



SUMMARY



The **Louisiana** Association of SkillsUSA prepares Louisiana's high performance workers. The **Louisiana** Skills USA Championships will impact the education of skilled workers statewide and result in positive recognition for technical education in **Louisiana**. (*SkillsUSA Louisiana Summary is a valuable tool for school boards, legislators, public officials, educators and corporate partners. This document has pertinent facts about the value of SkillsUSA here in Louisiana.*)

1. SkillsUSA OVERVIEW HISTORICAL PERSPECTIVE AND INTRODUCTION TO SkillsUSA

SkillsUSA'S MISSION: is to help its members become world-class workers and responsible American citizens. SkillsUSA enhances the lives and careers of students--and the quality of America's skilled workforce--by fostering citizenship, employability and occupational skills through career-focused education and industry partnerships.

Almost every segment of the American economy is suffering from a shortage of well-trained, highly employable skilled workers. Hundreds of American industries have turned to SkillsUSA as a source of technical employees who exemplify "Quality at Work." This quality is achieved through a commitment by SkillsUSA students to a philosophy of work and life, a philosophy that informs not only job skills but job attitudes as well. The effect of that commitment is displayed at the **SkillsUSA Championships**.

SkillsUSA¹ is a nonprofit educational association founded in 1965. Today, SkillsUSA serves nearly 260,000 trade, industrial, technical and health occupations students and teachers in more than 13,000 local chapters. Fifty-three state and territorial associations implement SkillsUSA in their public high schools, Career and Technical Centers, area career and technical education schools, and junior and community colleges. SkillsUSA has developed more than 6 million workers through active partnerships between employers and educators. SkillsUSA is recognized by state and federal departments of education as a vital part of career, technical and occupational education.

SkillsUSA complements technical skills training with instruction in the "employability skills" that employers increasingly cite as deficient in the emerging work force. SkillsUSA activities develop creativity, problem-solving skills, team work, leadership, self-esteem and integrity-all competencies and foundation skills urged by Secretary's Commission on Achieving Necessary Skills (SCANS), which was formed by the U.S. Department of Labor. SkillsUSA also introduces students to the corporate quality culture and emphasizes the dignity of work, high standards in trade ethics and workmanship, life-long learning and job safety. Community service, patriotism and an understanding of the free enterprise system are also core elements of a SkillsUSA education. SkillsUSA bridges the gap between "school work" and the "workplace."

Business and industry rely heavily on the skills our nation's young people receive in Career and Technical education. Active participation of business and industry in the educational process is the key to SkillsUSA's success. SkillsUSA has pioneered and enhanced links between education and corporate America. Involvement with SkillsUSA gives employers a direct link with the educational system. There is an even exchange of benefits as teachers provide relevant training and employers put well-prepared people to work.

The SkillsUSA Championships is the annual capstone to the long devotion of students to SkillsUSA's *Program of Work*. A major element in that Program of Work involves competitions, designed by business and industry, in which SkillsUSA students demonstrate their occupational and² leadership skills. The Louisiana SkillsUSA Championships represents the culmination of contests held at local and district levels across the state. There is no better forum at which to witness the quality and relevance of technical training in American public education than the SkillsUSA Championships.

Throughout the year, SkillsUSA features 10,000 skill competitions all over the United States at the local, regional and state levels. State champions go on to compete in the Skills USA Championships. This two-day event

¹ SkillsUSA was known as the Vocational Industrial Clubs of America (VICA) from 1965 until July 1999.

represents a \$36.0 million dollar investment by business, industry and labor in staff time, travel, supplies and materials. It requires 500,000 square feet of floor space. The Skills USA Championships is the result of involvement throughout the year with business and industry technical committees that run the contests. Over 6,300 students demonstrate the skills needed, both personally and professionally, to be a winner in today's society.

Some of our high-performance state competitors have the opportunity to compete at the national level. **Louisiana SkillsUSA** strives to prepare our competitors not only for the Skills USA Championships, but more importantly to prepare them to enter the work force.

Over 400 students from secondary schools across Louisiana will be at Terrebonne Career and Technical High School in Houma, LA to compete April 3-5, 2019, in hopes of winning the GOLD and competing at the National Competition in Louisville, Kentucky this summer. To add to this with about 150 industry judges who will insure validity from workplace knowhow and real workplace expectations of entry level employees at this years Louisiana Skills USA Championships. With the instructors and observers this will complement the total attendance to about 1,250 people for the 2019 Louisiana Skills USA Championships.

Louisiana's winners will join the nation's top 6,300 Career and technical students, all state winners in more than 130 occupational and leadership contests, will gather to compete for national titles in Louisville on June 24–28, 2019. Part of SkillsUSA's National Leadership and Skills Conference³, the SkillsUSA Championships draws local and national media attention. National place winners are celebrated at an Awards Ceremony concluding the Conference, and some medalists will subsequently qualify for the opportunity to compete internationally.

SkillsUSA competitions motivate tomorrow's skilled workers to achieve. The entire competitive process, from local through international levels, is guided by the work of technical committees, drawn from business and industry, who design and manage the contests. The expectations of business and industry for entry-level skilled workers are thereby transmitted throughout the educational system. SkillsUSA programs are successful examples of applied learning, school-to-work transitions and business-education partnerships.

SkillsUSA has helped develop more than six million workers through active partnerships between employers and educators. Founded in 1965, its founders include the U.S. Department of Education, AFL-CIO, U.S. Chamber of Commerce, American Career and Technical Education Association and National Association of State Supervisors of Trade and Industrial Education. State and federal departments of education recognize SkillsUSA as a vital part of Career, Technical and Occupational education.

Active participation of business and industry keys SkillsUSA's success. SkillsUSA has pioneered and enhanced links between education and corporate America. Involvement with SkillsUSA gives employers a direct link with the technical educational system, producing an even exchange of benefits as students receive more relevant training and employers put better-prepared people to work.

The Youth Development Foundation of SkillsUSA, Inc. raises awareness, involvement and funds to support SkillsUSA's progressive programs. Funds come from corporations, foundations, trade associations, labor organizations and individuals. Since 1972, the YDF has raised more than \$30 million.

SkillsUSA conducts an annual National Leadership and Skills Conference (NLSC) during the last week of June. This includes the SkillsUSA Championships, which showcases the finest Career and technical students in more than 108 skilled trade and leadership competitions. Featured are more than 6,300 contestants, 1,800 judges and corporate technical committee members, and thousands of spectators, all on about 8½ football fields of competition floor space. The estimated total business contribution to this event exceeds \$37.0 million! This includes corporate staff time, expenses and overhead and in-kind donations of equipment and supplies.

National experts in each field set standards and evaluate the contestants. These skill standards represent the closest thing there is in many trades to a national set of industry standards for training tomorrow's skilled work force. Updated and distributed to nearly 14,000 educators every three years, the *SkillsUSA Championships Technical Standards* is used by SkillsUSA instructors in preparing students for local, state and national skill competitions.

³ Held Shreveport/Bossier, LA, April, 11-13, 2018.

Some contestants who do well at the SkillsUSA Championships earn the opportunity to compete in SkillsUSA's qualifying trials for the World Skills Competition⁴. Trials are conducted at major trade shows related to particular skills. Involvement of business and industry, associations and foundations, through funding and training the contestants, is essential for "Team USA" to compete against 35 other nations. Although the SkillsUSA Championships and the WSC are SkillsUSA's most visible programs, there are many more Program of Work activities going on throughout the year in local chapters.

SkillsUSA has been serving students, educators and members of business and industry by being responsive to employers' needs, as well as education mandates and trends. Business, industry and education partnerships thrive in contests, as well as curricula programs that require industry input in classroom standards.

SkillsUSA provides quality education experiences for students in leadership, teamwork, citizenship, and character development through its **Career Essentials Suite** - to ensure students have the foundation skills, attitudes and values to distinguish from other applicants in the skilled labor market place. Career Essentials produces career ready graduates who are prepared to face the 21st century demands of employers. It helps to build and reinforce self-confidence, work attitudes and communication skills. SkillsUSA emphasizes total quality at work, high ethical standards, superior work skills, life-long education, and pride in the dignity of work. It promotes understanding of the free enterprise system and involvement in community service.

In the training programs in Louisiana we use the **Career Essentials Suite** to give our students the edge in order to make a smooth transition from school to work. The **Career Essentials Suite** teaches and guides students through 70 employability skills lessons.

Companies partnering with SkillsUSA can participate in recommending training standards. An affiliated company has a direct link to schools and instructors in 103 different skill training categories and in thousands of shops, classrooms and labs nationwide. This gives companies access to students who are the best our public technical educational system has to offer.

We at SkillsUSA are proud of our students and our alumni. They truly are among the finest workers and trainees in America.

SkillsUSA understands the importance of teaching future entry-level employees the concept of life-long learning. Members learn how to be active participants in their workplaces and team players with a stake in the future of their employers.

The Career Essentials Suite is absolutely fundamental to employment skills, and maybe even more important than, to life skills.

11. PROBLEM STATEMENT

Without a quality Career and technical education system, this nation will not be able to compete in a global marketplace. According to the U.S. Bureau of Labor Statistics:

In the year 2019, barely one in five jobs will require a four-year college degree. Career and technical education will provide the skills to get the higher paying jobs.

Eighteen of the 20 fastest growing occupations within the next decade require Career-technical education.

⁴ formerly called the International Youth Skills Competition (IYSC) and the International Youth Skills Olympics

Former Labor Secretary Robert Reich defines global competitiveness as the nation's ability to add value to goods and services in an increasingly integrated world economy. Our ability to compete will determine the living standard of our people. Already we are seeing a widening gap between our richest and poorest citizens. The solution, Reich says, is to equip more people with skills through less-than-four-year college programs. Many experts believe that our current education process fails, at least partially, because it forces students of all interests and abilities into college preparatory programs contributing to critical shortages of skilled workers.

The shortage of qualified skilled workers has reached acute proportions in nearly every sector of American industry. Asian, South American and European countries place a much higher cultural and governmental value on the achievement of trade skills. In contrast, the *skilled* labor pool has become dangerously shallow in the U.S. The shrinkage of a quality skilled labor force in America accelerates the erosion of our manufacturing base and crimps the growth of many companies dependent on technical workers.

Employers increasingly cite deficiencies not only in up-to-date technical skills training of job applicants, but also in the "employability skills" creativity, problem-solving skills, teamwork, leadership, self-esteem and integrity that are indispensable to productivity in today's workplace.

Career-technical education is too critical to this nation's future to be a dumping ground for academic underachievers or "problem students." SkillsUSA is one of the leaders in upgrading the perception and the reality of quality in Career-technical education and, ultimately, in American workmanship. SkillsUSA instructors and advisors are people who step out front to make a positive difference in their profession and in the educational experience of their students. Studies show that employers prefer to hire these graduates because they need 20 percent less formal on-the-job training than those without Career education backgrounds. Nearly 50 percent of Career program graduates continue their education. These are students who love what they do, and who embrace life-long learning. The American public needs to understand the need for skilled workers and how they are trained.

In order to restore vitality in America's skilled work force, we need to find answers to the following questions. How do we keep public Career training programs current and relevant to industry needs?

How can we upgrade the public perception of Career and technical education students? Of careers in the skilled trade professions?

How can business and industry show support for the best career and technical education programs and students in public education?

How could we create a venue and an incentive for demonstrating top student performance?

How can we provide a nationally prominent forum for education and business to interact and exchange ideas, to unite their respective cultures in driving quality to education and qualified skilled workers to American industries?

How can business and industry effectively transmit to educators the current standards of performance for entry-level skilled workers?

The American public needs to learn about, and understand, the need for skilled workers and how they're trained. SkillsUSA shows these training programs in a positive light.

We, as Americans, need to adopt a new attitude about work and jobs. Other nations value career and technical education and technical skills so much they have national policies, practices and programs to upgrade continuously the knowledge and skills of their workers. In America, by contrast, we discourage our youth from seeking careers in so-called blue-collar vocations and insist that college education is essential for happiness and success in life, even though only 25 percent of the population ever receive college degrees. According to the latest Bureau of Labor Statistics, by the year 2019, less than 20 percent of jobs will require a bachelor's degree. However, 65 percent of jobs will require skilled labor. We must help our youth choose satisfying jobs and encourage them to take extensive

training and, in return, see that they are well rewarded.

111. SOLUTION

"America is as strong as American business. American business is as strong as its work force and it's work force is as strong as its education system."

The 2019 Louisiana SkillsUSA Championships will:

Conduct more than 58 separate occupational skill and leadership contests with the active participation, support and guidance of business, industry and organized labor.

Attract 950 students, teachers, administrators and VIPs from business and industry to the Louisiana Leadership and Skills Conference, of which the Louisiana SkillsUSA Championships is the highlight component.

Attract the news media to our conference.

Bring the best of business and industry and education together in a neutral forum to evaluate the relevance of Career and technical education.

Provide recognition for Louisiana's finest young skilled workers and trainees.

Influence the quality of Career and Technical Education programs throughout Louisiana.

Provide incentives for excellence that encourage students in hundreds of local Career and technical classrooms throughout Louisiana..

Promote our sponsors' efforts to recruit well-prepared skilled entry-level workers.

Promote the multitude of fine products and services offered by many of Louisiana SkillsUSA's corporate partners.

Demonstrate to key audiences the high quality and preparedness of Louisiana SkillsUSA students, and show that Louisiana industry stands firmly in support of career and technical education students and training programs. The public credibility of career and technical education is thereby enhanced.

The **Louisiana** state competition will heighten business and industry awareness of SkillsUSA's programs and provide them with workers who have the skills and attitudes to contribute to the employers' competitiveness.

By the conclusion of the state competition, we will have motivated some of the best of tomorrow's skilled workers to achieve. We at SkillsUSA are proud of our students and our alumni. They truly are among the finest workers and trainees in America.

IV. METHODS

Throughout the year, Louisiana SkillsUSA coordinates the efforts of hundreds of individuals and organizations for the Louisiana Skills USA Championships. Every occupational and leadership contest has a technical committee of experts drawn from the ranks of business, industry and organized labor who set contest regulations which become the skill standards for Louisiana SkillsUSA instructors to follow. Technical committees also procure the necessary materials, funds and personnel needed to conduct each contest.

More than 10,000 local contests begin the competitive process. Local champions move on to regional, state and national competitions. In secondary and postsecondary divisions, winners' achievements are recognized through the presentation of gold, silver and bronze medallions at the Awards Ceremony concluding the Louisiana Leadership and Skills Conference. Competitions are held in 61 skill contests and 13 leadership contests such as job interview

and prepared speech.

More than 40 local contests begin the competitive process. Local champions move on to district and then the state competitions. In secondary the division, winners' achievements are recognized through the presentation of gold, silver and bronze medallions at the Awards Ceremony concluding the Louisiana Leadership and Skills Conference.

Through its communications and public affairs operations, Louisiana SkillsUSA launches a "media blitz" to maximize public exposure to career opportunities in the skilled trades and to the training programs that prepare tomorrow's globally competitive work force.

The Louisiana SkillsUSA Championships is the state's greatest showcase of career and technical education training. The standards promulgated by the industry representatives who design the competitions quickly become the yardstick of preparation for teachers and students in local SkillsUSA chapters across Louisiana. Industry seminars and pre- and post-contest discussions with students and instructors during the state conference provide additional exchange between business people and educators concerning training standards.

While the Louisiana SkillsUSA Championships hardly encompasses the total SkillsUSA program, the competitive and public relations assets inherent to the Championships draw to Houma, LA an audience of business leaders, educators and government officials involved or interested in Louisiana work force development. As success in Louisiana SkillsUSA's fund raising for the Louisiana Skills Championships frees money from Conference operating cost obligations, the opportunities to create programs, which add quality and magnitude to the state conference and SkillsUSA Championships become more accessible.

National experts in each field set standards and evaluate the contestants. The skill standards are published and are the closest thing there is to a national set of industry standards for training tomorrow's skilled work force. Updated and distributed to nearly 14,000 educators every three years, the standards are used in teaching also for local, state and national skill competitions.

We'll continue to highlight the achievements of our competitors and competitions through such vehicles as trade and education shows, goodwill tours, posters, SkillsUSA's World Wide Web page, collegiate and high school newsletters, trade magazines, to maximize public exposure to career opportunities in the skilled trades and to the training programs that prepare tomorrow's competitive work force.

V. EVALUATION

An evaluation will include attendance figures, media coverage, special VIPs and other guests who attended, and other pertinent information of this years Louisiana Skills USA Championships.

Outcome. By improving public opinion of Career and Technical Education and skilled occupations through state competitions, SkillsUSA will help attract more people to the rewarding careers that await them, and there will be a ripple effect on the overall quality of the nation's skilled work force. Our students can make America proud!

VI. BENEFITS TO LOUISIANA STUDENTS

"SkillsUSA has made a difference in the school, the workplace, and the community. The word is network - partnership, and learning to work together. Business people say the main skill that they look for in young people is the ability to work together in teams. SkillsUSA is making this networking take place."

Richard Riley, U.S. Secretary of Education

SkillsUSA understands that partnerships are mutually beneficial, and that **Louisiana Skills USA Championships competitors** will receive recognition and brand exposure opportunities through the competitions. At the last competition in **Louisiana: Shreveport/Bossier, Louisiana** there were **350** competitors, **150** experts, **200** observers, and **200** visitors. The **Louisiana Skills USA Championships competitors** name will be in front of business people who are prime candidates to be **benefactors of Louisiana Skills USA Championships competitors** for excellent

entry level employees.

The **Louisiana Skills USA Championships** are another way **Louisiana Skills USA Championships competitors** can be associated with the highest standards of competitive excellence held in our state.

FACTS FOR LOUISIANA SkillsUSA SECONDARY

From 1990 to current some 37,448 students have joined SkillsUSA in Louisiana

From 1990 to current some 18,194 students have competed in the Louisiana Skills USA Championships

From 1990 to current some 7,727 state medallions have been awarded to the top three contestants in each skill area of the Louisiana Skills USA Championships

Each year 6 Leadership Development Contests; 5 Health Occupations Contests; 2 Occupationally Related Contests; 35 Trade, Industrial and Technical Contests; 4 State only Trade, Industrial and Technical Contests are held at the Louisiana Skills USA Championships. Total Contests 52

From 1990 to current some 3,751 confirmed Business and Industry Judges have validated the Skills of the Louisiana Skills USA Championships competitors at the state level

From 1990 to current some 12,360 participants have attended the Louisiana Skills USA Championships Awards Banquet and Awards Ceremonies

From 1990 to current some 3,476 students have competed in the USA Skills Championships

In 2009 to current 1 student has completed in World Skills

From 1993 to current 52 students have won GOLD medallions in the national USA Skills Championships

From 1993 to current 36 students have won SILVER medallions in the national USA Skills Championships

From 1993 to current 58 students have won BRONZE medallions in the national USA Skills Championships

From 1996 to current some 49 MASTER TEACHERS have been selected to assist at the USA Skills Championships skills floor

From 1996 to current some 5,850 students have completed the SkillsUSA TQC (TOTAL QUALITY CURRICULUM)

The Award Winning SkillsUSA PDP (PROFESSIONAL DEVELOPMENT PROGRAM) is being implemented school wide, and taught as an employability skills tool in many of the member associations across the state.

(2010-11) The New Workforce Ready Exam was used in 10 contest to measure occupational knowledge. This test is secure and was taken online at each contestant's home school.)

(2013) The "ALL" New SkillsUSA Louisiana Online Exams was used in 42 contest to measure occupational knowledge. This test is secure and was taken online at each contestant's home school.)

(2015-18) The "ALL" New SkillsUSA Louisiana Online Exams was used in 46 contest to measure occupational knowledge. This test is secure and was taken online at each contestant's home school.)