



SkillsUSA
and its
Business & Industry Partners

**Leadership in Skilled
Workforce Development**

Issue One: Technological Change



Issue One: Technological Change

Rate at which information doubles:

- **1900: Every 1500 years**
- **1990: Every 3 years**
• Every 40 days
- **1998: Every 18 months**
- **In 2010: Every 40 days**

Issue Two: Skilled Workers

Prosperity rests upon:

- higher skills
- higher productivity

Technicians

+ 20%

Service Occupations

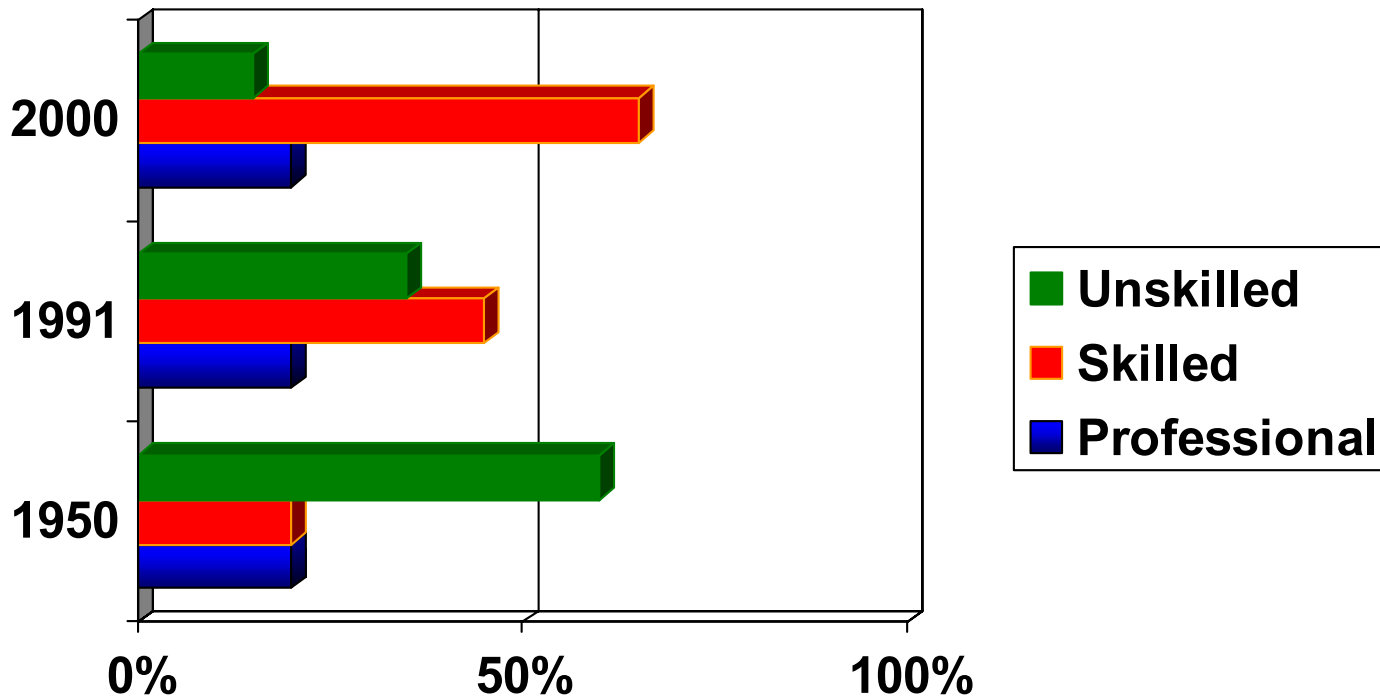
+ 23%

Production, Craft, Repair

+ 6%

Career growth by occupational group

Growth of skilled occupations



Skilled Workers

Employers say there are three essential skill sets:

(Specific)
Hands-on

CAREER

Employability

(Core)

Academic



SkillsUSA

V I C A

Founded in 1965 as the “Vocational Industrial Clubs of America” (VICA)

Changed name to SkillsUSA–VICA in July 1999.

Will become “**SkillsUSA**” in September 2004.

Slogan: “**Champions *at Work***”

SkillsUSA:

Just the Facts

- ◆ 501(c)(3) non-profit association
- ◆ 250,000 dues-paying student members in 50 states, DC and 3 U.S. territories, **including 10,000 students in 600 classrooms in Collision Repair technologies**
- ◆ 15,000 dues-paying educators
- ◆ 13,000+ classrooms in 4,000 public high schools, trade & technical centers, 2-year colleges
- ◆ SkillsUSA is involved with more than 100 trade, technical and skilled service occupational training programs, including allied health careers
- ◆ SkillsUSA has a chapter in 90% of the regional career and technical high schools in the U.S.



SkillsUSA brings together educators, administrators, corporate America, labor organizations, trade associations and government in a coordinated effort to address America's need for a globally competitive skilled workforce.



SkillsUSA
V I C A



Our core values:

**Integrity, Responsibility, Citizenship,
Service and Respect**

The SkillsUSA Mission:

**To help our student members become
world-class workers and responsible
American citizens.**



Our mission is delivered through SkillsUSA's
Program of Work,
implemented at the local chapter level

Program of Work

- **Professional Development**
- Community Service
- Social Activities
- Ways and Means
- Public Relations
- Employment (school-to-work programs)
- SkillsUSA Championships



**-Award-winning curricula:
The Professional
Development Program
(PDP)* and Total Quality
Curriculum (TQC)**

***84 employability skills
lessons taught, including
communications skills,
ethics, conflict resolution,
time management, goal-
setting, and more...**

Program of Work

- Professional Development
- Community Service
- Social Activities
- Ways and Means
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- Employment (school-to-work programs)
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**-Instills lifetime
commitment to community
service**

**-Promotes goodwill and
understanding among all
segments of a community**

**-Teaches the importance of
teamwork**

Program of Work

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- Community Service
- Social Activities
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- SkillsUSA Championships

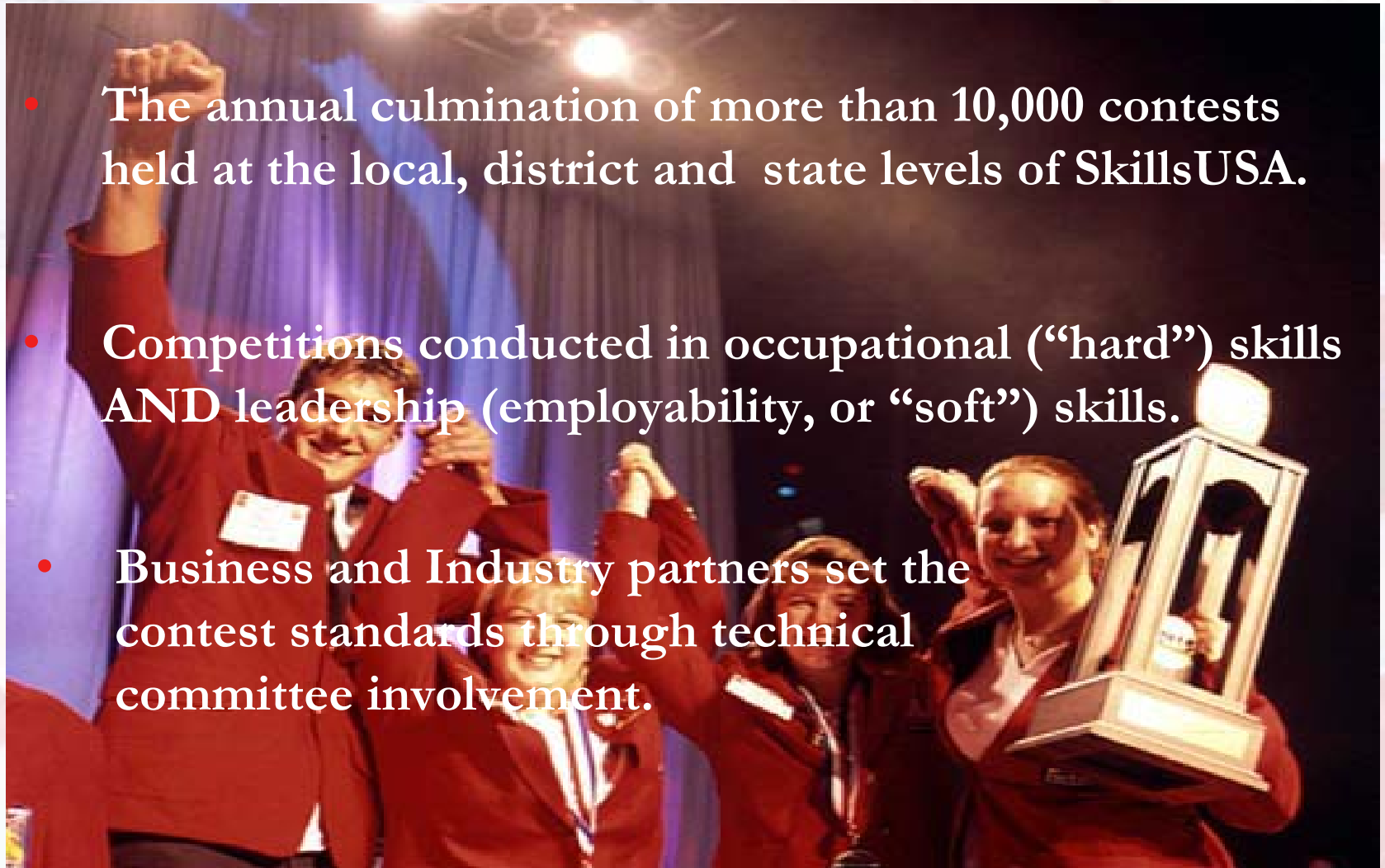


-The nation's premiere showcase of public technical education.

-Perhaps the greatest commitment of corporate volunteerism on a single day anywhere in America.

SKILLS usa CHAMPIONSHIPS®

- The annual culmination of more than 10,000 contests held at the local, district and state levels of SkillsUSA.
- Competitions conducted in occupational (“hard”) skills AND leadership (employability, or “soft”) skills.
- Business and Industry partners set the contest standards through technical committee involvement.



The logo for SkillsUSA Championships features the word "SKILLS" in a large, bold, blue sans-serif font. Below it, "usa" is written in a white, cursive script font. Underneath that, the word "CHAMPIONSHIPS" is written in a bold, red, sans-serif font with a registered trademark symbol. The background of the slide is a stylized map of the United States in shades of red and white.

SKILLS *usa* **CHAMPIONSHIPS®**

- **The highlight event of the National Leadership and Skills Conference, the national SkillsUSA Championships are held the last week in June in Kansas City, MO.**
- **4,200 state winners compete in more than 70 leadership and hands-on occupational skills contests**
- **Competitions occupy space equivalent to 10 football fields!**
- **The result of a direct interaction between industry and education. More than 1,700 technical experts from industry and labor design, manage and judge the contests.**

TeamUSA - WorldSkills Competition



The Countries...



Business & Industry Partnerships

- Approximately 1,000 corporations, labor organizations and trade associations support SkillsUSA at the national level.
- Thousands more support local SkillsUSA chapters and state associations.
- Partnerships take many forms: volunteered expertise and labor, equipment and supplies donations, financial support, etc.



Business & Industry Partnerships

- Partnerships offer business and labor a vehicle for **DIRECTLY** influencing the quality of public technical education and, therefore, the depth and quality of the skilled workforce available to your organization and your industry.
- Partners have the opportunity to reach a valued marketplace of students and teachers
 - Brand and product marketing opportunities
 - Employee recruitment opportunities, from one of the most prized sources of rising skilled workers in the nation



What SkillsUSA can offer your company

- **Access to 250,000 member high school and college-age students who**
 - ✓ **Have received training in Leadership and Employability skills such as teamwork, conflict resolution, problem solving, ethics, customer service, patriotism and free enterprise.**
 - ✓ **Have self-selected careers that represent a broad spectrum of hands-on trade and technical occupations, many of which relate to technical workforce needs of your company.**

Examples of SkillsUSA Occupational Training Areas

- **Transportation Technologies**
 - ✓ Automotive, Diesel, Motorcycle, Marine, Aviation, Power Equipment
- **Manufacturing Technologies**
 - ✓ Electronics, Precision Machining, Robotics, Automated Mfg., Welding, Technical Drafting,
- **Construction Technologies**
 - ✓ Carpentry, Cabinetmaking, Residential Wiring, Plumbing, Masonry, Sheet Metal, Arch. Drafting, HVACR
- **Information Technology**
 - ✓ Internetworking, Cabling, Computer Maintenance, Software applications, TV (Video) Production, 3-D Animation
- **Services**
 - ✓ Culinary, Cosmetology, Photography, Health occupations, Law Enforcement, Advertising Design

What SkillsUSA can offer your company

- **Access to high school and college-age students who**
 - ✓ **Have honed their technical skills through competitions whose standards for entry-level competencies are set by industry experts.**
 - ✓ **Look to SkillsUSA to provide opportunities for interaction with experts and employers in their chosen occupation.**

Business & Industry Partnerships

SkillsUSA's lifeblood!



Students



B & I



Instructors

Cultivating Relationships with SkillsUSA Students and Teachers

Options

- Serve on a chapter advisory committee
- Participate as a technical committee member or judge in a local, district, state or national SkillsUSA Championships contest
- Serve as a mentor in SkillsUSA's *Professional Development Program* that teaches employability skills
- Donate equipment to a classroom/lab or a contest
- Assist with a chapter's community service project
- Offer tours of your plant's facilities

Cultivating relationships with SkillsUSA Students and Teachers

- **Offer space at operating facility for Skills contests or leadership training**
- **Offer contest prizes (manuals, tools of the trade) or scholarships**
- **Serve as a guest speaker in a classroom or at a Leadership conference**
- **Help the SkillsUSA chapter advisor recruit new students into his/her program**
- **Staff an exhibit booth, if available, at a Skills or Leadership conference.**

Making Contact with SkillsUSA

- **SkillsUSA Leadership Center (national office)**
 - ✓ Eric Gearhart (ericg@skillsusa.org)
 - ✓ Barbara Swanhart (barbara@skillsusa.org)
 - ✓ For more information, visit SkillsUSA's Web site:
www.skillsusa.org
- **Get to know your SkillsUSA state association director**
 - ✓ He or she will be a state dept. of Education payroll or contract employee
 - ✓ Get involved in state SkillsUSA conferences
 - ✓ Seek direction on connecting your organization's field personnel with chapters



SkillsUSA appreciates your interest in supporting of our students. We look forward to growing a mutually beneficial partnership.

- Local
- State
- National