



FY24 ANNUAL REPORT

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FROM OUR EXECUTIVE DIRECTOR

Dear Partners, Supporters, Stakeholders and Friends of SkillsUSA,

I'm honored to share SkillsUSA's FY24 Annual Report, covering SkillsUSA successes and accomplishments from Sept. 1, 2023 to Aug. 31, 2024. Our membership theme for the 2023-24 school year was "SkillsUSA: No Limits" and those words set the tone for a historic year that broke records in membership, programming and student engagement.

We had many proud moments in FY24. Our 2024 National Leadership & Skills Conference was the largest-ever gathering of America's future skilled workforce with record-breaking registration of 17,802 attendees. In September 2023, our Washington Leadership Training Institute served more than 500 students, teachers and state leaders from 29 states who engaged to learn, grow and conduct 81 legislative visits to elected and federal officials to advocate for SkillsUSA and career and technical education (CTE).

On SkillsUSA National Signing Day held May 7, 2024, we proudly celebrated thousands of CTE students across the nation with the support of educators and industry partners. Signing Day delivered a powerful message of support to students who are choosing careers in the skilled trades as well as recognizing individual achievement and highlighting the essential nature of the skilled trades to our national economic prosperity.

Thank you for a fantastic year. We are not only on track for success but are forging ahead with bold strategy and dedicated effort by our national team. I know the best is still yet to come.



Chelle Travis
Executive Director

Chelle Travis





WHAT IS SkillsUSA?

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA chapters thrive in middle schools, high schools and college/postsecondary institutions nationwide. A vital solution to the ongoing skills gap, SkillsUSA has served over 15 million members since 1965.



Our mission is accomplished through the SkillsUSA Framework of Personal Skills, Workplace Skills and Technical Skills Grounded in Academics, which is integrated into classroom curriculum. Through the Framework, SkillsUSA students hone hands-on skills and develop career readiness skills that fuel career and life success.

WHY SKILLSUSA?

The skilled trades are the backbone of our society, building and maintaining the infrastructure we rely on every day. As technology advances, the need for hands-on expertise grows, making it essential to prioritize skilled trades education. Through the SkillsUSA Framework, we equip students with the opportunity for leadership and work-based learning experiences that lead to fulfilling careers. I believe supporting the next generation of skilled workers is a vital investment in individual success and in strengthening our communities. I am proud to be part of SkillsUSA, the premier student organization supporting this next generation.



Sarah Heath
SkillsUSA Board President, Advance CTE

NATIONAL OFFICERS

SkillsUSA's national officers are a group of highly motivated and talented students who were elected to represent their peers at the national level. The 2023-24 SkillsUSA national officer team was one of our strongest ever. Officers serve as ambassadors for the organization, lead national events, advocate for SkillsUSA with elected and federal officials and promote SkillsUSA's programs and initiatives to students, educators and industry professionals across the country.



High School

Oviya Senthil

President



A Computer Science student at Folsom (Calif.) High School. SkillsUSA advisors: Pamela Goldman and Andrew Bias.

Tyler Miles

Vice President



A Graphic Communications student at Burrillville High School in Harrisville, R.I. SkillsUSA advisor: Christopher Pilling.

Lilia Burkes

Secretary



An IT Networking student at Dr. James A. Forrest Career and Technology Center in Leonardtown, Md. SkillsUSA advisor: Mary Thompson.

Kayla Mathieu

Treasurer



A Culinary Arts student at Southeastern Regional Vocational Technical High School in South Easton, Mass. SkillsUSA advisor: Leah Doolin.

Luke Yoakum

Region 2 Vice President



A Culinary Arts, Hospitality, Baking and Gastronomy student at Leesburg (Fla.) High School. SkillsUSA advisor: John Bell.

Naomi Domer

Region 3 Vice President



A Technology and Engineering student at Watertown (Wis.) High School. SkillsUSA advisor: Jesse Domer.

Preet Damani

Region 4 Vice President



A Pre-Engineering student at Canadian Valley Tech Center in El Reno, Okla. SkillsUSA advisor: Jeff Herndon.

Troy Barrera

Region 5 Vice President



A Biomedical student at Edward C. Reed High School in Sparks, Nev. SkillsUSA advisor: Terin Arnold.

College/Postsecondary

Audrey Norris

President



A Games, Interactive Media and Mobile Technologies student at Boise State University, Idaho. SkillsUSA advisor: Barbara Beagles.

Emily Pinto

Vice President



A Design and Media Production student at Augusta (Ga.) Technical College. SkillsUSA advisor: Sherrie Rowe.

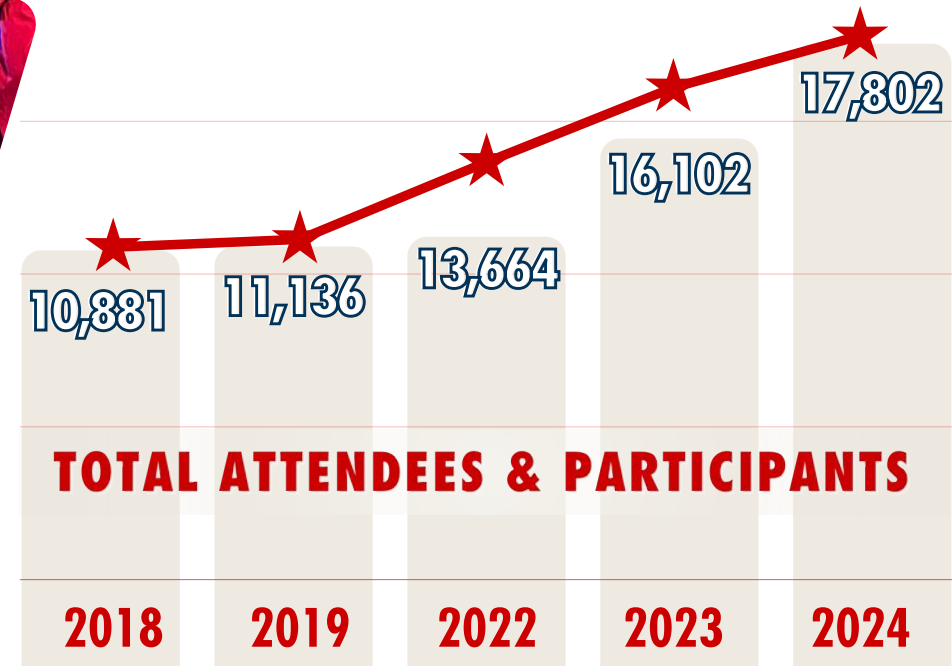
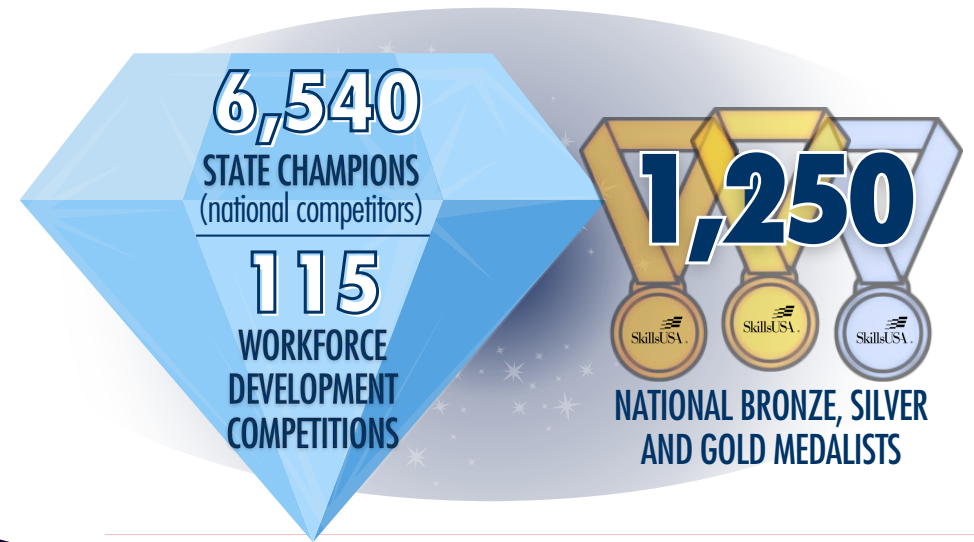


NATIONAL LEADERSHIP & SKILLS CONFERENCE (NLSC)

The 2024 National Leadership & Skills Conference (NLSC) was the largest in SkillsUSA history, full of life-changing moments we'll never forget.

From June 24-28, 2024 in Atlanta, SkillsUSA celebrated proudly at the week-long NLSC, recognized as the nation's hotspot for career and technical education. Official registration set a record at 17,802 attendees (up nearly 1,700 from the previous year), with an estimated economic impact to Atlanta of \$28.5 million.

Learn more at nlsc.skillsusa.org.  www



HIGHLIGHTS OF THE YEAR

SkillsUSA's highly successful year was marked by a wide variety of inspiring events and programs that continued to underscore our positioning as the #1 workforce development organization for students. Here are some of the national highlights.



WLTI



WorldSkills USA Team



SkillsUSA Week



SkillsUSA National Signing Day

WLTl

Just like SkillsUSA, the Washington Leadership Training Institute (WLTl) grows every year.

In addition to robust training and networking, the participants had an immersion experience in Washington, D.C. to see the museums and monuments as they soaked up the inspiring history that helped shape the United States. On Sept. 26, students made 81 legislative visits including the offices of 12 Senators and 65 Representatives plus visits with representatives of the U.S. Department of Agriculture, the U.S. Department of Education, the U.S. Department of Transportation and the U.S. Department of Labor.



More than 500 SkillsUSA students, teachers and leaders from 29 states attended WLTl in Washington, D.C. on Sept. 23-27, 2023



SkillsUSA students gained an understanding of how the federal government works and advocated for SkillsUSA and career and technical education.

WORLDSKILLS USA TEAM

Our WorldSkills USA team of seven was selected in the fall of 2023 and trained for a year to compete at the 2024 WorldSkills Competition in Lyon, France. WorldSkills is held every two years.



Wyatt Hansen, age 20, of Utah won a bronze medal in Welding.

Visit our WorldSkills USA team site for all of the 2024 results and competition photos. [www](http://www.worldskillsusa.com)

WorldSkills USA Team Members

Automobile Technology: Nathan Bulthuis, age 20, Homer Glen, Ill. (Expert: Mike Elder)

CNC Milling: Kaden Stanczyk, age 20, Custer, Wis. (Expert: Alden "JR" Colvin)

Cooking: Novirah Lone, age 19, Plymouth, Mich. (Expert: Greg Beachey)

Heavy Vehicle: Cale Mouser, age 22, Manhattan, Kan. (Expert: Tom Wozniak)

Mechatronics: Gabriel Eady, age 22, Knoxville, Tenn. (Expert: Josh Whittington)

Plumbing and Heating: Brady Kroll, age 21, Barnesville, Minn. (Expert: Bob Hahn)

Welding: Wyatt Hansen, age 20, Altonah, Utah (Expert: Ray Connolly)

SKILLSUSA WEEK

Celebrated in February each year by chapters nationwide, SkillsUSA Week offers state associations, teachers and students the opportunity to highlight the value of SkillsUSA and career and technical education at the local, state and national levels.



On Advocacy Day on Feb. 8, 2024, the SkillsUSA national officer team visited the U.S. Department of Education to share their Framework stories and a report, “The SkillsUSA Advantage” which highlights student outcomes from participation. They also discussed SkillsUSA’s evolving Drive to 65 strategic priorities. Learn more about SkillsUSA Week and see about how our chapters celebrated nationwide. [www](https://www.skillsusa.org)

SKILLSUSA NATIONAL SIGNING DAY

Our annual SkillsUSA National Signing Day on May 7, 2024 showcased the skilled trades students who can help close the growing skills gap. SkillsUSA teamed up with three national partners to support 3,039 students at 202 schools in 42 states.

NATIONAL
signing day

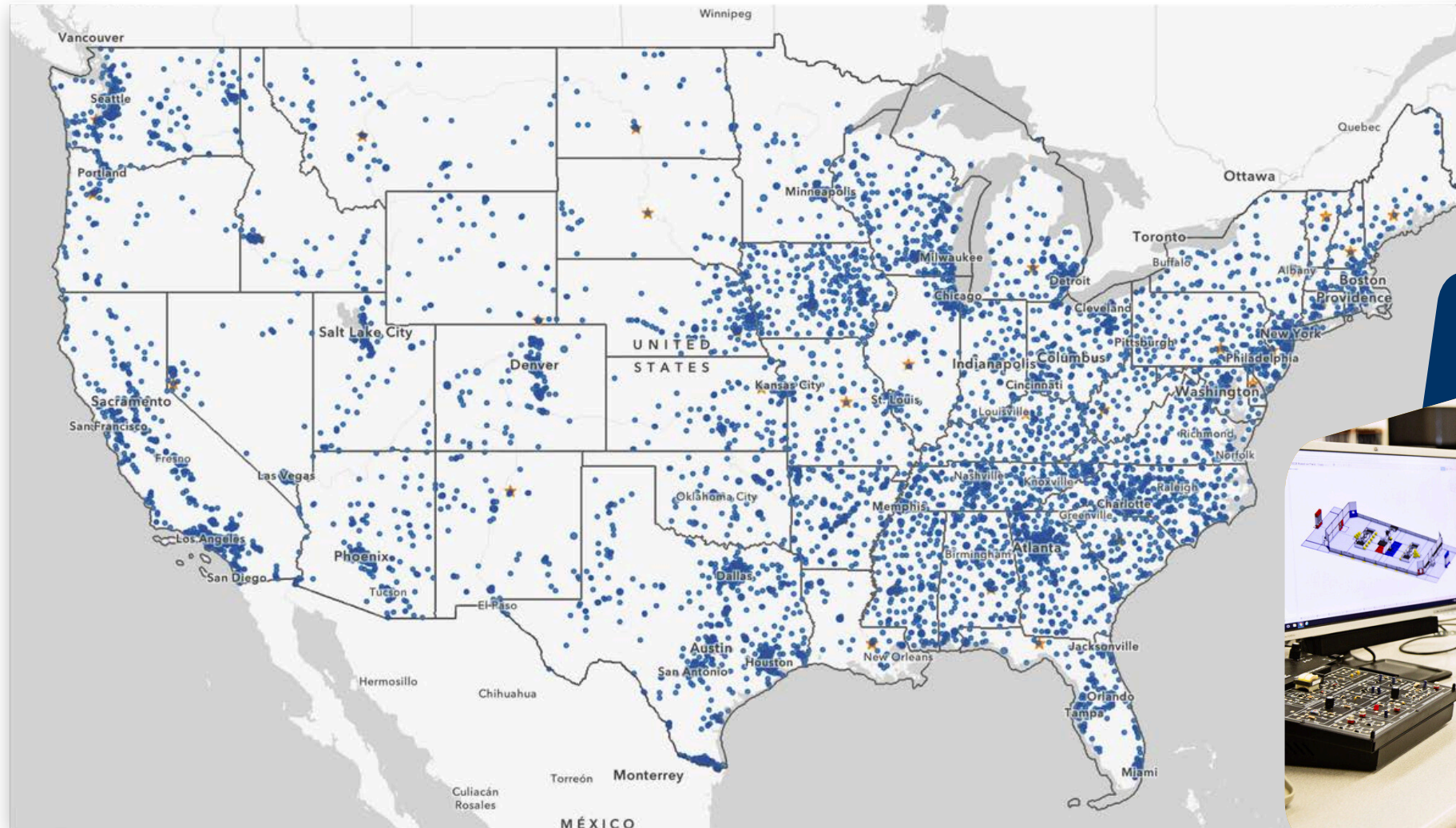


Our numbers doubled in 2024 from the previous year! Students were recognized by school administrators and teachers in front of employers, parents, family members and friends for their decision to pursue further education or a career in the skilled trades. The Lowe’s Foundation supported five national events at their stores in addition to hundreds of local events.

The students announced their future plans and signed letters of intent for a job, apprenticeship or further technical training — and boundless pride was evident on their glowing faces. At the final tally, 465 students were headed to apprenticeship programs, 843 to full time jobs, 184 to part time jobs and the remaining 1,547 to further technical training. The 2024 SkillsUSA National Signing Day was sponsored by the Lowe’s Foundation, State Farm and Constellation Energy. [www](https://www.skillsusa.org)

SkillsUSA CHAPTERS MAP

In FY24 and the 2023-2024 school year, SkillsUSA served 413,293 career and technical education students and teachers in 21,236 classrooms at 4,909 middle schools, high schools and college/postsecondary institutions. SkillsUSA represented 130 occupational areas in 14 career clusters. Each blue dot represents a SkillsUSA school.



IMPACT STORY: PAIGE KNOWLES

One example of the SkillsUSA difference can be found in the story of Paige Knowles, a SkillsUSA graduate in both plumbing in high school and HVAC in college with a bubbly personality and a passion for the trades.

Through her SkillsUSA journey, Paige gained technical knowledge, practiced effective communication and learned to manage a team by serving as her school's SkillsUSA chapter president for two years. Today at age 22, she is known as "Paige the Plumber" on social media and is an influencer and entrepreneur who is a working technician, a published book author — and a passionate advocate for the skilled trades. Read Paige's story. [www](#)

IMPACT STORY: ADVISOR OF THE YEAR ANGEL MEAD

Teachers like Angel Mead of Binghamton, N.Y., our 2024 National SkillsUSA Advisor of the Year, make all the difference for students like Paige Knowles. SkillsUSA has thousands of incredible teachers nationwide and their passion drives the program. Learn about Angel and our four other 2024 Advisors of the Year.



OFFICIAL PARTNERS FY24

Official Partners are recognized by our members as true champions of the SkillsUSA mission and the students whose lives are changed by that mission every single day.

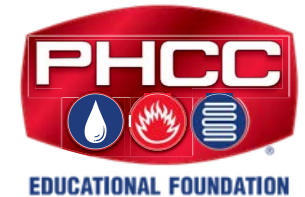
DIAMOND

Contributions of \$500,000+



PLATINUM

Contributions of \$250,000 – \$499,999



GOLD

Contributions of \$100,000 – \$249,999



OFFICIAL PARTNERS FY24

SILVER

Contributions of \$50,000 – \$99,999



BRONZE

Contributions of \$25,000 – \$49,999



SKILLS JAM

SkillsUSA and Skilled Careers Coalition Team Up

With a shared mission of guiding the students of today into the skilled careers of tomorrow, SkillsUSA enjoyed the support of the Skilled Careers Coalition in FY24 — and SKILLS JAM, its popular for-youth, by-youth entertainment brand which was highlighted at the 2024 National Leadership & Skills Conference. SCC has helped SkillsUSA reach thousands of young people on social media to talk about a future in the skilled trades. The ultimate goal? To fill the nation's talent pipeline. With a focus on peer-to-peer storytelling, reality home makeover star and expert carpenter Ty Pennington joined SCC as the SKILLS JAM host and mentor in 2024, bringing a new level of excitement and attention to the effort.

[Watch the Skills Jam video.](#) 



Ty Pennington SKILLS JAM Host/Mentor with SkillsUSA Executive Director Chelle Travis at 2024 NLSC with Yolanda Gapp (left) and John Montgomery, SCC.

“SKILLS JAM is about turning the spotlight on the toolbelt generation’s best of the best aspiring skilled professionals, sharing their stories while inspiring more young people to follow new paths to career success. Our goal is to reach and inspire millions of SkillsUSA students to carve out their futures with their own hands — because when it comes to closing the skilled labor gap, these young adults are the rising stars who will make that happen.”



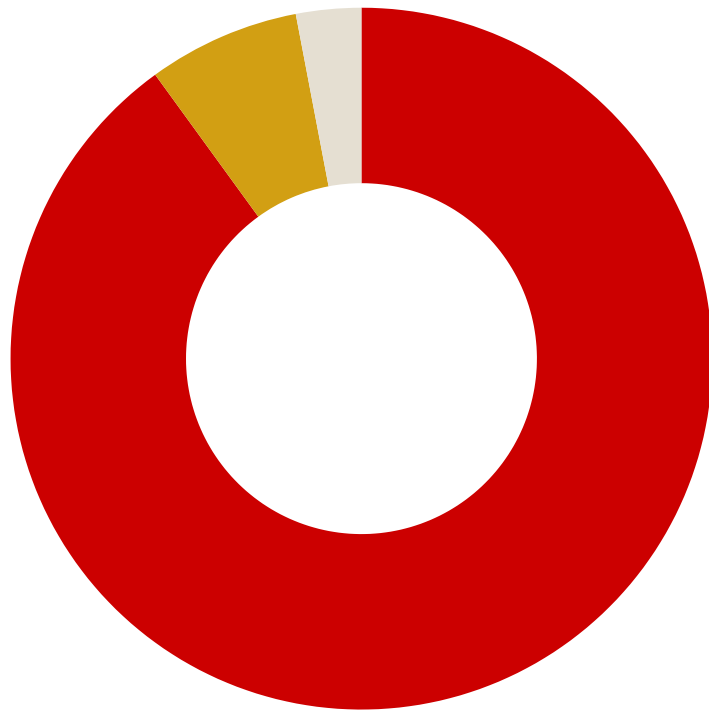
Mark Hedstrom
Co-Executive Director, Skilled Careers Coalition

FY24 FINANCIALS

In FY24, 90% of all SkillsUSA expenses went back into program services to benefit SkillsUSA members.

TOTAL FUNCTIONAL EXPENSES

- **PROGRAMS 90%**
- **FUNDRAISING 7%**
- **MANAGEMENT 3%**



These services include membership services, mission-related project expenses, the national conference, the SkillsUSA Championships and other conferences. The nationally accepted IRS standard for return to membership among nonprofit organizations is 70%.



FY24 SKILLSUSA REACH MEDIA, WEB AND SOCIAL



Our media-monitoring service tracked 9,395 news clippings that mentioned SkillsUSA, a huge increase from 8,057 the previous year.

The SkillsUSA NLSC microsite received 284,331 page views from 103,093 users, way up from the previous year numbers of 187,499 page views from 57,982 users.



The SkillsUSA website received 2,209,706 page views from 526,673 users, a large increase from the previous year of 1,178,734 page views and 314,214 users.



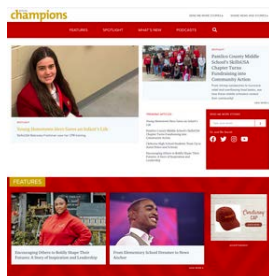
Social media engagement rose across all platforms including Facebook, Instagram, LinkedIn and TikTok. Combined numbers:

Impressions: 5,621,097
(26% increase)

Post Link Clicks: 15,461
(52.4% increase)

Video Views: 1,235,603
(126.2% increase)

Net Audience Growth: 11,433
(21.8% increase)



The SkillsUSA Champions Digital Hub, our online magazine for members, had 38,418 page views in FY24 from 14,222 unique users, way up from 15,367 page views from 5,291 users in the previous year.

SUPPORT OUR MISSION

Be part of the solution! Join SkillsUSA as we close the skills gap and accomplish our life-changing mission: to empower students to become skilled professionals, career-ready leaders and responsible community members.

Partner with SkillsUSA

Donate to SkillsUSA



In SkillsUSA, you are constantly challenged to work hard, put in the effort and continue to grow as both an individual and a professional. Shatter the box you are currently in, feel the thrill of your effort — and ultimately, you will succeed!

Caroline Daley, engineering student, University of South Florida and an automotive and manufacturing graduate of Northeast High School (Fla.) SkillsUSA High School National Officer, 2021-2022

