



Help Your Students Find a
Future
SkillsUSA

Skills are in Demand!

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 Kraw, president of Kelnor Associates, Ontario, Canada, added, "Each one of us has to share the

Career Opportunities in Tooling & Machining

DID YOU KNOW...

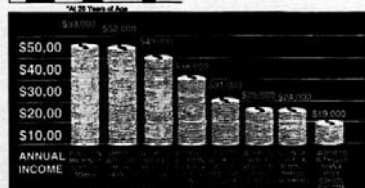
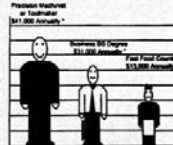
- Every third toolmaker can average \$27,000 a year during a four year training program.
- Experienced precision machinists' earnings range from \$40,000 to \$60,000 annually.
- The U.S. Government projects 2 job openings for every new certified precision machinist through 2005.
- Precision machining provides a practical basis for an engineering or business degree.
- The gloomy rooms and greasy 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.

- Very aggressive, +30% based on location and skill level.
- Include base pay plus overtime.

SOURCES...

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



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

"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

blame of what has happened to technical education in this country. You're playing with student

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.

The Charitable Venture Foundation of Albany, N.Y., which funds the program, has made a 10-year commitment of a minimum of \$2 million a year in order to increase the number of applicants

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 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,

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, he said.

Women interested in technology careers can visit the site at 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.manufacturingacross.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 "dumb, dull 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."

Skills are in Demand!

Sixty-four percent of employers say most high school graduates do ***not*** have the skills necessary to succeed in the workplace – skills such as teamwork, time management, communication and interpersonal skills.

'Deplorable' skills worry manufacturers

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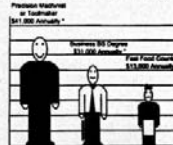
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Skills are in Demand!

Within the next year skilled individuals will make up 65 percent of job market. Demand for skilled labor will triple by 2006.

Workers with the skills employers are desperate for are highly sought, and, most often, highly paid.

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

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.

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.

What is SkillsUSA?



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

What is SkillsUSA?



Mission:

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

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.

What is SkillsUSA?



Core Values:

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



- A professional organization for students in technical, skilled and service occupations, including health occupations
- An association with more than 286,000 members in all 50 states and three U.S. territories
- Offers leadership, citizenship, and character development programs and activities





SkillsUSA offers students:

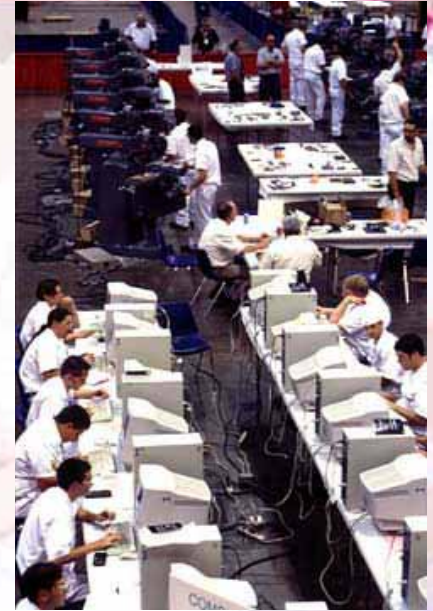
- Enrollment and Retention
- Cutting-edge skills training
- Employability skills development of students (teamwork, leadership, goal-setting, etc.)
- Chances for competition in their skill area
- Opportunities for business partnerships on campus, industry contacts, jobs, scholarships
- Fun, travel, and excitement
- Social outlets with their peers and community
- The opportunity to be the best that they can be





The SkillsUSA Advantage:

- SkillsUSA involvement enhances technical education programs
- SkillsUSA activities will develop the skills and attitudes that will set your child apart:
 - Positive outlook
 - Self-esteem
 - Desire to excel in work and life
 - Ability to work with others
 - Conflict resolution
 - Much, much more





The SkillsUSA Advantage:

- Gives students a head start for college and the workforce
- SkillsUSA works ***directly*** with business and industry so students get the skills employers want.
- Leadership training is key part of SkillsUSA experience.
- Students put leadership programs into practice through community service.
- Students design and run the program.



Program of Work

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

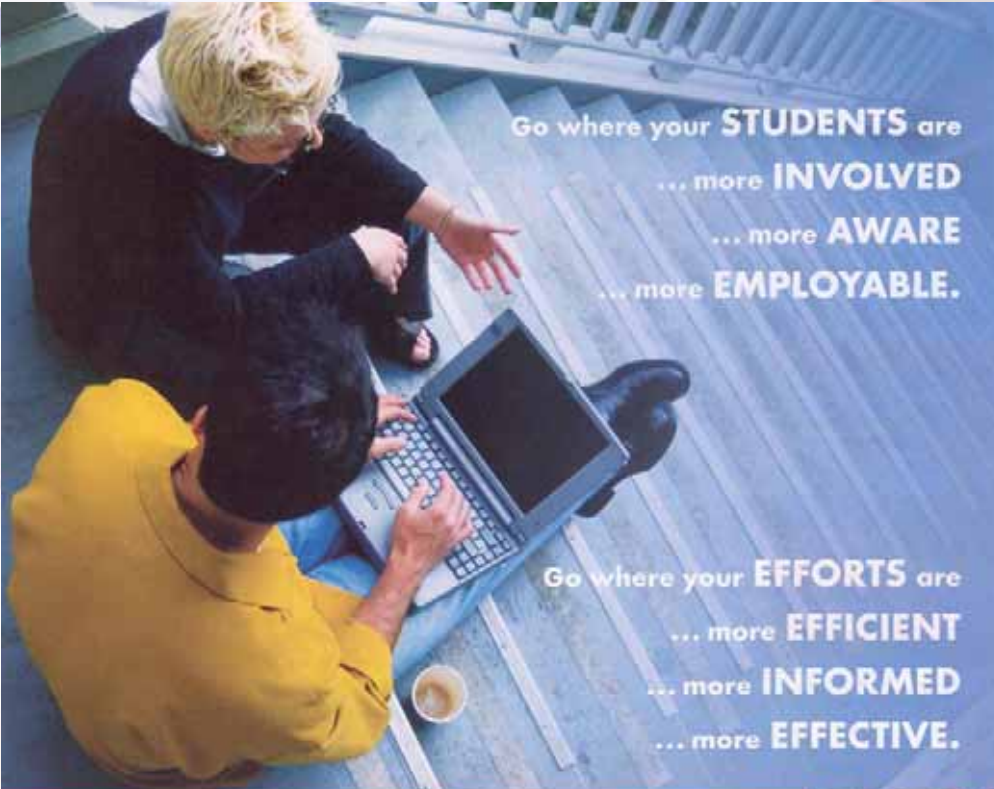


-Award-winning curriculum:
The Professional Development
Program (PDP) and Total
Quality Curriculum (TQC)

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 where your **STUDENTS** are
... more **INVOLVED**
... more **AWARE**
... more **EMPLOYABLE.**

Go where your **EFFORTS** are
... more **EFFICIENT**
... more **INFORMED**
... more **EFFECTIVE.**

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. Roll-over text gives detailed activity information and a click takes the student to the desired activity.



Students acquire skills through activities ranging from graphics-based to survey and short-answer, to survey 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 whenever 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 or call 1-800-321-8422.

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

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

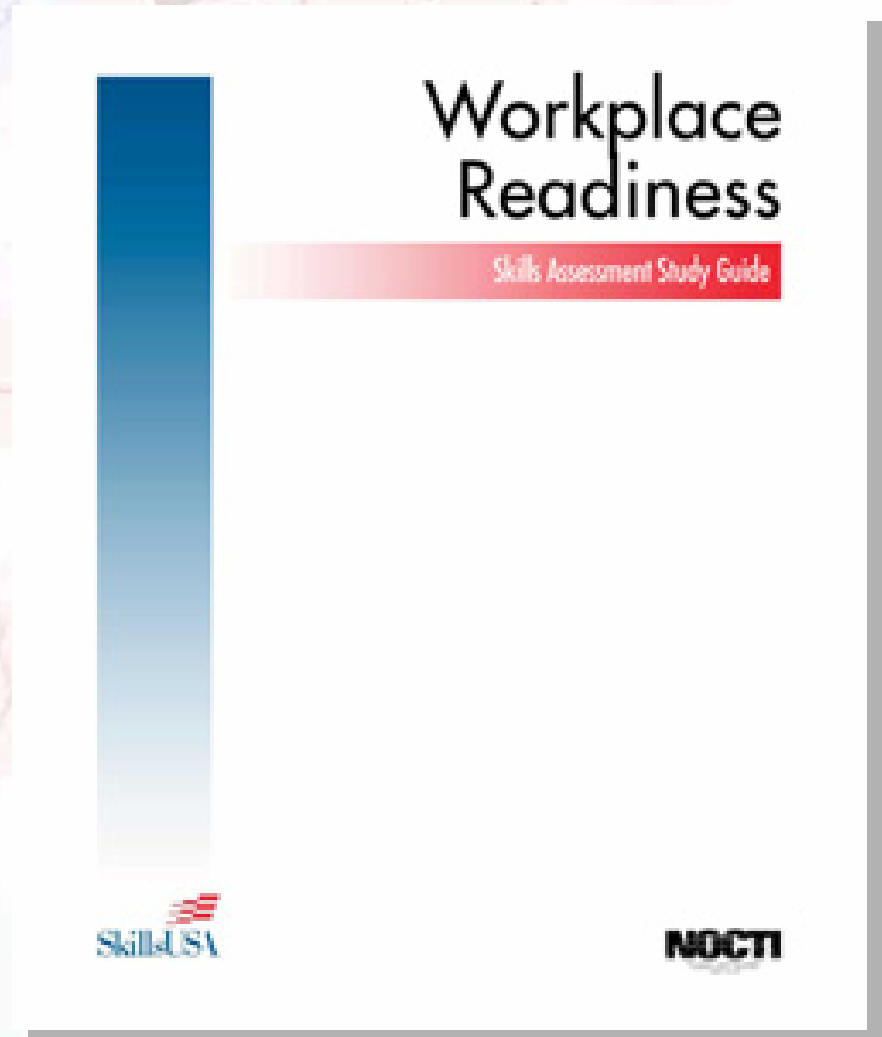
A \$5 donation is made to the SkillsUSA Youth Development Foundation for every student that completes the program.



Visit www.CareerSafeOnline.com for more information

Workplace Readiness

Students
prepare using
the new study
guide.



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

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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

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-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

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- 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

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-The premiere showcase of career and technical education.

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



- Local, regional and state competitions lead to the national SkillsUSA Championships!





- National SkillsUSA Championships held annually in Kansas City, MO. during SkillsUSA's national conference
- 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



Skilled and Schooled

- Combination of technical and academic training provides firm foundation for future.
- SkillsUSA involvement enhances both through professional development and employability skills training.
- Students from the SkillsUSA program are among the most sought after workers in America today.





Help your child succeed

- Ask local High School, Technical College, Community College, University, if they have a SkillsUSA chapter.
- Encourage your choices of career and technical education; know that it's a smart choice.
- Encourage your students to join SkillsUSA.
- Get involved in the program; get to know your SkillsUSA advisors





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Help your students succeed

- Discuss the value of career and technical education with your students. Show how it relates to real world experiences.
- Help students have pride in their trade area and educational choices.
- Encourage your students to continue learning.





Since our inception, we've helped train over eight million workers to develop the skills necessary to succeed, at work and in life.



We hope your students will join us!

For More Information In Louisiana:

SkillsUSA Louisiana :

Phone: (225) 492-2249

Cell: (225) 603-5664

Web: <http://Laskillsusa.org>

Your local SkillsUSA Chapter:

INSERT YOUR CONTACT INFORMATION HERE!

For More Information:

National SkillsUSA:

Phone: (703) 777-8810

Web: www.skillsusa.org

Your local SkillsUSA Chapter:

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SkillsUSA

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