



Drive to 65 Strategic Plan Overview

Strategic Summary

SkillsUSA is the #1 workforce development organization for students.

Culture Statement

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

As SkillsUSA nears its 65th anniversary in 2030, the organization is both reflecting on its past and shaping its future. Since 1965, SkillsUSA has been serving students preparing for careers in trade, technical and skilled service occupations, all in an effort to ensure America has a skilled workforce. The organization has enjoyed tremendous growth in 2024, now serving 413,038 members and more than 140 occupational programs. While there's data to show that SkillsUSA makes career and technical education (CTE) work better¹, the growing skills gap and rising income inequality point to a need for fresh ideas and more student participation in career preparation programs.

#1 Hardest Jobs to Fill – Skilled Trades²

81% of Manufacturing Executives say they are concerned about the ability to attract and retain a quality workforce³

Two Million 16-24 Year Olds not enrolled in school, don't have diploma⁴

SkillsUSA stands ready to meet that challenge. SkillsUSA has created bold plans and stretch goals to meet the workforce development challenges. Needs this big, this important, require bold solutions and steadfast commitment. With the support of our partner network, SkillsUSA will build the future skilled workforce our nation depends on with students who are career-ready, day one.



Mission:
To empower students to become skilled professionals, career-ready leaders and responsible community members.



Vision:
To produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

¹ [“The SkillsUSA Advantage.”](#) SkillsUSA, November 2022.

² [“Top Jobs in Demand Right Now.”](#) Monster.com.

³ [“NAM Outlook Survey Second Quarter 2022,”](#) National Association of Manufacturers, June 15, 2022.

⁴ [“Fast Facts: Dropout Rates.”](#) National Center for Education Statistics.

Building on Success: 5 Tenets



Build an integrated Digital Ecosystem that will become the interface for all SkillsUSA stakeholders.

This system will allow for centralization of all current technology products the organization uses while also improving on the existing user experience by adding single sign-on design, cloud-based infrastructure and networking tools into one homogenous experience.



Grow membership from 400,000 to 1 million members.

A research study of CTE students found that membership in SkillsUSA provided several advantages — like connecting school and the real-world, meeting potential employers and gaining real work experience — across all demographic groups. SkillsUSA wants to ensure these advantages for every CTE student.



Reimagine Programming for SkillsUSA stakeholders to drive growth.

This goal brings new clarity and direction to the organization’s programming. With this renewed focus, all programming will be re-evaluated, and new programming will be created. Every CTE program in the country will view SkillsUSA as a critical element of their success, and every CTE student in the country will experience SkillsUSA’s impact on their career.



Transform NLSC Into CTE Hotspot.

The National Leadership & Skills Conference (NLSC) serves as an annual workforce development event billed as the “largest showcase of technical and leadership skills in the country.” SkillsUSA envisions a future where NLSC becomes the number one way SkillsUSA members connect with workforce development opportunities, including — but not limited to — the SkillsUSA Championships.



Increase fundraising to \$25 million annually.

The benefits of partnership run both ways; partners gain access to a skilled workforce through a verified talent pipeline, while SkillsUSA receives financial support and assistance maintaining program integrity through real-world connections.

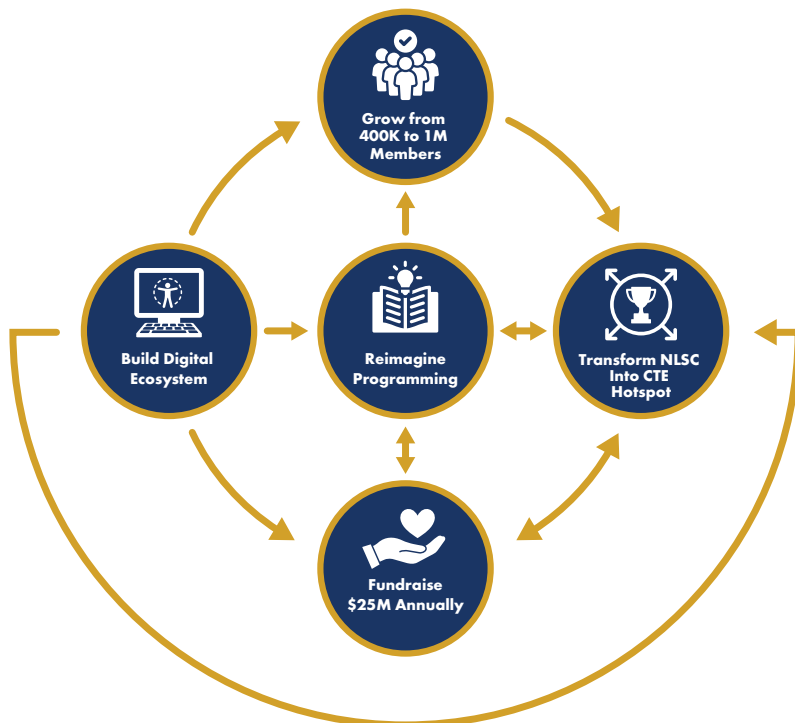


Diagram: Interrelated Tenets

Looking Ahead

None of these tenets stands alone. Across each is a common thread of increasing the organization’s direct access to members; simplifying and improving user experiences with all digital interfaces; and connecting members to careers, partners and jobs.

SkillsUSA isn’t strolling or sauntering toward these big goals. SkillsUSA is pushing...striving...driving.

Join us on the Drive to 65!