



**SkillsUSA is the #1
workforce development
organization
for students.**

*Join the movement to drive innovation
and success for students nationwide.*

Let's map the path forward together!

Visit us at our booth and online.





Developing — and Defining — a Future Skilled Workforce

**Chelle Travis
Executive Director
SkillsUSA**



SkillsUSA®



SkillsUSA is the **#1** workforce development organization for students. We empower students to become **skilled professionals, career-ready leaders and responsible community members.**



By the Numbers





A construction worker wearing a blue hard hat and white gloves, looking up at a wooden structure. The worker is wearing a green shirt. The background is a white wall with wooden framing.

Defining the Skills Gap

MANUFACTURING DEPENDS ON A SKILLED WORKFORCE, BUT COMPANIES HAVE JOBS THEY CAN'T FILL. THIS HAS CAUSED A SKILLS GAP.

SKILLED WORKERS NEEDED



84%
8%

Electricians Are In

Healthcare Job G

Employment in healthcare is projected to grow 13% over the next 10 years, with nursing projected to be 46% of that growth.



According to the



Construction Spending and Employment Forecast

Demand for welding professionals

Why I Skipped College to Be an HVAC Tech

By Cole Kelley

When I was in elementary and middle school, my teachers encouraged students to become doctors, lawyers, professors, architects—all the academic-intensive professions. They sold me on studying engineering. I've always liked building things with my hands, not sitting in an office developing plans or considering theories. So I decided to become an HVAC technician. I do what I love—and I've found that I can make a more than livable wage.

I'm not alone in this turn away from university schooling. There's increasing skepticism about the financial return of a college education, and enrollment in vocational-focused community colleges rose 16% last year.

This month, after I picked up my high-school diploma, I walked directly into a union apprenticeship that promises

five years of tailored instruction. I'm earning nearly four times the federal minimum wage, and the union is even paying for me to earn professional licenses that demonstrate advanced skills.

Today's work differs from old blue-collar jobs. On job sites these days the laptop is the most important tool, as technology has transformed

I'm thinking about a mortgage rather than student loans.

the trade disciplines. Artificial intelligence might be changing everything from electrical circuitry to electric-car repair, but a highly trained person still needs to crawl under the house or the hood to do the work.

On an HVAC job, I balance hands-on labor and intellectual challenges in everything from mapping out installations to

problem-solving when something goes wrong. A healthy economy needs people to do these jobs. Massachusetts, my home state, faced a shortage of around 160,000 skilled workers in 2022.

I decided on HVAC in part because I was looking to use my skills in healthcare. Growing up, I spent too much time in hospitals suffering from headaches. I didn't want to be a doctor—with eight years of education after high school and hundreds of thousands of tuition dollars—but I could see myself on the complex engineering side of hospital work, where heating, ventilation and air conditioning are crucial.

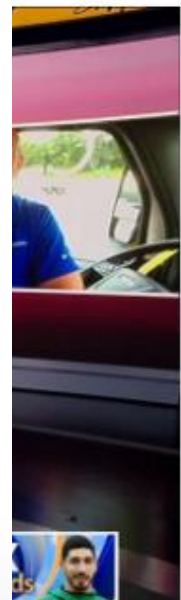
Knowing what I wanted to do, I attended a technical high school, supported by the national SkillsUSA curriculum and competition. From my first minutes on campus, I knew I'd found my place. I finished the freshman curriculum in two weeks and checked off the sophomore assignments

before that first January.

In my junior year, I designed my own curriculum, which involved building a chiller and hydronic heating system to manage temperatures in a small facility. During senior year, I spent alternating weeks at a pharmaceutical manufacturer that produced a drug for rare genetic diseases, where I was responsible for maintaining purified water systems, ventilation and compressed gas systems for clean rooms.

As I start my career, I'm considering how I can become a homeowner before I'm 25. My college-bound friends will follow years behind, as they spend large chunks of their paychecks on school debt. When I start house-hunting, I'll probably look for a fixer-upper. I know people with the skills to make it a showplace.

Mr. Kelley is a graduate of Shawsheen Valley Technical High School in Billerica, Mass.



6:35 CT

FOX & friends

COMING UP



STATISTICS

2.1 million unfilled jobs by 2030.

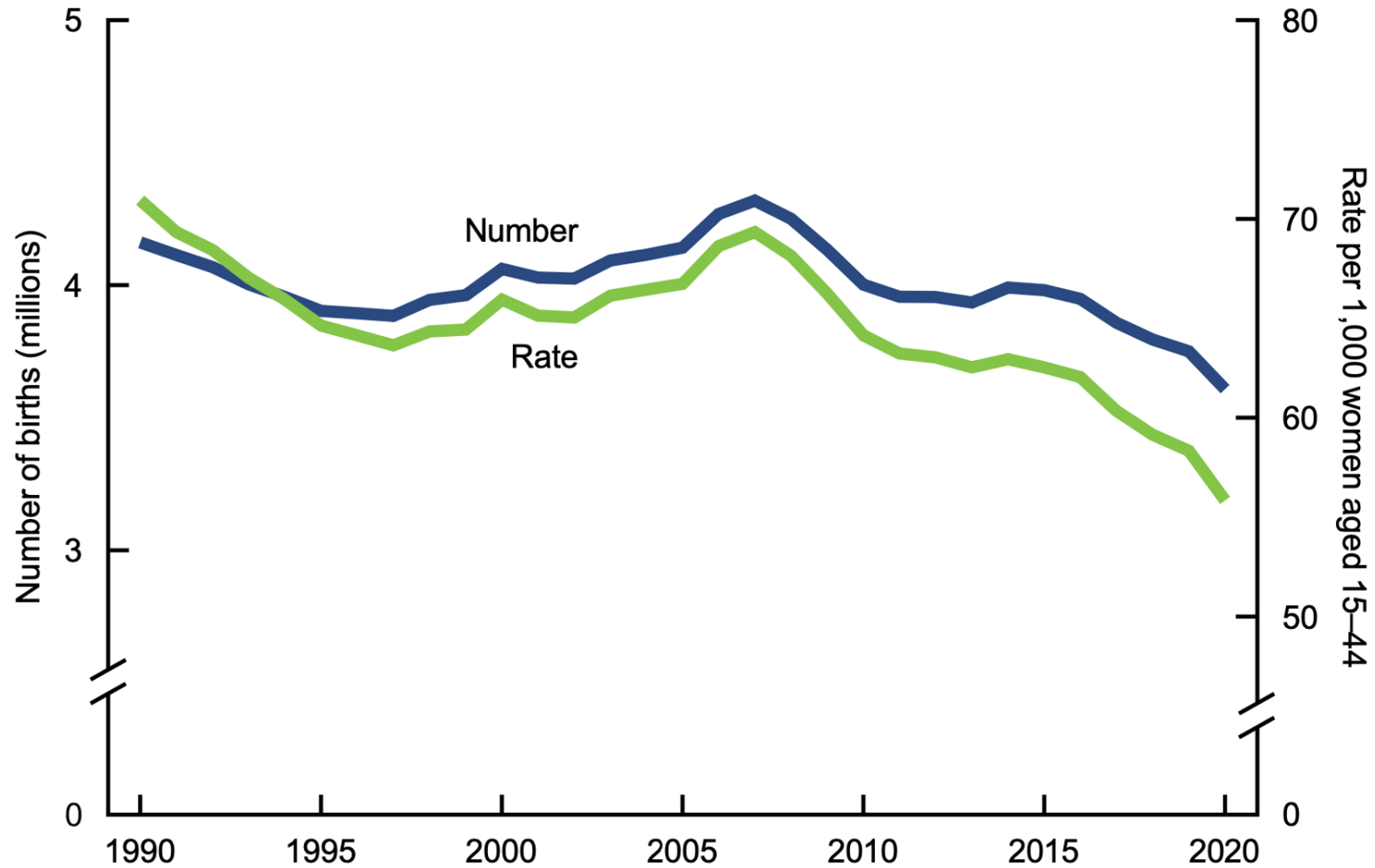
87% of companies worldwide claim to either be experiencing a **skills gap** now or expecting to experience one in the next few years (McKinsey and Company).

Number of Unemployed Persons

Per Job Opening in the U.S.



U.S. Birth Rates



As birth rates in the U.S. decline, the gap between the number of open jobs in the U.S. and the number of available workers to fill those jobs widens.

**SKILLED
CAREERS
AVAILABLE**

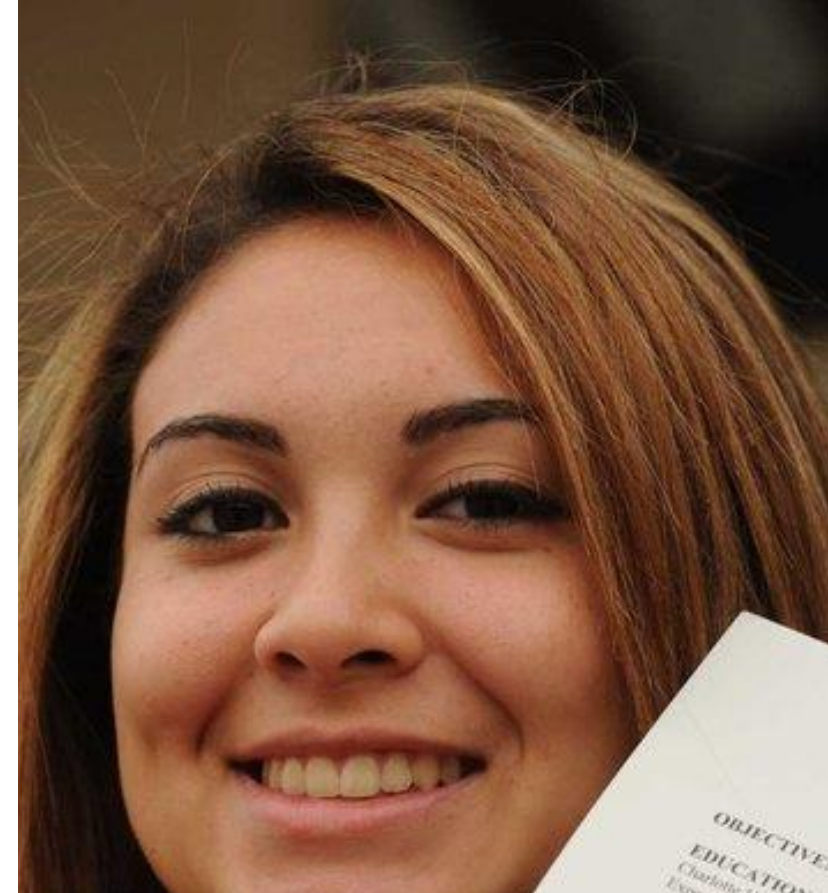
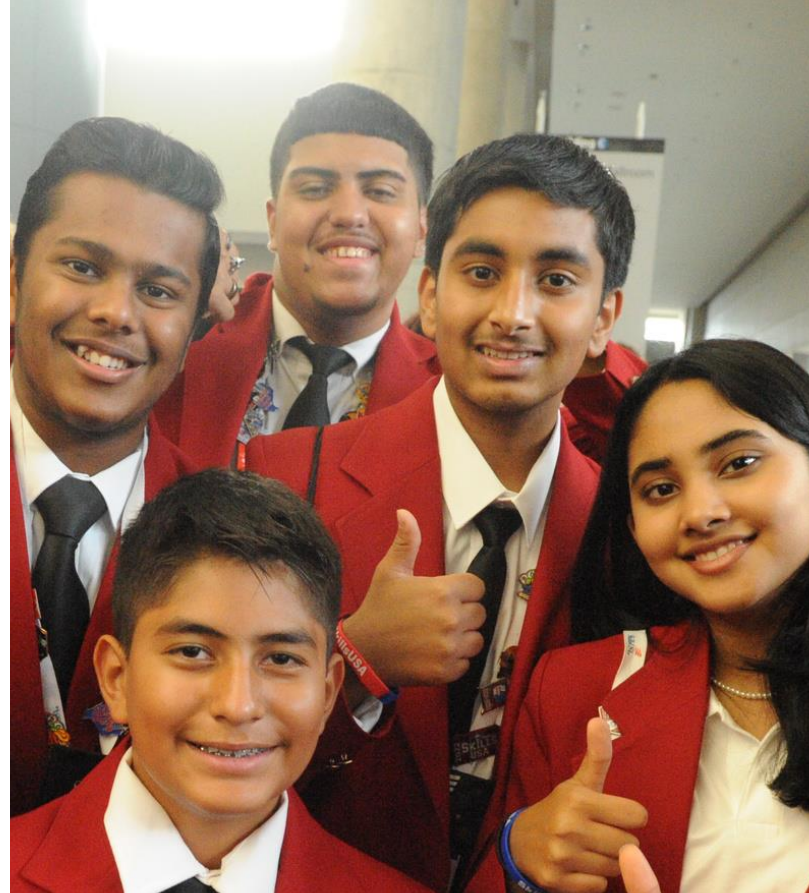
The diagram features two large red circles on a dark blue background. The left circle contains the text 'SKILLED CAREERS AVAILABLE'. The right circle contains the text 'SKILLED PROFESSIONALS AVAILABLE'. A white horizontal line connects the two circles, with the words 'SKILLS GAP' written in large white letters across the line.

**SKILLS
GAP**

**SKILLED
PROFESSIONALS
AVAILABLE**

The SkillsUSA Framework





EMPLOYERS NEED BOTH:

Employability Skills

Technical Skills





**“Hiring for
Technical
Skills, Firing
for Soft Skills”**

“

At IAA, more than 80% of employees who came to us from SkillsUSA are still employed after five years, and often not in their original role, but in one they have been promoted into because of their employability skills.

— Don Hermanek

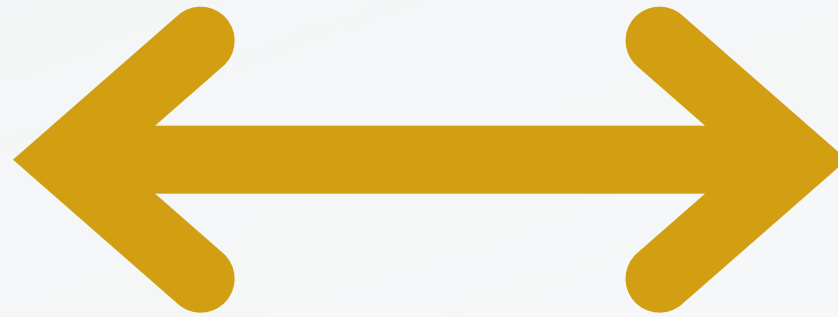
Senior Vice President at IAA, Inc.

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INDUSTRY



CLASSROOM







NATIONAL LEADERSHIP & SKILLS CONFERENCE

June 23-27, 2025 • Atlanta

nlsc.skillsusa.org

The SkillsUSA Difference





THE SkillsUSA ADVANTAGE

How SkillsUSA Is Making Career and Technical
Education Work Even Better

In Collaboration With



November 2022



**The
SkillsUSA
Advantage
Report**

- 1 Earning a license of certification related to their field of study.**
- 2 Meeting potential employers.**
- 3 Being excited about their chosen career.**
- 4 Gaining work experience as a student.**
- 5 Understanding the work environment.**
- 6 Being excited about school.**
- 7 Connecting school to the real world.**



**There has never
been a better time
to be skilled.**

The #1 workforce development organization for students.



Strategic Summary

SkillsUSA is committed to building the future workforce our nation depends on by creating a strong pipeline of professionals with the skills and career-ready knowledge employers desire from day one.



**Build Digital
Ecosystem**



**Grow from
400K to 1M
Members**



**Reimagine
Programming**



**Transform NLSC
Into CTE Hotspot**



**Fundraise
\$25M Annually**

Culture Statement

SkillsUSA is a CTSO that values an inclusive, transparent, motivating, progressive and collaborative culture that encourages team members to perform at their highest level.

BUILD DIGITAL ECOSYSTEM

- ✓ Build an integrated Digital Ecosystem that will become the interface for all SkillsUSA stakeholders.
- ✓ Develop cloud-based solutions for stakeholders engaged with SkillsUSA.



Grow from 400,000 to

1 MILLION

MEMBERS

- ✓ Develop an effective Middle School Program and College/Postsecondary Program.
- ✓ Recruit key groups
- ✓ Develop diversified membership types in the organization.
- ✓ Partner with other CTSOs.



REIMAGINE PROGRAMMING



- ✓ Implement key programming for SkillsUSA stakeholders to drive growth.
- ✓ Workplace learning experience.
- ✓ New student recognition program.

- ✓ Advisor/instructor professional development program.
- ✓ Student leadership program.



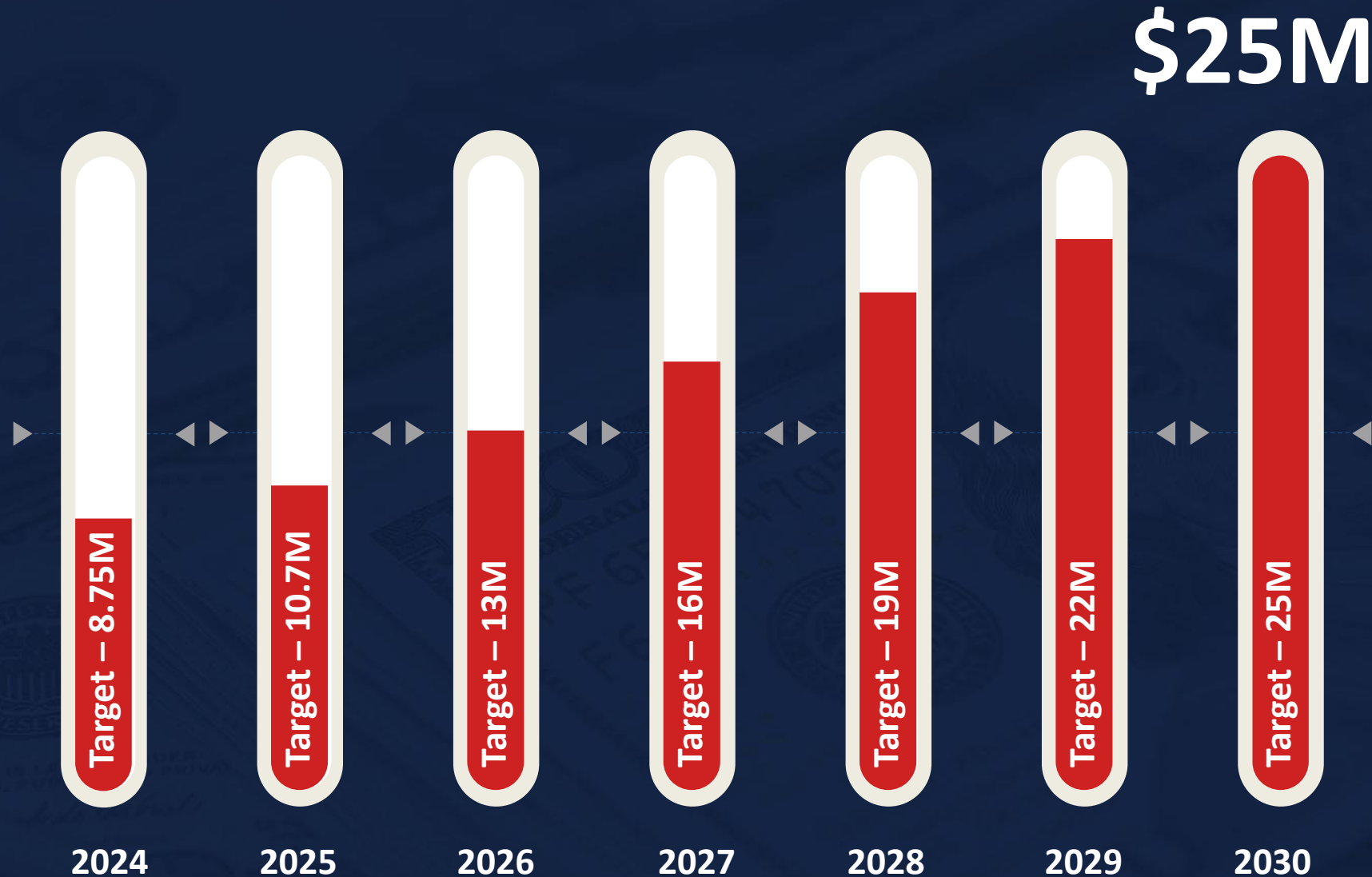
TRANSFORM NLSC INTO CTE HOTSPOT

- ✓ Expand focus of NLSC to activities that are high value for SkillsUSA stakeholders.
- ✓ Reimagine marketing efforts for NLSC to elevate its prominence within the workforce development space.
- ✓ Increase student recognition programming.



INCREASE FUNDRAISING TO **\$25M** ANNUALLY

- ✓ Diversify funding streams.
- ✓ Engage corporate sponsors to develop internal funding opportunities.
- ✓ Facilitate multi-year agreements.
- ✓ Upskilling staff to create next level experiences.





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