, you can come from a rough childhood, but there's always a light at the end of the tunnel.”

— **Former student Jessica Ramirez, McGavock High School, Tenn.**

“Really, the whole dynamic of SkillsUSA, it’s just a very positive, empowering group, and I’m very thankful to be a part of it. SkillsUSA challenges you, I think, far more, to compete not only with yourself, but at a state level, at a national level, to see how far you can go to be the best that you can be. I don’t think there’s anything more empowering than that.”

— **Angela Philpot, Gwinnett Tech, Ga.**

“SkillsUSA has changed my life. Once I knew I had what it took to achieve my goals, it was easy to dive in headfirst.”

— **David Sonnier, SOWELA Technical Community College, La.**

“SkillsUSA has always done a great job of being very inclusive to women in every trade and competition.”

— **Maci Key, Wallace State Community College, Ala.**

## **Instructors**

“This organization changes students’ lives, it really does. The leadership skills, the connections.”

— **Mary Rawlins, Oak Harbor (Wash.) High School**

“SkillsUSA has changed me as a teacher and incorporating SkillsUSA has enhanced my curriculum. You will not believe the life-changing difference SkillsUSA makes for students and how it can change their futures. Students come out of my program prepared for the workforce or college. It improves grades, attendance and attitude.”

— **Julie Ivan, Mich.**

“SkillsUSA teaches our students how to become independent learners. We don’t want co-dependent learners. We want them to push, learn from mistakes and move forward. After all, it is school and it’s hands-on school.”

— **Rahsaan Gomes-McCreary, Providence, R.I.**

“SkillsUSA gives my students a sense of belonging, and I have seen how it changes lives. There are so many different things that you can learn from SkillsUSA. Being able to compete in your program area is a plus, because it connects you to people in business and industry that can give you feedback on how you can grow, or it can also produce opportunities for you.”

— **Dessie Hall, Student Life Coordinator at Atlanta Technical College, Ga.**

“SkillsUSA places students in real-world, high-pressure career situations that allow them to showcase their skills and make decisions. This is when students realize their place in the world and what they were meant to do. They acquire an appreciation for the dignity of work and become passionate about getting better.”

— **Michael DeAcosta, Milton Hershey School, Pa.**



# Resources

## SkillsUSA Brand Portal

The [SkillsUSA Brand Portal](#) is the one-stop launching pad for a variety of brand-related resources. From the brand portal, users can find official brand assets like logos, videos, photos and more; read inspiring success stories from our members; access our brand guidelines and more.

## SkillsUSA Website

Information updates and news for members, stakeholders and the public:

[www.skillsusa.org](http://www.skillsusa.org).

## SkillsUSA Official Social Media Accounts

Follow SkillsUSA's social media channels for the latest news and updates:

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[TikTok](#)

[Twitter](#)

[YouTube](#)