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
- **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

- **2000**
  - Unskilled
  - Skilled
  - Professional

- **1991**
  - Unskilled
  - Skilled
  - Professional

- **1950**
  - Unskilled
  - Skilled
  - Professional

Legend:
- Unskilled
- Skilled
- Professional
Skilled Workers

Employers say there are three essential skill sets:

1. **Hands-on** (Specific)
2. **Core**
3. **Academic**

**CAREER**

*Employability*  *(Core)*  *Academic*
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.
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

- 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…

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

- Instills lifetime commitment to community service
- Promotes goodwill and understanding among all segments of a community
- Teaches the importance of teamwork

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

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

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

- Professional Development
- Community Service
- Social Activities
- Ways and Means
- Public Relations
- Employment (school-to-work programs)
- SkillsUSA 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 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 ↔ Instructors ↔ B & I
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 our students. We look forward to growing a mutually beneficial partnership.

- Local
- State
- National