SkillsUSA IS A UNIQUE OPPORTUNITY TO

STRENGTHEN THE FUTURE OF YOUR BUSINESS

A N D

OPEN UP GREAT FUTURES FOR AMERICA’S CTE STUDENTS
BUSINESSES NEED SKILLED TALENT

SKILLED TRADE WORKERS: #1 HARDEST JOBS TO FILL

MANUFACTURING EXECUTIVES: 68% SAY A HIGH SKILLED, FLEXIBLE WORKFORCE IS MOST IMPORTANT TO THEIR SUCCESS IN THE NEXT 3-5 YEARS

STUDENTS NEED A BETTER PATH

HIGH SCHOOL STUDENTS: 17% DO NOT GRADUATE

HIGH SCHOOL DROP-OUTS: 81% WANTED MORE “REAL-WORLD” LEARNING

WHY OUR MISSION MATTERS TODAY

STUDENTS NEED A BETTER PATH
WHAT IS SKILLSUSA?
SkillsUSA is a student leadership organization built for students, led by students. That prepares students to thrive in skilled careers, careers of greatest opportunity, everything they need to succeed.
HOW SkillsUSA WORKS: FACTS

- 335,000 Members
- 130 Occupational Programs
- 4,000 Schools & Colleges
- 600+ National Partners
- 50 States
HOW SkillsUSA WORKS:
ONE STUDENT’S PATH

KYLE

SkillsUSA Industry-Based Standards

Teacher: First Job Supervisor

Hands-on Skill Practice

Leadership Opportunities

Career Essentials Program

Local, State & National Competitions

Career

College

Apprenticeship

Military

Specialties:
- Health Sciences
- Refrigeration and AC
- Cosmetology
- Automotive Service Technology
- Commercial Baking
- Graphic Design
- Bricklaying
HOW SkillsUSA WORKS: WHO **DOES** WHAT?

Industry Partners:

- Inform SkillsUSA Career Essentials curriculum
- Support the SkillsUSA Framework learning continuum
- Provide classroom experiences, internships and community service opportunities
- Develop technical standards
- Manage/judge local, state and national competitions
- Serve on advisory committees, state and national boards
- Employ SkillsUSA students
The SkillsUSA Framework illustrates how students fulfill the mission of the organization “to empower members to become world-class workers, leaders and responsible American citizens.”

TECHNICAL SKILLS: Ready to Work

PERSONAL SKILLS: Ready to Grow

WORKPLACE SKILLS: Ready to Lead
HOW SkillsUSA WORKS: THE RESULTS

GRADUATION RATES

<table>
<thead>
<tr>
<th>SkillsUSA</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH SCHOOL</td>
<td>98%</td>
</tr>
<tr>
<td>POSTSECONDARY</td>
<td>87%</td>
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</tbody>
</table>

FROM ALUMNI

<table>
<thead>
<tr>
<th>SkillsUSA</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>STAYED IN SAME FIELD</td>
</tr>
<tr>
<td>74%</td>
<td>“VERY SIGNIFICANT” IMPACT ON SUCCESS</td>
</tr>
<tr>
<td>65%</td>
<td>SOFT SKILLS “MOST IMPORTANT”</td>
</tr>
<tr>
<td>83%</td>
<td>HELPED WITH PROMOTIONS &amp; RAISES</td>
</tr>
</tbody>
</table>

FROM ADVISORS

<table>
<thead>
<tr>
<th>SkillsUSA</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>76%</td>
<td>MADE ME MORE EFFECTIVE</td>
</tr>
<tr>
<td>73%</td>
<td>IMPROVED STUDENTS’ ACADEMICS</td>
</tr>
<tr>
<td>88%</td>
<td>LOCAL BUSINESSES INFLUENCED CURRICULUM</td>
</tr>
<tr>
<td>76%</td>
<td>PREFER TO BUY FROM SkillsUSA PARTNERS</td>
</tr>
</tbody>
</table>
HOW SkillsUSA WORKS: THE WORD FROM EMPLOYERS

“The thing about SkillsUSA that’s so cool and the reason that my foundation has supported it for years is that it is deliberately focused on celebrating a skill. Three million jobs right now exist in the trades and transportation and commerce. The skills gap is real. Training kids and getting them excited to do the jobs that exist ought to be job one. SkillsUSA does that in a big way.”

MIKE ROWE
mikeroweWORKS Foundation

“For over a decade, Lowe’s has partnered with SkillsUSA to help students gain the valuable professional, workplace and technical skills needed to succeed. Our partnership is helping develop world-class leaders of tomorrow and ensuring our country has a talented, skilled workforce for years to come.”

TROY J. DALLY
 SENIOR VICE PRESIDENT, GENERAL MERCHANDISING MANAGER, SEASONAL AND SERVICES, LOWE’S COMPANIES, INC.

“SkillsUSA students are in demand and they are better equipped than anyone out there. This organization improves lives and is indeed creating a better world.”

JIM LENTZ
PRESIDENT
Toyota Motor Sales
“I found my career and passion for engineering as a high school drafting student and jumped right in — SkillsUSA immediately created more options for my future. I’ve stayed involved with SkillsUSA because it is rewarding to see other students grow into future leaders.”

JERA SCHLOTTHAUER
STRUCTURAL ENGINEER
MARTIN/MARTIN WYOMING, INC., CHEYENNE, WYO.

“SkillsUSA has provided direction and focus for my CTE studies by incorporating the SkillsUSA framework skills into my Pre-Engineering classroom to inspire me to grow in my field. In SkillsUSA, I most enjoy conferences and competitions, because I get to network with others, to see different cultures, and I get to work and bond with my officer teams. SkillsUSA believes in career readiness and preparing members of all ages for leadership and success in the workforce.”

WILLIAM WOODYARD
Pre-engineering student
Upper Valley Career Center, Ohio
WHAT SkillsUSA MEANS FOR YOU:
It’s a chance to make education work for your industry
WHAT SkillsUSA MEANS FOR YOU:
It’s your source for the best-trained people in your industry

IT’S NOT JUST MORE PEOPLE TO HIRE—
IT’S THE PEOPLE YOU’LL WANT TO HIRE FIRST.

EVEN THEIR FIRST INDUSTRY JOB
IS THEIR SECOND INDUSTRY JOB

THEY’VE GOT THE SKILLS TO BE LEADERS
WITHIN YOUR BUSINESS
WHAT SkillsUSA MEANS FOR STUDENTS: SkillsUSA opens the widest range of paths for students

The Old Vo-Tech Model

VOCATION

College  Career

The SkillsUSA Model

CAREER  COLLEGE  MILITARY  APPRENTICE

Technical Skills
Workplace Skills
Personal Skills
WHAT SkillsUSA MEANS FOR STUDENTS: SkillsUSA changes students’ lives

JACK FREDERICK SAYS HIS EXPERIENCES AS A STUDENT LEADER AND COMPETITOR HELPED HIM BE JOB READY.

“SkillsUSA prepares you for work. The soft skills you learn give you an edge against other qualified candidates. SkillsUSA puts you in situations that force you to grow in a productive way. I’ve been fortunate to have strong mentors, and to experience both sides of the program — leadership and competition. The more I put in, the more I got out of it.”

JACK FREDERICK
SERVICE MANAGER
FOLEY EQUIPMENT COMPANY
TAKING SKILLSUSA TO THE NEXT LEVEL
OUR MISSION IS NATIONAL — AND THERE’S SO MUCH MORE TO DO

4 MILLION STUDENTS ENTER PUBLIC HIGH SCHOOL EVERY YEAR

3.2 MILLION GRADUATE

2.2 MILLION GO TO 2-or-4-YEAR COLLEGES

HALF WILL GRADUATE OR EARN A CREDENTIAL

SKILLSUSA GIVES EVERY STUDENT THE CHANCE TO BUILD THEIR PATH TO SUCCESS.
SkillsUSA is a unique opportunity to

Strengthen the future of your business

and

Open up great futures for America’s CTE students.
State Officer Team
Sponsorship Opportunities

• Leadership & Public Speaking Development

• Readying student for representation at the national level

• Opportunities to network with political representatives
State Officer Sponsor:

• Opportunity to assist with fees related to required travel, national conference fees, state & national training opportunities, and clothing requirements.
Fall Leadership Conference
Sponsorship Opportunities

• Professional development for students and advisors that spotlights leadership development
• Workshop Sponsor
• Student Luncheon
• Guest speaker
Fall Leadership Conference
Sponsorship Opportunities

Fall Leadership Workshop Sponsor:

• Opportunity to assist with fees related to guest speaker, student lunches, materials, student workshops and advisor professional development.
State Leadership and Skills Conference
Sponsorship Opportunities

• Focused occupational areas
• Spotlights leadership development
• Showcases students’ skills through competition in industry-designed and driven challenges
Opening Session
Sponsor Opportunity

• High Energy Festivities
• Motivational Speaker
• Chapter Recognition
• Miracle Minute – donations to charity
Opening Session Sponsorship Opportunities

**Opening Session Sponsor:**
- Assists with costs related to motivational speaker, awards, and facilities & production of the session

**Miracle Minute Donation:**
- Opportunity to donate to state conference chosen charity
Awards Session
Sponsorship Opportunities

• Olympic Style Champions Ceremony
• Awards & Recognition
• Memorable Closing Ceremony
Sponsorship Opportunities

Closing and Award Ceremony Sponsor:

• Assists with costs for awards (medals and plaques), and facilities & production of ceremony
Competition Sponsorship Opportunities

• 16 different career clusters
• 79 different competitions in leadership and technical skills
• Trade, industrial, and technical experts serve as contest judges and technical committee members
• Contest area partner displays, awards, & student lunches
• Judge/volunteer luncheon
Michigan Contest Cluster Groupings

- Audio/Video Communications
- Automotive/Diesel
- Aviation
- CAD Related
- Construction
- Culinary/Hospitality
- Cosmetology Related
- Electronics Related
- Graphic Arts & Communication
- Information Technology
- Machining/CNC/CAM
- Marine/Motorcycle/Small Engine
- Public Safety
- Welding
Sponsorship Opportunities

State Conference Sponsor:

• Opportunity to cover costs related to facilities required to run state contest
• Opportunity to cover fees for Judge/Volunteer Luncheon and gift
• Opportunity to cover Costs related to student social event (Saturday of conference)

Contest Cluster Sponsor:

• Opportunity to cover costs related to student lunch and champion awards for specific contest cluster and allows sponsor to set up
<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>OPPORTUNITIES AVAILABLE</th>
<th>RECOMMENDED INVESTMENT</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner of Excellence Top Level Sponsor</td>
<td>1</td>
<td>$15,000</td>
<td>Recoginition as the Presenting Sponsor of SkillsUSA Michigan</td>
</tr>
<tr>
<td>State Officer Team</td>
<td>5</td>
<td>$2,000</td>
<td>Opportunity to assist with costs related to travel, national conference fees, state &amp; national training opportunities, and clothing requirements</td>
</tr>
<tr>
<td>Fall Leadership Conference</td>
<td>1</td>
<td>$5,000</td>
<td>Opportunity to assist with costs related to guest speaker, student lunches, materials and student workshops and advisor professional development</td>
</tr>
<tr>
<td>Workshop Sponsor</td>
<td>Unlimited</td>
<td>$500</td>
<td>Opportunities to assist with costs for a workshop</td>
</tr>
<tr>
<td>State Conference Sponsor</td>
<td>1</td>
<td>10,000</td>
<td>Opportunity to assist with costs related to facilities required to host the state contest, fees for Judge/Volunteer Luncheon, and fees related to student social event</td>
</tr>
<tr>
<td>Opening Ceremony Sponsor</td>
<td>1</td>
<td>$5,000</td>
<td>Assists with costs related to motivational speaker, awards, and facilities &amp; production of session</td>
</tr>
<tr>
<td>Closing Ceremony Sponsor</td>
<td>1</td>
<td>$5,000</td>
<td>Assists with costs for awards (medals and plaques), facilities and production of session</td>
</tr>
<tr>
<td>Career Cluster Sponsor</td>
<td>17 (1 per cluster)</td>
<td>$5,000</td>
<td>Opportunity to assist with costs related to competition and awards for three skill contests in the cluster</td>
</tr>
<tr>
<td>Specific Event Sponsor</td>
<td>Unlimited</td>
<td>$2,500</td>
<td>Opportunity to assist with costs related to competition and awards for one of the skill contests</td>
</tr>
<tr>
<td>Advertisement</td>
<td>Unlimited</td>
<td>$1,000</td>
<td>Opportunity to advertise in state conference program</td>
</tr>
<tr>
<td>Industry Awards</td>
<td>Unlimited</td>
<td>Any amount is helpful</td>
<td>Opportunity to donate an award to a specific contest</td>
</tr>
<tr>
<td>Post-Secondary Scholarships</td>
<td>Unlimited</td>
<td>$500-$1000 for each recipient</td>
<td>Opportunity for individuals, companies, and/or post- secondary partners to donate scholarships for state contest champions</td>
</tr>
<tr>
<td>Miracle Minute Donations</td>
<td>Unlimited</td>
<td>Any amount is helpful</td>
<td>Opportunity to donate to state conference chosen charity</td>
</tr>
<tr>
<td>SkillsUSA Michigan Donor</td>
<td>Unlimited</td>
<td>$500</td>
<td>Opportunity to help cover costs to run the state organization</td>
</tr>
<tr>
<td>State Website Development Donor</td>
<td>Unlimited</td>
<td>$5,000</td>
<td>Opportunity to help cover costs to develop new state up-to-date website</td>
</tr>
</tbody>
</table>

2020/21 NOTE: Due to the pandemic in-kind gifts will be very challenging to hand out, therefore we ask that donors mail the gift to the recipient or make a cash donation.