

SKILLED CAREERS COALITION

The Path to Partnership

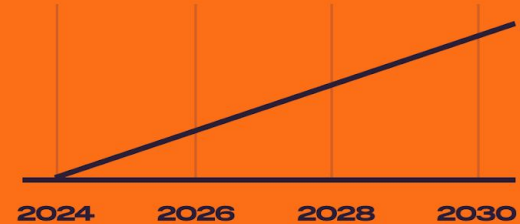




The skilled trades gap has been growing for decades and is projected to radically expand.

> **6**_m

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

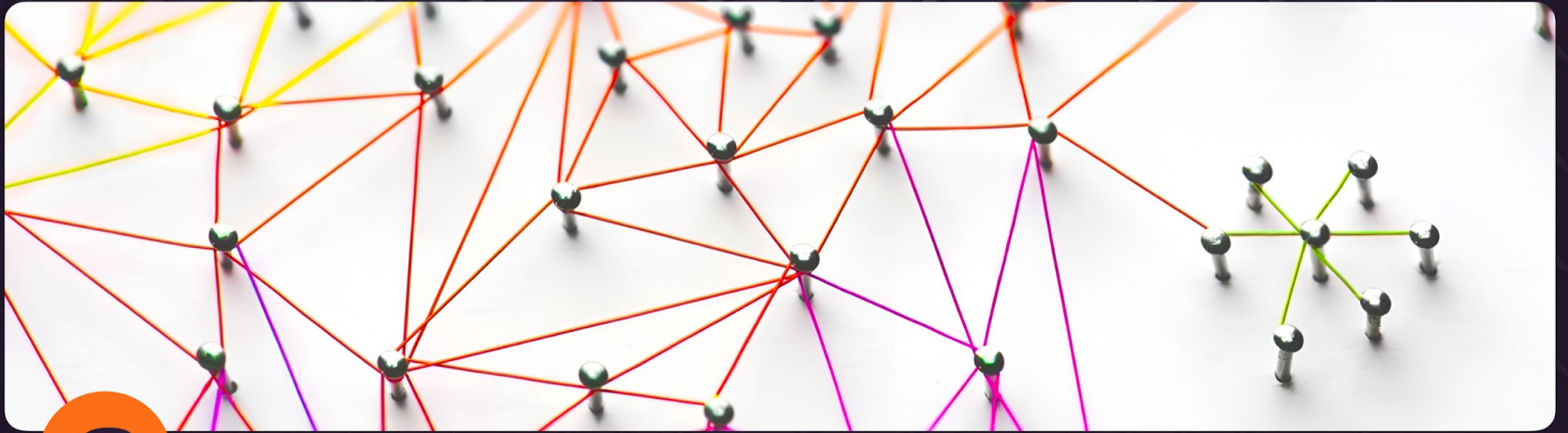
We've stigmatized the trades.

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 K-12 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

Current Conversion

16%

Current Skills Gap

4 to 5M+ (2023)

TOTAL NUMBER
70M+

900K
Veterans
under 30

1.2M
Career
Transition

65M
10 to 24 Year Olds

1.3M
Active Duty

700K
Second
Chance

~11M
CTE Recruits
(2023)

State and Federal Agencies

Unions and Apprenticeships

CTSOs

Workforce Dev. Boards

Talent Platforms

Colleges and CTE

K-12

Local,
Regional &
National
Employers

Industrial

Transportation

Agriculture

Manufacturing

Construction

National
Defense

Extraction

Other
Sectors

Trainable population

Misaligned Training Pathways

Siloed Employers

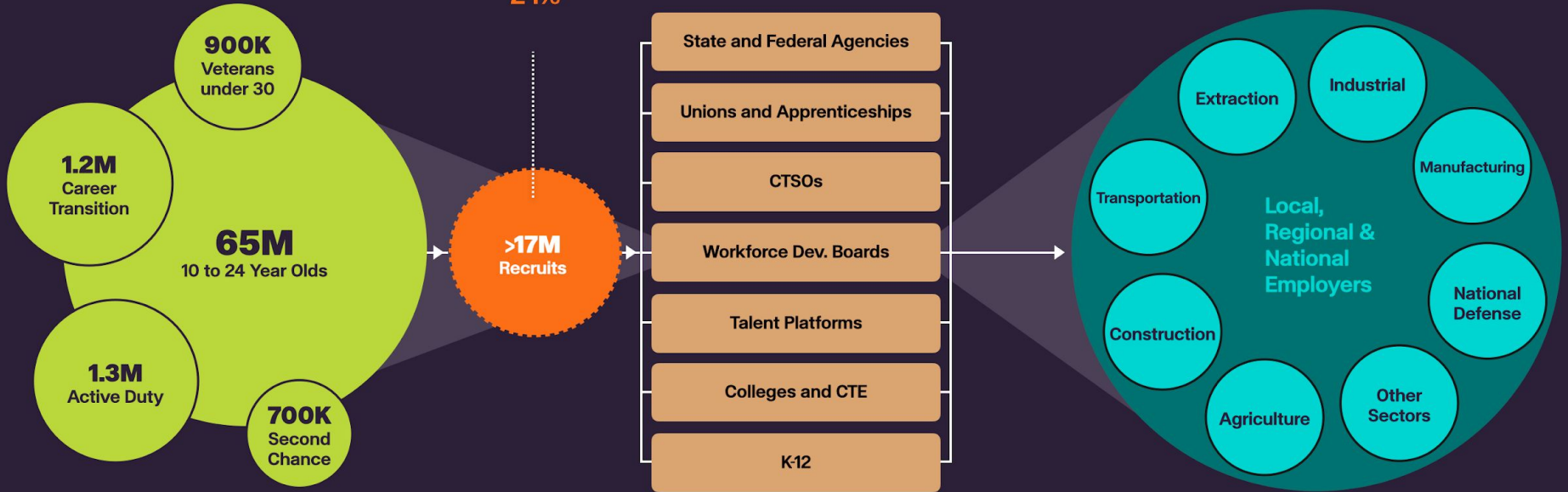
We can fill the gap over the next decade if we work together.

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


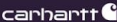









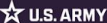

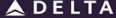





**That's why the
SCC's purpose is to**

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:

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

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



INFLUENCE

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



CONTENT STUDIO

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



■ 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

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

PROUD SUPPORTER

WE SEEK

- Act as ambassadors for SCC's mission to close the labor gap.
- Offer guidance on the skilled labor issue.
- Integration of SCC logo & information for promotional and external materials, where appropriate.
- Share SCC & Skills Jam content on Member's social media.
- Provide resources for SCC's resource library.

KEYSTONE PARTNER

WITH INVESTMENT, WE OFFER

- Syndicated and/or Custom SCC Institute Research
- **JAMBASSADOR** Engagement & Mentor Program
- **SKILLS JAM** Tour at Your Conference/Show
- **SKILLS JAM** Custom Content/Promotion
- SCC Steering Committee

**SKILLED
CAREERS
COALITION**

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

**FOR MORE INFORMATION
PLEASE CONTACT:**

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ANONYMOUS PHILANTHROPY, SKILLED CAREERS COALITION

jj@anonymousllc.com



SKILLS LIVE NOW JAM

 @THESKILLSJAM

 @THESKILLSJAM

 @SKILLSJAM

■ OUR YOUTH ENTERTAINMENT BRAND

SKILLS JAM

SHOWCASING THE YOUNG
SPIRIT, INGENUITY &
PROMISE OF AMERICA'S
NEXT-GEN SKILLED
WORKFORCE

Backed by philanthropy, driven by impact.

We inspire, engage, and activate the next generation of makers, builders, crafters, and fixers through powerful original content and experiences that are relatable to Gen Z's talents, passions, and aspirations.

We connect partners to our audience of do-ers.

It all started in Fall 2023 with a vision & a dream of a documentary series.

During the 6-week pilot release window, the videos totaled **13M+ views** across YouTube, TikTok, & Instagram.

SKILLS JAM
DOCU-SERIES

LAUNCHED FALL 2023

**13+ MILLION
VIEWS**
300K ENGAGEMENTS

1.1M

 @THESKILLSJAM

8.8

 @THE SKILLSJAM

3.6

 @SKILLSJAM

SKILLS JAM

■ OUR YOUTH ENTERTAINMENT BRAND

SKILLS JAM is focused on all things skilled trades - made **by youth, for youth.**

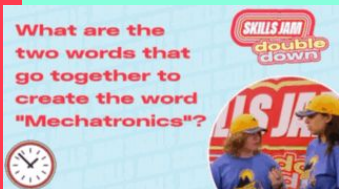
FACING FORWARD



SKILLS JAM GOES TO WORK



DOUBLE DOWN



CHAMPIONS LEAGUE

Current Platforms



Season 01 Partners



SoFi Stadium

THE SKILLS



FOCUS

So many skills to choose from...110 to be exact.

We are spoiled with options & opportunities. The volume of skills to choose from, coupled with the countless remarkable student stories to share, easily allows for extension across industries, categories, and regions.

The clusters below are our focus, but we could certainly extend into other service & creative based industries with the right partner.



CONSTRUCTION

- Heating and Ventilation
- Carpentry
- Electrical Construction Wiring
- Masonry
- Plumbing
- Teamworks
- Technical Drafting



TRANSPORTATION

- Welding
- Auto Refinishing Tech
- Auto Service Tech
- Collision Repair Tech
- Heavy Equipment Operation
- Diesel Equipment Tech
- Aviation Maintenance Tech



MANUFACTURING

- CNC Milling & Turning
- Mechatronics
- Additive Manufacturing
- Automated Manufacturing Tech
- Robotics & Automation Tech
- Industrial Motor Control
- Commercial Appliance Tech

■ 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

DEVYNN
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.