



# SkillsUSA: An Overview

SkillsUSA LOUISIANA

# The Problem

The National Federation of Independent Business recently cited the NUMBER ONE problem of its members:

**“The shortage of skilled, trained workers.”**

## ‘Deplorable’ skills worry manufacturers

By HOWARD HERRNSTADT  
Staff Writer

**MONTVILLE TWP.**—Manufacturing faces severe shortages of skilled personnel, now and in the future.

That was the conclusion of presenters at the National Conference on Manufacturing Technology Education that took place Aug. 23 at Rustic Hills Country Club.

Paul Koonitz, president of Denford Inc. in Medina, a manufacturer of computerized machine education systems, opened the conference by explaining the motivation for it. The idea arose July 2, after a recent Precision Machining Competition to design computer programs to control the machining of parts.

The results of the competition were “deplorable,” Koonitz said.

The blue-ribbon winner received a score only slightly higher than 50 percent. Many participants could do little or nothing in the hour and 20 minutes allotted to fulfill the competition task, designing two metal parts on a computer, using industry software, he said.

The computerized designs enable a computer-controlled lathe or milling machine to manufacture the part.

The annual event is sponsored by SkillsUSA-VICA, a national organization of students in vocational programs in high schools and junior colleges.

The “decline in manufacturing’s entry-level work force” could be seen in these results, Koonitz said.

“Very few companies today offer machinist or tool-making apprenticeships,” he noted. Technical schools do a good job, but do not fill the gap between the empty job slots and available personnel, he added.

An educator, writer and publisher of technical books, Steve Kraus, president of Kclmar Associates, Ontario, Canada, asked, “Each one of us has to share the

### Career Opportunities in Tooling & Machining

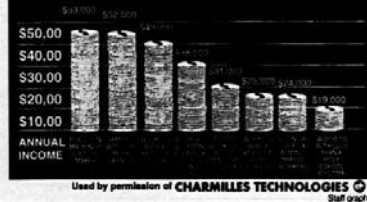
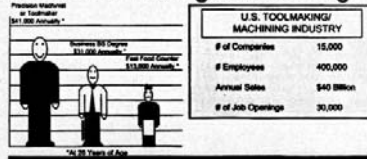
#### DID YOU KNOW...

- Every level toolmaker can average \$27,000 a year during a four-year training program.
- Experienced precision machinists’ earnings range from \$40,000 to \$60,000 annually.
- The U.S. Government projects 2 job openings for every new certified precision machinist through 2005.
- Precision machining provides a practical basis for an engineering or business degree.
- The glory rooms and grease machines of the past are replaced with computers and high technology.
- Many toolmakers eventually own their own shops.

NOTE...  
The average incomes in all categories. Vary approx. +/- 30% based on location and skill level. Includes base pay plus overtime.

#### SOURCES...

- U.S. Bureau of Labor Statistics
- U.S. Census Bureau
- National Science Foundation/OIG
- NTMA, TMA, AMBA, PMA



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lives,” by not providing relevant, up-to-date technical training.

The conference presented some potential solutions to the problem of inadequate industrial technology training.

Project Lead the Way, a program created by the Autodesk Foundation in Greenbrae, Calif., north of San Francisco, was described by Joe Oakley.

“There has never been a better time to have a skilled trade than there is today. It's a seller's market.”

—Eric Gearhart  
SkillsUSA-VICA Senior Development Officer

and successful graduates of engineering colleges, Oakley said.

“We have a need for more engineers and fewer are coming out,” of two- and four-year colleges, he said.

The program is introducing “a middle and high school pre-engineering curriculum designed to attract and prepare students to enter engineering or engineering careers,” he said.

It is now in 105 schools, mostly in rural and inner-city districts. There are five distinct courses, each lasting a full academic year.

Oakley noted.

The program includes training for teachers prior to and during the academic

year and orientation for guidance counselors as well, to assist them in guiding course participants into industrial education and careers, Oakley said.

Educators interested in Project Lead the Way can learn about it on the web at [www.PLTW.org](http://www.PLTW.org), he said.

Women interested in technology careers can visit the site at [www.autodesk.com/dyf](http://www.autodesk.com/dyf), Oakley said. The site, designed and maintained by students, has numerous links to web pages that have such information, he said.

Another organization, The

Society of Manufacturing Engineers, is taking a range of actions to address the shortage of technical personnel.

The society, headquartered in Dearborn, Mich., began in 1986 to “identify those knowledge gaps” resulting from inadequate engineering curricula, said Mark Stratton, manager of manufacturing engineering education for the group.

In 1998 and '99 the society made a total of 16 grants to colleges ranging from \$50 to \$300,000. “The grants focus on industry driven competency gaps,” Stratton said.

These gaps include areas of professional competency such as written and oral communication and teamwork, as well as technical skills such as quality control and product design, he said.

The society also has long-range goals that include “lifelong learning and career development” for its members and delivering “the message to K-12 teachers, students, parents and guidance counselors that manufacturing is important and that it presents challenging, rewarding and desirable careers,” Stratton explained.

He said the society has developed a web site at [www.manufacturingios.com](http://www.manufacturingios.com). It takes the visitor through manufacturing facilities and introduces technical and managerial careers in manufacturing.

The society also seeks to involve its membership in K-12 education projects, Stratton said.

Manufacturing jobs and vocational education have traditionally been thought of as “dirty, dumb and dangerous,” Eric Gearhart, senior development officer of SkillsUSA-VICA said. But this image should be changed to one that depicts industry as “clean, safe and high-tech,” he said.

“There has never been a better time to have a skilled trade than there is today. It's a seller's market.”



# The Problem

The skills employers are desperate for are not only technical skills, but also **EMPLOYABILITY** skills (teamwork, communications, leadership, goal-setting, etc.).

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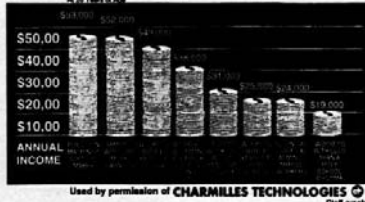
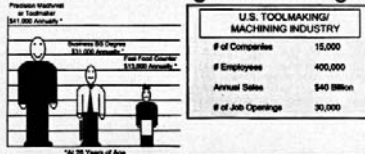
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The program is introducing "a middle and high school pre-engineering curriculum designed to attract and prepare students to enter engineering or engineering technology careers," he said.

It is now in 105 schools, mostly in suburban districts with a few in rural and inner-city districts. There are five distinct courses, each lasting a full academic year,

U.S. TOOLMAKING/ MACHINING INDUSTRY	
# of Companies	15,000
# Employees	400,000
Annual Sales	\$40 Billion
# of Job Openings	30,000

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# The Solution:



Founded in 1965 as "The Vocational Industrial Clubs of America" (VICA) - became "SkillsUSA" in 1999.

# Skills are in Demand!

What does SkillsUSA Offer to Students?

SkillsUSA offers students much more than a campus – based leadership activity or a chance to enter a competition.

SkillsUSA helps students obtain and develop the skills they'll need to succeed.

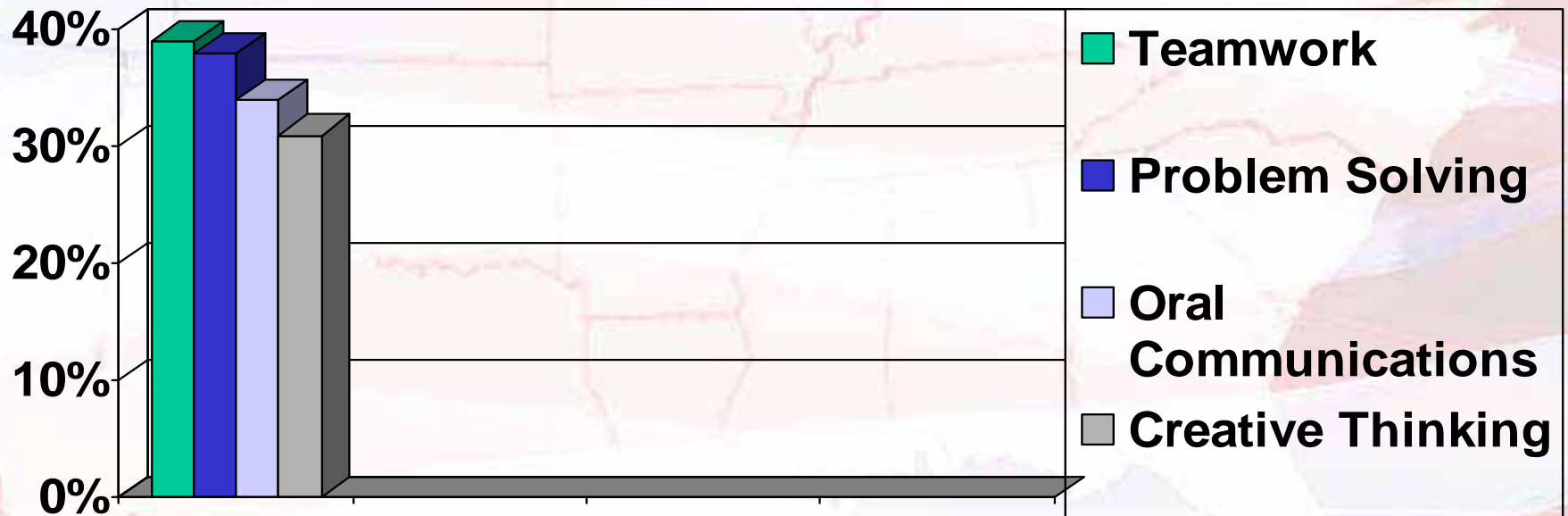




- National non-profit organization for high school and college students enrolled in trade, technical, industrial and health occupations programs
- Over a quarter-million (286,000) members in all 50 states and three U.S. territories (Guam, Virgin Islands, Puerto Rico)
- Nearly 14,000 chapters in high schools, trade & technical centers and 2-year colleges

# SkillsUSA teaches what companies want workers to learn

*Percentage of companies planning to teach the following key skills to employees in the next three years:*



Source: Anthony P. Carneveale, Leila J. Gainer, and Ann Meltzer. *Workplace Basics: The Skills Employers Want* (American Society for Training and Development and U.S. Dept. of Labor), 1989, p. 8.



SkillsUSA brings together educators, administrators, corporate America, labor organizations, trade associations and government in a coordinated effort to address America's need for a globally competitive skilled workforce.





SkillsUSA is a partnership of students, teachers and industry working together to ensure that America has a skilled work force. We help each student excel.

**Our core values:**

**Educated, Prepared, Involved, Connected, Skilled,  
Respected, Motivated**



## The SkillsUSA Mission:

To help our student members become  
world-class workers and responsible  
American citizens.

Our mission is accomplished through our  
Program of Work...

# Program of Work

- Professional Development
- Community Service
- Social Activities
- Ways and Means
- Public Relations
- Employment (school-to-work programs)
- SkillsUSA Championships



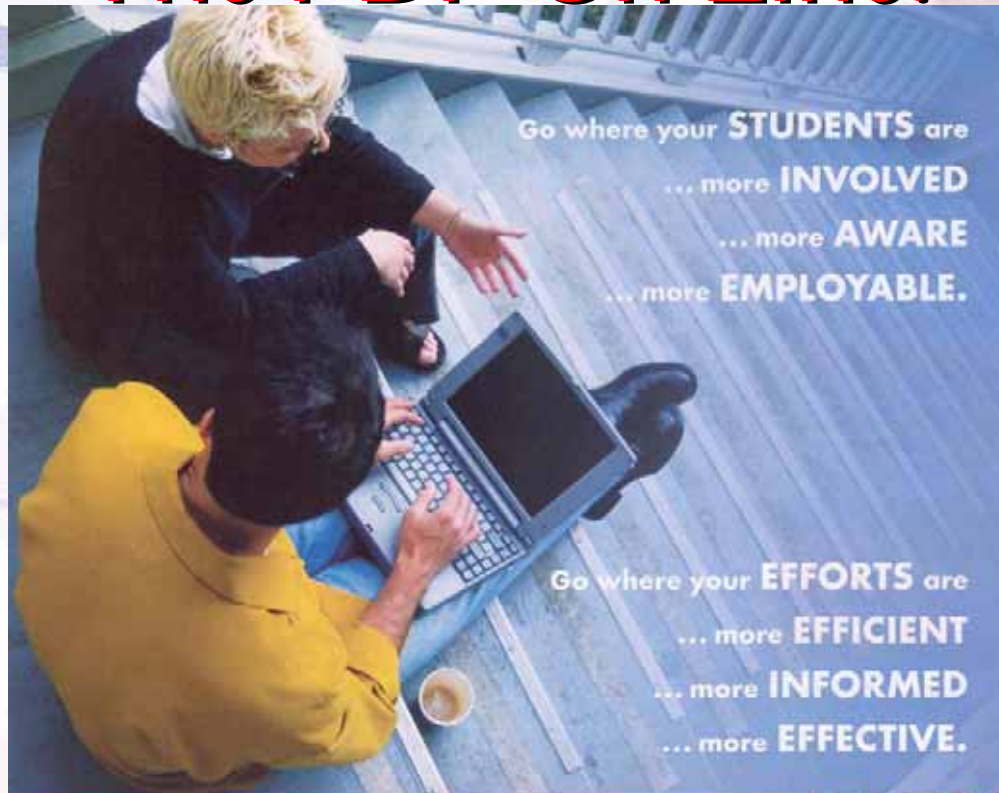
-Award-winning curriculum:  
The Professional Development  
Program (PDP) and Total  
Quality Curriculum (TQC)

New College level  
employability skills course  
CSEP

-70 employability skills taught,  
including communications  
skills, ethics, conflict  
resolution, time management,  
goal-setting, and more ...



# The PDP On Line:



## Go ONLINE.

### PDP ONLINE

Professional Development Program

**FOR YOUR STUDENTS**, an exciting new way to connect with their careers, their community, their future. A fun way to see for themselves the directions their lives can take ... and a straightforward way to take the first practical steps toward reaching their goals.

**FOR YOU**, a highly efficient way to review and respond directly to student efforts and to track student progress. A customizable way to integrate powerful online resources with your own curriculum and goals. A flexible way to help your students build the career-enhancement skills they'll need to succeed.

### PDP ONLINE

Go where  
learning  
gets **REAL.**



# The PDP On Line:



## PDP ONLINE

Go where learning gets REAL.



A color-coded chart instantly shows the teacher for each student in the class, which activities are in progress, are awaiting grading, or are complete.



A color-coded chart instantly shows the student which activities he or she has started, submitted for grading, or completed. Follow-up text gives detailed activity information and a click takes the student to the desired activity.



Students acquire skills through activities ranging from graphics to survey and short answer, to essay and quiz, to reporting, interviewing and research projects.

### A PROFESSIONAL DEVELOPMENT PROGRAM THAT GIVES ...

- *Your students* the skills, awareness and attitudes they need to move successfully from school to work.
- *Business and industry* the employees they need, with technical skills and the professional qualities and traits that make for success on the job.
- *Your community* the motivated, involved and ethical citizens it needs.

*PDP Online* is endorsed by over two dozen corporations and educational institutions and developed by educational professionals nationwide.

### A COMPLETE CURRICULUM ...

- Personal awareness ... goal setting ... community service ... customer service ... job interviewing ... career knowledge ... communication skills ... teamwork ... government awareness ... ethics ... conflict resolution ... portfolio development ... mentoring and networking
- Skills are introduced, developed and reinforced over seven levels.

### ... THAT'S COMPLETELY CUSTOMIZABLE.

- Students can complete *PDP Online* on their own or in class. Supplemental classroom activity ideas are provided throughout.
- Integrate it into an existing curriculum or use it as a separate program. Eliminate or re-order activities.
- Proceed at your own pace and on your own schedule.

### PDP ONLINE, TOTALLY ONLINE ...

*PDP Online's* centralized database of all enrolled students and all student work enables:

- *Students* to enroll, complete and submit activities, and receive feedback — all online!
- *Teachers* to review, record and respond to student work — all online!
- *Administrators* to track total enrollments and course completions — all online!

### ... TOTALLY REAL-WORLD.

- *PDP Online* lets you and your students work wherever you have Internet access.
- Multimedia, practical activities make *PDP Online* a course that students want to complete.
- Administrators have hard data to justify expenditures and demonstrate program value.

Go where you can learn more and receive a FREE Preview CD.  
Visit [www.skillsusa.org/pdponline.html](http://www.skillsusa.org/pdponline.html) or call 1-800-321-8422.



# > CareerSafe <

How can  
you save  
a life?



## > CareerSafe™



### FACT

One youth dies every five days in a work-related incident.

### FACT

200,000 youth are injured each year on the job; 77,000 of them require hospitalization or emergency room treatment.

### FACT

Youth workers aged 16 to 24 are at the highest risk for injury. Their injury rate is double, and sometimes triple, that of any other age category.

### FACT

You can make a difference.

StartSafe.

StaySafe.

CareerSafe.

## > CareerSafe

Safety. Confidence. Employability.

Youth Safety Awareness Training at [www.CareerSafeOnline.com](http://www.CareerSafeOnline.com)

The CareerSafe Online Course is the first of its kind. It is recognized by the Occupational Safety and Health Administration (OSHA) as a 10-hour youth safety awareness program. It is a web-based, interactive, Y2Y (Youth-to-Youth) program that addresses the high priority safety training needs of young workers. The CareerSafe Online Course consists of 10 interactive modules covering the common safety concerns in the workplace, with a simple assessment at the end of each lesson.

Upon successful completion of the CareerSafe Online Course, students:

- Develop a safety mindset and learn valuable skills for their future.
- Receive a wallet card from the OSHA Education Center at TEEEX that demonstrates to employers they have received the basic safety training needed in the workplace.
- Become more employable, gaining a competitive advantage in the job market.

### The Modules

- Start Safe, Stay Safe. (A Safety Philosophy)
- Preventing Falls
- Personal Protective Equipment (PPE)
- Bloodborne Pathogens
- Electrical Safety
- Machine Guarding
- Hazard Communication
- Ergonomics
- Preventing Workplace Violence
- Emergency Action

### Cost

\$12 per student

A \$3.5 million grant made by the SkillsUSA Youth Development Foundation for every student that completes the program.

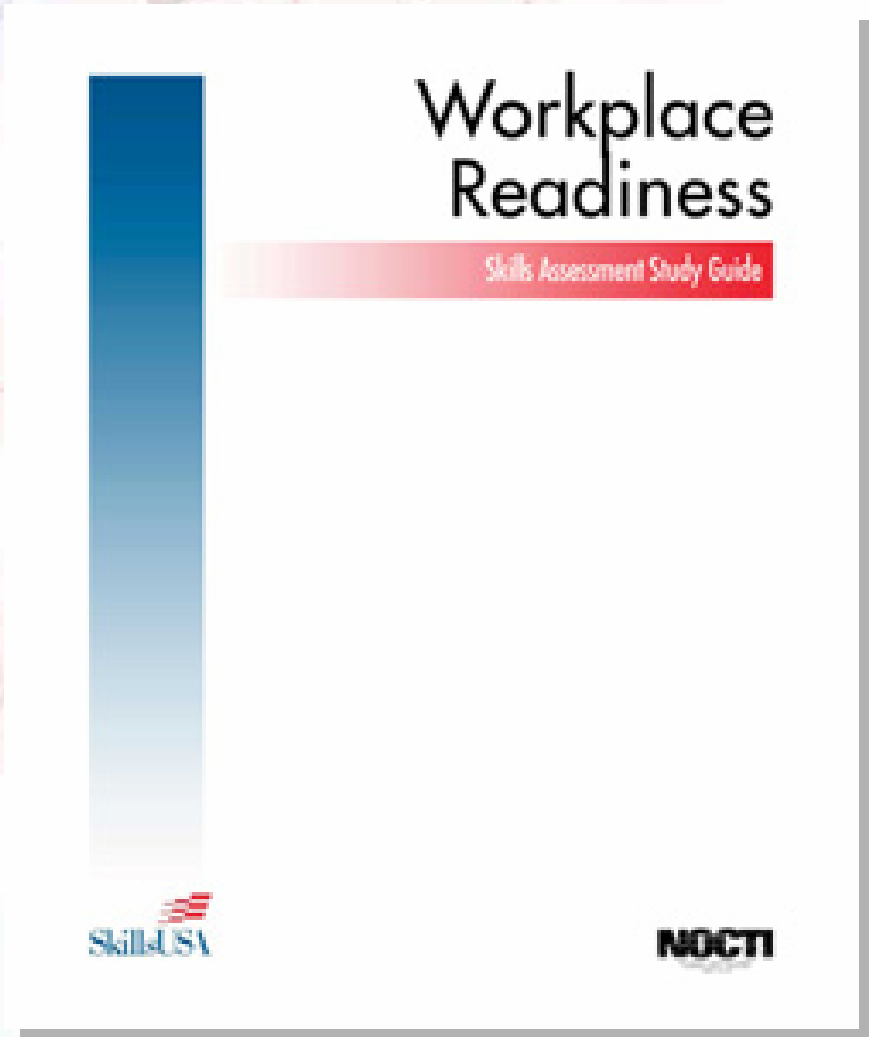


Visit [www.CareerSafeOnline.com](http://www.CareerSafeOnline.com) for more information



# Workplace Readiness

Students prepare using the new study guide.



# Student Certification

Includes wallet card

Portfolio certificate



# Recognition by Industry

The logo marks of up to 30 companies and organizations appear on the certificate.





# Program of Work

- Professional Development
- Community Service
- Social Activities
- Ways and Means
- Public Relations
- Employment (school-to-work programs)
- SkillsUSA Championships



-Instills lifetime  
commitment to community  
service

-Promotes goodwill and  
understanding among all  
segments of a community

-Teaches the importance of  
teamwork

# Program of Work

- Professional Development
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-Increase cooperation in the school and community

-Improve self-esteem by providing healthy outlets

-Students feel like they're part of a team, like they belong

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-Chapter fund-raising activities to support the chapter's yearly projects



# Program of Work

- Professional Development
- Community Service
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- Ways and Means
- **Public Relations**
- Employment (school-to-work programs)
- SkillsUSA Championships



-Help change public misconceptions and stereotypes of technical education students and programs

-Make the public aware of the value of strong technical education programs in our school systems

# Program of Work

- Professional Development
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- SkillsUSA Championships



- Students offered job shadowing, mentoring, apprenticeship opportunities
- Increased student awareness of career options, quality job practices and attitudes
- Increased opportunities for employer contact and eventual employment

# Program of Work

- Professional Development
- Community Service
- Social Activities
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- Employment (school-to-work programs)
- SkillsUSA Championships



-The premiere showcase of career and technical education.

-The greatest commitment of corporate volunteerism on a single day anywhere in America.





- Competitions occur on the local, district, state, national and even international levels.
- Competitions conducted in occupational (“hard”) skills AND leadership (employability, or “soft”) skills.
- Business and Industry set the contest standards through technical committee involvement.





- National SkillsUSA Championships held annually in Kansas City, MO
- 4,850 state winners compete in over 84 occupational and leadership contests
- Requires more than 525,000 square feet of floor space - over nine football fields!
- Largest single day of corporate volunteerism in America. The \$30 million SkillsUSA Championships
- The result of a direct interaction between industry and education; More than 1,700 technical experts from labor and industry design and judge the contests

# Business & Industry Partnerships

We need each other!



**Students**



**B & I**



**Instructors**



# Business & Industry Partnerships

- More than 1,500 corporations, labor unions and trade associations support SkillsUSA at the national level.
- Thousands more support local SkillsUSA chapters and state associations.
- Partnerships take many forms: from cash financial support, volunteered company expertise, equipment and supplies donations, etc.



# Business & Industry Partnerships

- Partnerships offer business and labor a vehicle for **DIRECTLY** influencing the quality of vocational-technical education
- Partners have the opportunity to reach a valued marketplace of students and teachers
- New marketing opportunities
- New recruitment opportunities, from the most prized pool of skilled workers in the nation



# How to Help

- Be an advocate for vocational education with your school boards and state legislatures
- Provide equipment and supplies to a local SkillsUSA program or to local and state skills contests
- Make a cash donation to your local SkillsUSA chapter or state association
- Provide contest prizes and awards
- Serve on a contest technical committee
- Volunteer to be a guest speaker at local school; offer tour of your business to local students...



# For More Information In Louisiana:

SkillsUSA Louisiana :

Phone: (225) 492-2249

Cell: (225) 603-5664

Web: <http://Laskillsusa.org>

Contact: Larry Rabalais, Executive Director

SkillsUSA Louisiana, Inc.

P.O. Box 949

Innis, LA 70747

# For More Information:

National SkillsUSA:

Phone: (703) 777-8810

Web: [www.skillsusa.org](http://www.skillsusa.org)

Contact: Larry Rabalais, Executive Director

SkillsUSA Louisiana, Inc.

P.O. Box 949

Innis, LA 70747



**You are our  
lifeblood!**

**Thank you for  
your support!**





SkillsUSA

<http://skillsusa.org>