



# Expanding Workforce Development and Career Opportunities for Adult Learners Nationwide

A historic partnership between COABE and SkillsUSA brings leadership, technical skills and career pathways directly to adult education programs.

## What is SkillsUSA?

**SkillsUSA** is the #1 workforce development organization for students, preparing them to become skilled professionals, career-ready leaders and responsible community members. Serving more than 444,000 members nationwide, SkillsUSA connects education and industry through:

- Industry-aligned skill development
- Leadership training and real-world application
- Employer engagement and career pathways

Now, for the first time at scale, this model is expanding into adult education programs nationwide.

## The Opportunity for Adult Education Programs

Adult education programs now have the opportunity to launch SkillsUSA chapters, bringing proven workforce development tools directly to adult learners. Through this partnership, programs can:

- Strengthen career pathways and workforce outcomes
- Increase student engagement and retention
- Connect learners directly to employers
- Build leadership, technical and employability skills

## Funding and Support

Programs may receive funding to support:

- Student memberships
- Advisor professional memberships
- Curriculum and instructional materials
- Chapter kick-off events and orientation



**\$2,500 Chapter Startup Grant**

Available Aug. 1



## What Programs Receive

Participating programs receive access to:

- **SkillsUSA Framework** — Industry-validated personal, workplace and technical skills
- **SkillsUSA Pathful** — Dynamic, digital platform that supports career exploration and connects students with industry professionals through live and on-demand content
- **Leadership Development Model** — Structured opportunities that build confidence and career readiness
- **Employer Engagement** — Direct connections to business and industry
- **National Network** — Access to SkillsUSA programs and resources
- **In-kind support** — Implementation guidance, advisor training and leadership development resources



## Membership Pricing

Affordable, Scalable Access

LEARNERS	PRICE
1 – 1,000 learners	\$6 per student
1,001 – 5,000 learners	\$5 per student
5,001+ learners	\$4 per student
Professional Affiliate Membership	\$20

## Why It Matters

Adult learners are a critical part of today's workforce pipeline. This initiative helps ensure they:

- Gain in-demand, employer aligned skills
- Access meaningful career pathways
- Enter and advance in high-demand careers



**INVEST** in your students.  
**BUILD** a stronger workforce.  
**EXPAND** opportunity.



## Start Your Chapter. Strengthen Your Program.

Scan the QR code to learn more and connect with SkillsUSA.

Together, we are strengthening the workforce pipeline — one learner, one program, one community at a time.



## Have Questions or Need Support?

Contact the SkillsUSA Customer Care Team in one of three convenient ways.

### PHONE

844-875-4557

### EMAIL

[customercare@skillsusa.org](mailto:customercare@skillsusa.org)

### ONLINE CHAT

[www.skillsusa.org/customer-care](http://www.skillsusa.org/customer-care)

### CARE TEAM HOURS

Monday, Wednesday and Friday | 8 a.m. – 5 p.m. ET  
Tuesday and Thursday | 8 a.m. – 7 p.m. ET



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