



SkillsUSA
CALIFORNIA

Strategic Plan 2021-2025

January 2021



Vision & Mission

- **Vision 2025:** To provide a positive career influence on every student and in every career technical education classroom in California.
 - Lead the way in career technical education in California.
 - Enable informed career decisions based on interest through experience and application.
- **Mission:** SkillsUSA California empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA California improves the quality of our state and nation's future skilled workforce through the development of personal, workplace and technical skills grounded in academics.



Values

- Integrity
- Respect
- Responsibility
- Citizenship
- Service

Goals



- Be a Leading CTSO in California

Become Self
Sustaining

Increase
Engagement



Be a leading CTSO in California

- Build and maintain a highly engaged relationship with the California Government
- Create a world class partnership program to engage local business and industry
- Drive consistent, high quality chapter performance
- Build a structured advocacy program to drive awareness in the benefits of the skilled trades



Become Self Sustaining

- Drive broader financial engagement through industry partnerships
- Secure high-level funding from the California Department of Education
- Create a structured fundraising plan including targeted sources
- Explore alternative revenue streams
 - Grants
 - Endowments
 - Merchandise Sales

Increase Engagement

- Create opportunities for lifetime engagement of members
- Develop and maintain a world class website
- Showcase more student created content
- Drive more virtual events
- Implement a structured, targeted Social Media Strategy

Appendix A — Measuring Success



- Leading CTSO in California

- Students: 100,000 by 2025
- Schools/Chapters: 750 by 2025
- Districts (w/CTE): 100% by 2025
- Instructors Trained: 5,000 by 2025

- Self-Sustaining

- Self-Funded (operating budget coverage):
 - 2018: 10%
 - 2020: 50%
 - 2025: 100%

- Student Engagement

- Ability to track and communicate with students full-lifecycle
- Direct-Student Engagement index: 20% per month
- Alumni Engagement index: valid contacts/engagement=5% per month