

# “SkillsUSA: Champions at

Work  
SkillsUSA  
COUNCIL



Andy Hammer- Executive Director

# About Me



# What is SkillsUSA?



- Founded in 1965
- Served more than 14.6 million annual members since its founding
- SkillsUSA is a nonprofit national association serving middle-school, high-school and college/postsecondary students and their teachers



# What is SkillsUSA?



- More than 400,000 annual members
- Career and technical education (CTE) students and educators partner with business and industry to ensure that America has a skilled workforce
- Organized into more than 17,000 school chapters and 54 state and territorial associations



# SkillsUSA Mission



- Empowering its members to become world-class workers, leaders and responsible American citizens.
- Improving the quality of our nation's future skilled workforce
- Producing the most highly skilled workforce in the world, providing every member the opportunity for career success.



# SkillsUSA Framework



## Personal Skills

Essential values, personality traits, and personal characteristics for success in life

- Integrity
- Work Ethic
- Professionalism
- Adaptability/Flexibility
- Responsibility
- Self-Motivation





## Workplace Skills

Essential attitudes and abilities for success in the workplace

- Communication
- Multicultural Sensitivity and Awareness
- Planning, Organizing, and Management
- Decision Making
- Teamwork
- Leadership





## Technical Skills Grounded in Academics

Essential knowledge and competencies for success on the job

- Computer and Technical Literacy
- Job-Specific Skills
- Service Orientation
- Professional Development
- Safety and Health





## SkillsUSA Council Programming:

- Annual Clay Shoot
- Annual Meeting- Leadership By Example
- Professional Development Conference
- District Championships
- Elmer Gates Awards
- Signing Day
- Industry Tours



# The Next Generation



## WHO IS GEN Z?

They're the Class of 2019. A generation one million larger than Millennials. This year, Gen Z will enter the workforce in huge numbers, and employers are on board.

### 1 BIRTH YEAR

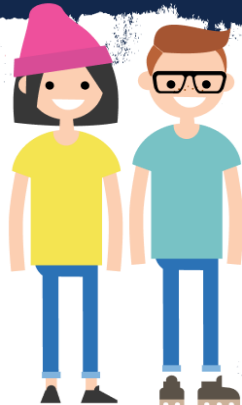
Born after 1996.

### 2 GRADUATE

Gen Z graduated high school in 2019.

### 2 ETHNICITY

Nearly 50% of Gen Z are non-white.



### 4 FIRST JOB

54% believe their first job will come through digital/social connections.

### 5 CONFIDENCE

52% are more confident in their tech skills than soft skills.

### 6 TECHNOLOGY

First 100% digitally native generation.

HireVue

SOURCES: Pew Research, MarketingCharts.com, Snap Inc., Monster, Dell Technologies



# Top Characteristics Gen-Zers Seek



- Stability & Security
- Work-Life Balance
- Diversity
- Digital First
- Flexibility
- Collaboration & Teamwork
- Face to Face Interaction with Coaching
- Feedback



# Recruiting Gen-Zers



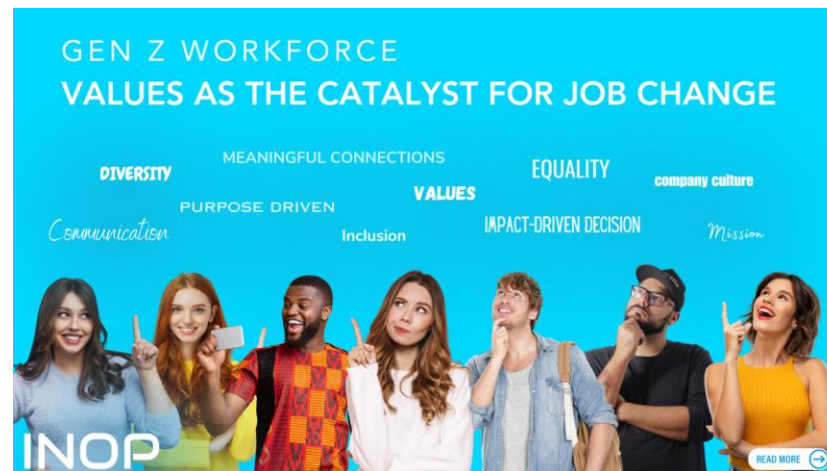
- Use Diverse Recruitment Channels
- Focus on Skills-Based Hiring
- Communicate Through the Process
- Employer Branding
- Update Job Descriptions
- Build Employee Influencer Network



# How to Attract and Retain Gen-Zers



- Personalized Career Development Opportunities
- Offer Competitive Compensation
- Embrace Technology
- Value Employee Feedback
- Promote Mental Health and Well-Being
- Social Responsibility Initiatives
- Evaluate Company Culture
- Open Communication Channels



# Contact Information



THANK YOU!!!!

Email: [andy@skillsusacouncil.org](mailto:andy@skillsusacouncil.org)

Website: [www.skillsusacouncil.org](http://www.skillsusacouncil.org)

Phone: (610) 751-4524

**WE'VE MOVED!**

Now located inside the  
Bethlehem Area  
Vocational-Technical  
School

Please update your files with our  
new address & telephone number  
610-866-8013 x 165

 SkillsUSA Council  
3300 Chester Ave  
Bethlehem, PA 18020

Interested in visiting?  
Reach out to set up a time!

A black ink stamp with the SkillsUSA Council logo and address: SkillsUSA Council, 3300 Chester Ave, Bethlehem, PA 18020.