

Champion Your Future

Theme Backgrounder

SkillsUSA is championing a new generation of leaders and skilled professionals. “To champion” means to support the cause of, to defend and to advocate or promote. For SkillsUSA members, their effort and commitment to developing essential skills sets them apart in the eyes of both educators and employers. Their unwavering determination and proactive attitude make them resilient. Their ability to keep their eyes on the future means they’ll reach their goals. They are utilizing their potential and taking action to turn dreams into reality.

As our member theme for the 2025-26 school year, “**SkillsUSA: Champion Your Future**” builds upon our rich tradition of competition to include our shared purpose of securing bright and fulfilling futures for all students. Our members possess the skills and support to pursue their passions, build a strong foundation for success, and they will confidently navigate the path ahead. The possibilities are endless because SkillsUSA students learn to gather information and make informed decisions, advocate for their own needs, and achieve their aspirations. By embracing challenges, honing skills and seizing opportunities, students are not just building a career, they are championing their future.

As a proud champion of the skilled trades, SkillsUSA has a deep tradition of sharpening Personal, Workplace and Technical skills through the SkillsUSA Framework, our



programming and career competitions. SkillsUSA is growing a reputation as the #1 workforce development organization for students. A champion succeeds by honing their skills and seizing opportunities. Let’s work together more to empower more students to become skilled professionals, career-ready leaders and responsible community members.