

# SKILLED CAREERS COALITION

The Path to Partnership





Welcome to the  
**Skilled Careers Coalition.**

Through partnerships and collaboration, the SCC is spearheading a powerful community of parents, youth, educators, businesses, and brands with a shared goal of driving **a stronger American workforce** for generations to come.

Together, we can **make it happen!**

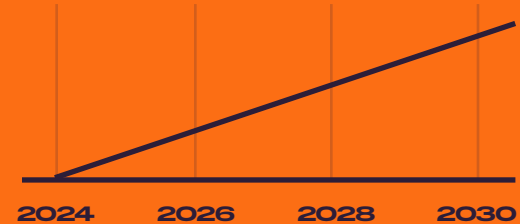




**The skilled trades gap has been growing for decades and is projected to radically expand.**

**> 6<sub>m</sub>**

Jobs that will go unfilled in the U.S., by 2030, for critical infrastructure and industries if dramatic action isn't taken.



**Now is the time to take on the underlying problems driving it:**

1. We've stigmatized the trades.
2. Organizations are working in silos.



1

PROBLEM

We've stigmatized the trades.

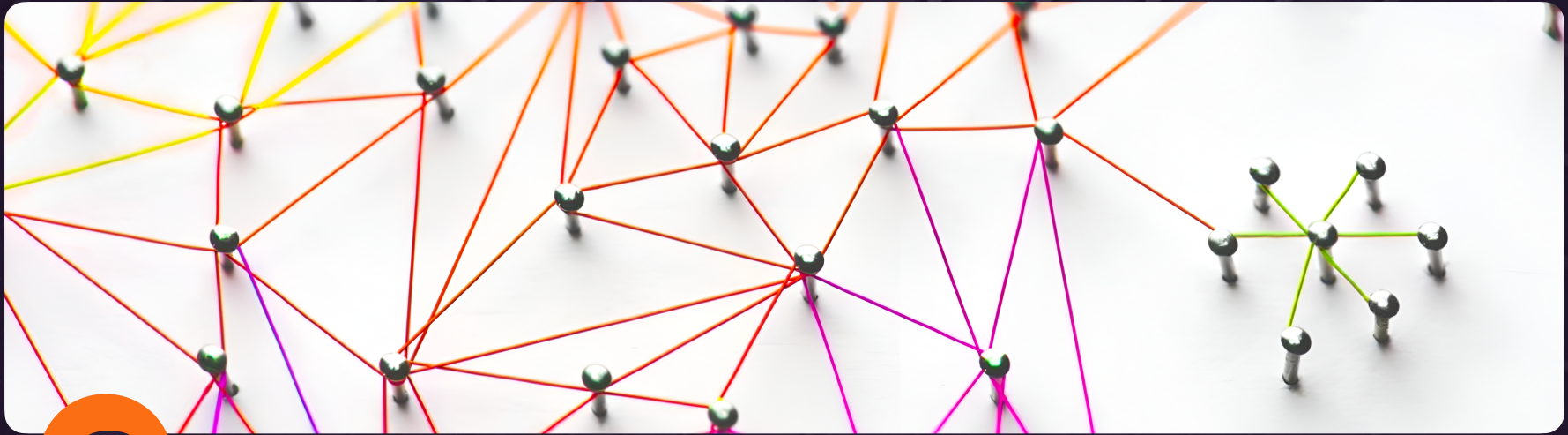
SOLUTION

We need to **INSPIRE** the next generation of the American workforce to embrace a skilled career.

WHY IS NOW  
THE TIME?

- Rising cost, and debt burden, of college tuition.
- Changing career interests and job switching.
- Rise of AI threatening white collar jobs and changing landscape of job security.
- Incredible entrepreneurial and wealth-creation opportunities in the trades.





2

PROBLEM

Organizations are working in silos.

SOLUTION

We need to **CONNECT** the ecosystem and create the nation's next big recruitment flywheel.

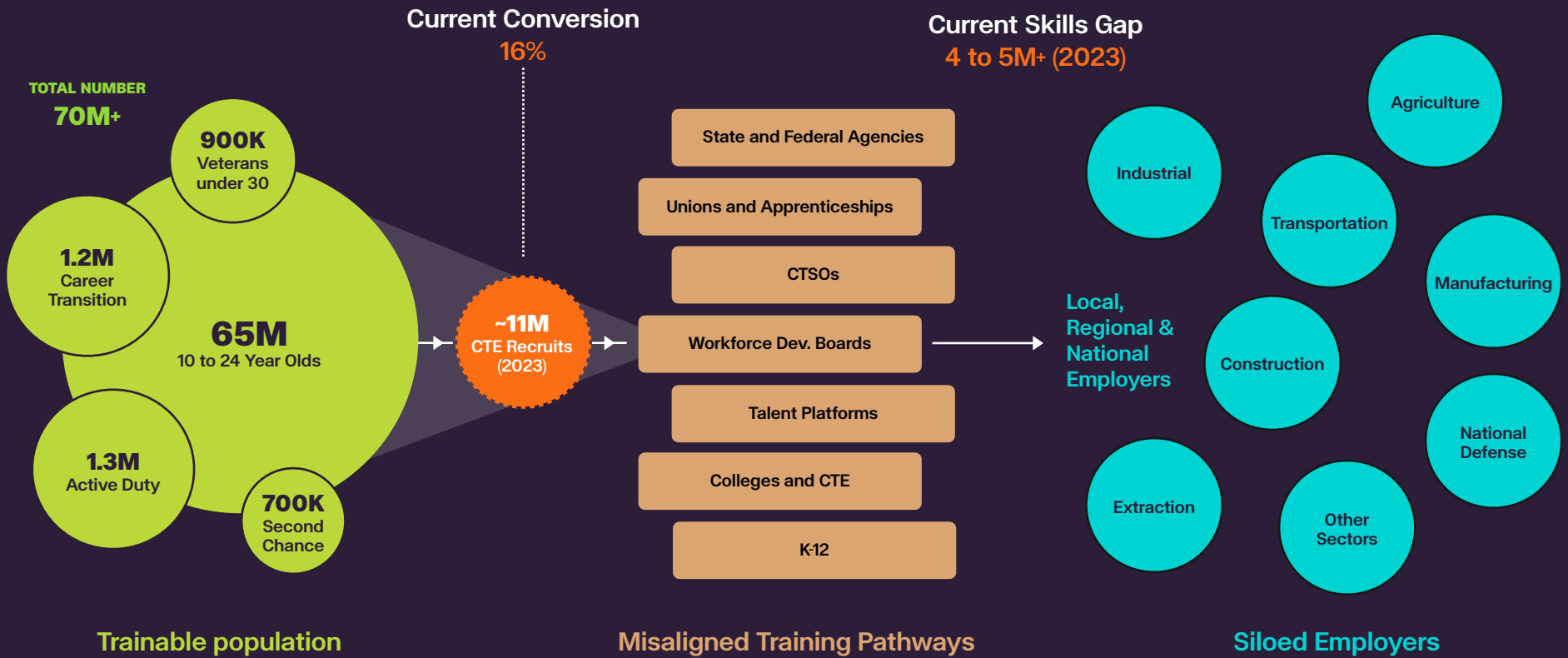
WHY IS NOW  
THE TIME?

- Businesses are realizing they can't go it alone to solve their increasing talent needs.
- The siloed budgets are highly ineffective.
- The lack of common tech platforms that connect the pathways from K12 into the skilled workforce are ripe to be solved.
- A model already exists on the recruitment machines for Universities and The Armed Forces at scale.

Ultimately, it's an issue of balancing supply and demand

SUPPLY

DEMAND



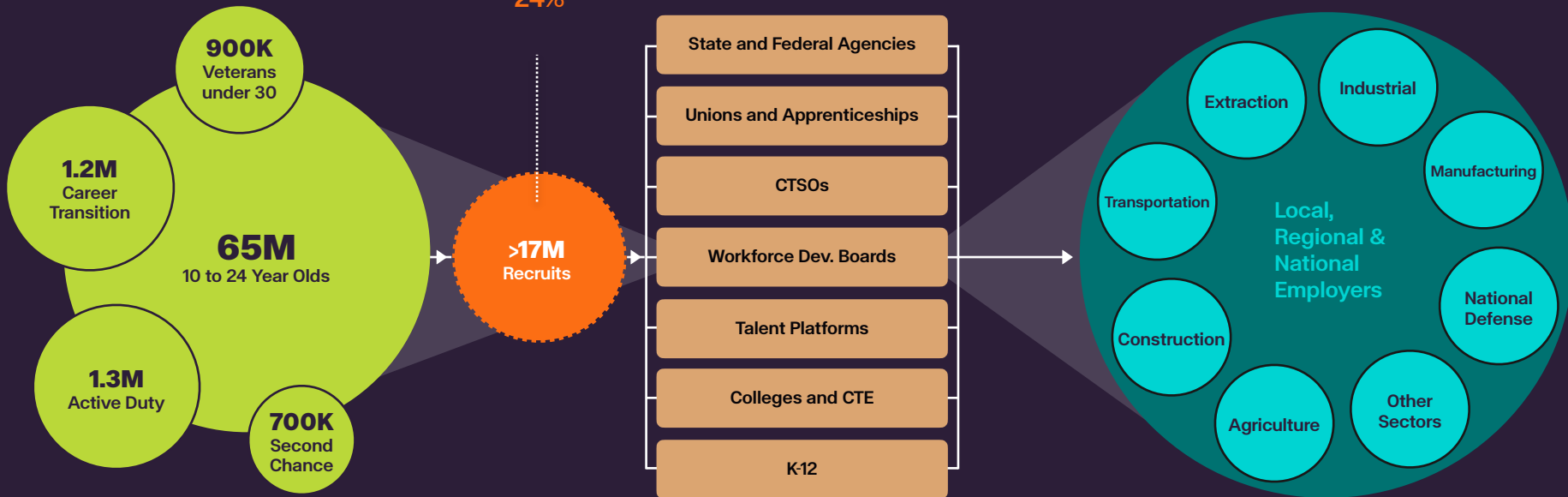
We can fill the gap over the next decade if we work together.

**SUPPLY**

**DEMAND**

Target Conversion

24%



**INSPIRE**

the next generation of our workforce  
to consider a skilled career

**CONNECT**

the misaligned training ecosystem into a  
recruitment machine

**CONVERT**

talent into workforces at scale  
by building a coalition across industries





**That's why the  
SCC's purpose is to**

**INSPIRE > CONNECT > CONVERT**

**the next generation of  
America's skilled workforce.**

# HOW WE DEFINE SKILLED CAREERS

Any career that doesn't require a 4-year college degree, and can be obtained through CTE programs, apprenticeships, on-the-job training, or other affordable training pathways. They are categorized into 4 trade clusters:

 <b>CONSTRUCTION</b>	<b>NEEDED SKILLS</b> <ul style="list-style-type: none"> <li>Architectural Drafting</li> <li>Cabinetmaking</li> <li>Carpentry</li> <li>Electrical</li> <li>HVACR</li> <li>Masonry</li> <li>Plumbing</li> <li>Welding</li> </ul>	<b>EMPLOYERS</b>    
 <b>INDUSTRIAL</b>	<b>NEEDED SKILLS</b> <ul style="list-style-type: none"> <li>Additive Manufacturing</li> <li>CNC Programming</li> <li>Industrial Motor Control</li> <li>Mechatronics</li> <li>Robotics</li> <li>Commercial sUAS Drone</li> <li>Mobile Robotics Technology</li> <li>Welding</li> </ul>	<b>EMPLOYERS</b>    
 <b>SERVICE</b>	<b>NEEDED SKILLS</b> <ul style="list-style-type: none"> <li>Criminal Justice</li> <li>Culinary Arts</li> <li>Firefighting</li> <li>Restaurant Management</li> <li>Cybersecurity</li> <li>Diesel Equipment Tech</li> <li>Aviation Maintenance Tech</li> <li>Collision Repair Tech</li> </ul>	<b>EMPLOYERS</b>    
 <b>CREATIVE</b>	<b>NEEDED SKILLS</b> <ul style="list-style-type: none"> <li>3D Visualization &amp; Animation</li> <li>Audio/Radio Production</li> <li>Graphic Communications</li> <li>Broadcast News Production</li> <li>Application Development</li> <li>Video Game Development</li> <li>Video Production</li> <li>Web Design</li> </ul>	<b>EMPLOYERS</b>    

# SCC CORE COLLABORATIONS

## RESEARCH & INSIGHTS

Conducting & aggregating research, we continue to work with our partners to better understand the causes of the trades gap and the insights driving positive change.

## CONNECTIVITY

Convening leaders across business, industry, media, education, government and labor to better collaborate through **networking and events**.

## MARKETING & PR

Working together with our partners to amplify our collective efforts through the media and news outlets hungry for content on this topic

## CONTENT STUDIO

The **SKILLSJAM MEDIAHOUSE** was created to produce, co-create and aggregate skilled trades content aimed to inspire the next generation.

## INFLUENCE

Engaging social media influencers across the trades as well as our network of business, industry and education leaders shaping the space.



■ OUR AUTHENTIC VOICES

# JAMBASSADORS

> 370 JAMBASSADORS & GROWING

> 180 FULLY ENGAGED IN CONTENT

## JAMBASSADOR PAIGE

PUBLIC  
SPEAKER  
ADVOCATE  
INFLUENCER  
AUTHOR  
YOUTUBER  
PODCASTER

PLUMBER  
KNOWLES

## JAMBASSADOR

ENGINEER  
CLASS PRES  
PUBLIC SPEAKER  
TECH REPAIR WIZ  
GOLFER

BRAYLEN  
PERKINS

## JAMBASSADOR

FUTURE NEWS  
ANCHOR  
ACTRESS & SINGER  
SOCIAL COMMUNITY MANAGER  
COSMETOLOGIST

DEVYN  
AMIGHE

## JAMBASSADOR

ASPIRING LAWYER  
ARTIST  
HUMANITARIAN  
CONTENT CREATOR  
FASHION ICON

NYMISHA  
VITTA

Using our growing community of **JAMBASSADORS** as content creators, these dynamic students cover a wide range of content playlists, from breaking news and edutainment, to explosive experiments and industry tours to see skilled talent at work.

■ OUR YOUTH IMPACT PARTNER



Founded in 1965, SkillsUSA is a career & technical student organization currently serving more than 440,000 high school, college and middle school students and professional members enrolled in training programs in trade, technical and skilled service occupations. These are the future trade leaders and small business owners that will build our national economy.

**Our core objective with Skills USA is to help them achieve their goal of 1mm students moving through their programs each year.**

We believe through their base audience of highly-trained youth in both soft and hard skills, it makes them natural advocates to their peers on the issues. Through this network we can reach all 40 million GenZs & Alphas through their social connections.





# THE VALUE PROPOSITION

## PROUD SUPPORTER // WE OFFER

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- Highlight the work of sec Members.
- Facilitate sharing of information, resources, and contacts.
- Promote awareness of your organization's resources.
- Connect community organizations with industry partners.
- Share data and key learnings as available.

## PROUD SUPPORTER // WE SEEK

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- Provide SCC logo for promotional and external materials.
- Add SCC logo to website and external materials.
- Share SCC and related work on social media.
- Act as ambassadors for SCC's mission to close labor gap.
- Provide updated resources for SCC's resource library.
- Offer guidance on the skilled labor issue.
- Link to SCC materials on Member's website.

## WITH INVESTMENT // WE OFFER

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- Syndicated and/or Custom SCC Institute Research
- Jambassador & Mentor Program
- Skills Jam Tour
- Skills Jam Custom Content/Promotion
- SCC Steering Committee





**SKILLED  
CAREERS  
COALITION**

**WE LOOK FORWARD TO AN  
AMAZING PARTNERSHIP!**

**FOR MORE INFORMATION  
PLEASE CONTACT:**

JJ OWEN | Head of Development & Partnerships

ANONYMOUS PHILANTHROPY, SKILLED CAREERS COALITION

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