"Being part of SkillsUSA has taught me how to be a professional and how to be a leader. This organization has taught me how to be a champion, not just in competition, but also in every aspect of my life."

SKILLSUSA STUDENT MEMBER, NORTH CAROLINA

**Why SkillsUSA?**

**VALUE FOR YOU, THE TEACHER**
SkillsUSA is centered on industry-based technical standards to keep instruction current and relevant. These standards are required for all SkillsUSA competitions, providing an opportunity for students to demonstrate classroom knowledge via the practical application and assessment of skills within various trade areas.

Another benefit is the Professional Development Program (PDP). This guide keeps track of student leadership and work skills to help you equip students with the technical and employability traits required by industry. As a chapter advisor, you will have opportunities for professional development current with industry standards to strengthen your instructional program. Benefits to teachers include:

- An enhanced technical curriculum
- Improved class attitudes
- Method to test and measure student skills
- Avenues for local industry support
- Opportunities to showcase CTE pathways
- Greater administrative support
- Professional development and networking

**VALUE FOR THE CLASSROOM AND SCHOOL**
Great teachers are always looking for ways to engage students and build relationships. SkillsUSA provides the tools to do both. As a student-run organization, members feel a sense of empowerment and belonging. SkillsUSA is a motivator for students to put forth their best effort in the classroom, making daily lessons even more relevant to career success. As a SkillsUSA advisor, the activities, projects, and contests provide opportunities for you to build stronger relationships with students. Chapter activities and accomplishments can build a positive image for your program and your school. Benefits include:

- Recognition for the school within the community
- Opportunities to meet educational standards
- Development of career technical education (CTE) pathways
- Improved recruitment and enrollment
- More graduates equipped with essential skills

**VALUE FOR YOUR STUDENTS**
SkillsUSA is a dynamic and career-oriented leadership organization focused on individual success at home, the classroom, the community and the workplace. Involvement in SkillsUSA can change a student's life.

For the majority of students, SkillsUSA is their first professional organization. The experiences and knowledge gained provide an excellent platform for career development and success. Benefits to students include:

- Teamwork and leadership development
- Access to scholarships
- Reinforcement of employability skills
- Nationally recognized contest program
- Community service opportunities
- Networking with potential employers
Over 50 years of developing career-ready students, SkillsUSA has served 12 million since 1965.

The most important skills are the hardest to teach—until now.

Here's how. We are excited to announce the SkillsUSA Career Essentials suite. These products ensure your students have the foundational skills, attitudes and values to distinguish them from other applicants in the skilled labor marketplace. Once on the job, your students will be productive and promotable. The SkillsUSA Career Essentials suite is the solution to your needs in producing career-ready graduates who are prepared to face the 21st-century demands of employers.

For full details on the SkillsUSA Career Essentials suite of products including purchasing information, please visit:

www.careeressentials.org