

# Why SkillsUSA?

We asked students, parents, teachers, counselors, administrators and employers why they are involved in SkillsUSA.

Here's what they said.



## STUDENTS

*Why would students want to join SkillsUSA?*

### Students can:

- Develop SkillsUSA Framework skills.
- Build confidence.
- Enhance their résumé.
- Explore career paths.
- Obtain scholarships and work opportunities.
- Network with peers, teachers, mentors and industry representatives.
- Achieve a sense of accomplishment and belonging.
- Develop teamwork experience.
- Practice hands-on application of skills.
- Participate in local, state or national competitions.
- *Have fun!*

## PARENTS

*Why would parents 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.
- Develop career readiness skills like effective communication, teamwork and problem solving.

## TEACHERS

*Why would teachers want to advise a SkillsUSA chapter?*

### Teachers can:

- Use intentional strategy/guided instruction in SkillsUSA Framework integration.
- Align their teaching vision with SkillsUSA programming.
- Demonstrate their belief that every student has value and purpose.
- Motivate all students to reach their potential.
- Provide practical tools to ensure every student is career ready.
- Save time by using SkillsUSA's turnkey educational resources.
- Receive administrator/community support for their training program.
- Earn state and national recognition and chapter/program grants.
- Participate in professional development and peer-to-peer networking.
- Connect with program graduates/alumni for program support.
- Measure student growth via SkillsUSA certifications and credentials.
- Measure and demonstrate classroom success.

# WHY?

## Why SkillsUSA?



### ADMINISTRATORS

*Why would administrators want their school involved in SkillsUSA?*

#### Administrators can:

- Provide teachers with support, professional development and recognition.
- Gain community support for the school and its 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.
- Create more workforce placements.
- Meet Perkins V and ESSA requirements.

### COUNSELORS

*Why would counselors want their school 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.
- Support CTE teachers more effectively.

### BUSINESS AND INDUSTRY

*Why would an employer want to become involved in SkillsUSA?*

#### Employers can:

- Build a 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 connections with students who are the talent pipeline of the future.
- Build brand loyalty among students who are their future customers or employees.
- 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.



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### HOW TO CONNECT

Have questions about SkillsUSA or need online support?

■ **CALL 844-875-4557**

#### Hotline Hours

Monday/Wednesday/Friday

8:00 a.m. – 5:00 p.m. (ET)

Tuesday/Thursday

11:00 a.m. – 7:00 p.m. (ET)

■ **EMAIL** [operators@skillsusa.org](mailto:operators@skillsusa.org)

for membership and general support.

■ **CHAT** on the membership registration page online at:

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