

**SKILLED
CAREERS
COALITION**

SKILLED CAREERS COALITION

Skilled Careers provide our youth an opportunity to work in fields and industries they're passionate about:

Electricians don't just do wiring in houses, they light up stages at music festivals, hollywood movie sets and sporting events!

And with your support, we want to raise student awareness of the endless career opportunities that their skills can generate!

We've developed a **Career Matcher Game** for students to play that will show them hundreds of career matches based on their Skills and Passions!

To go with this, we've developed a great toolkit of counselor resources that can be used to amplify this message.

Join us and let's bring the youth of today, to the **Skilled Careers** of tomorrow!



SKILLS TOOLKIT

PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER
SKILL x PASSION = CAREER

WHERE WILL YOUR SKILLS TAKE YOU?

Embrace your unique abilities and unlock your potential through the Skills X Passion Matcher and find your career match!

LET'S GET STARTED

WELDING
BARBERING
CARPENTRY

SKILL

PHOTOGRAPHY
COSMETOLOGY



BASEBALL
FOOTBALL
MUSIC

PASSION

FILM & TV
BASKETBALL
SOCCER

SEE YOUR CAREER



BUILDER x FILM & TV

STADIUM DESIGNER



START YOUR PATH

Stadium designers are architects of the athletic world. They construct the backdrop for sporting spectacles, shaping the context, atmosphere, and visual appeal as the competitions unfold. They focus on the grand vision of the arena, from seating arrangements to structural aesthetics.



1. Earn a bachelor's degree in architecture or a related field to build a strong foundation in design principles.
2. Gain practical experience through internships or entry-level positions in architectural firms or sports facility companies.
3. Develop proficiency in 3D modeling software and design tools commonly used in stadium design.
4. Build a portfolio showcasing your architectural and stadium-related projects to demonstrate your skills and creativity.
5. Pursue relevant certifications or licenses as required by your jurisdiction or employer.
6. Network with industry professionals, attend conferences, and stay updated on the latest trends in sports facility design to enhance your knowledge and opportunities in the field.

SALARY GUIDE XXX

Salary National Average **\$82K**

Salary Range **\$45K - \$150K**

SHARE CAREER WITH A FRIEND

LEARN MORE

MATCH ANOTHER CAREER



SKILL \times PASSION = CAREER

SKILLED CAREERS provide an opportunity to work in fields and industries you're passionate about: Carpenters don't just build cabinets, they build movie sets for your favorite superhero franchise! Nurses don't just care for patients in hospitals, they stand on the sidelines of every NFL game! Electricians don't just wire your house, they light up stages at music festivals!
THE POSSIBILITIES ARE ENDLESS!

BUILDER

MATH WIZ

SCULPTOR

CONTENT CREATOR

TECH GURU

MAKE-UP FANATIC

ARTIST

BIZ SAVVY

HEALTH NUT

FILM AND
TELEVISION =

AUTOMOTIVE =

MUSIC =

GAMING =

SPORTS =

CULINARY =



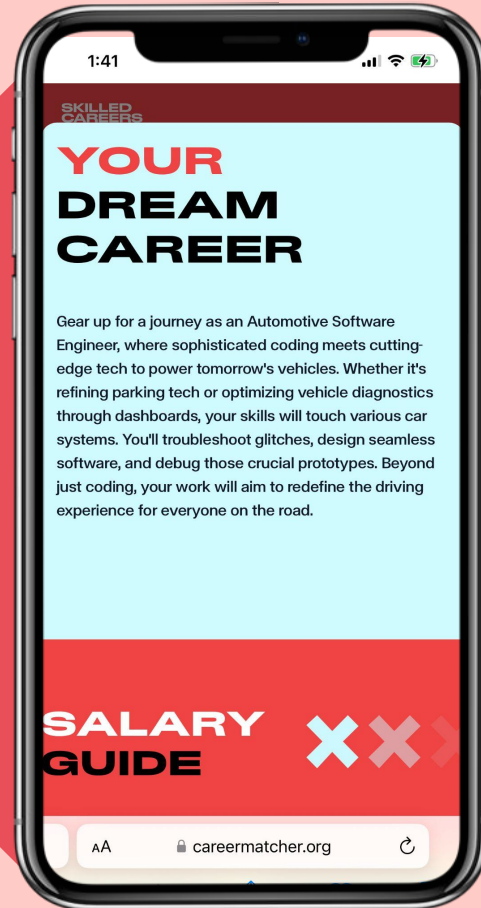
**SKILLED
CAREERS
COALITION**

BRINGING THE YOUTH OF TODAY
TO THE SKILLED CAREERS OF TOMORROW.
Learn more at [SkilledCareers.org](https://www.SkilledCareers.org)

TRY OUR CAREER MATCHER GAME
AND CRAFT YOUR FUTURE TODAY!

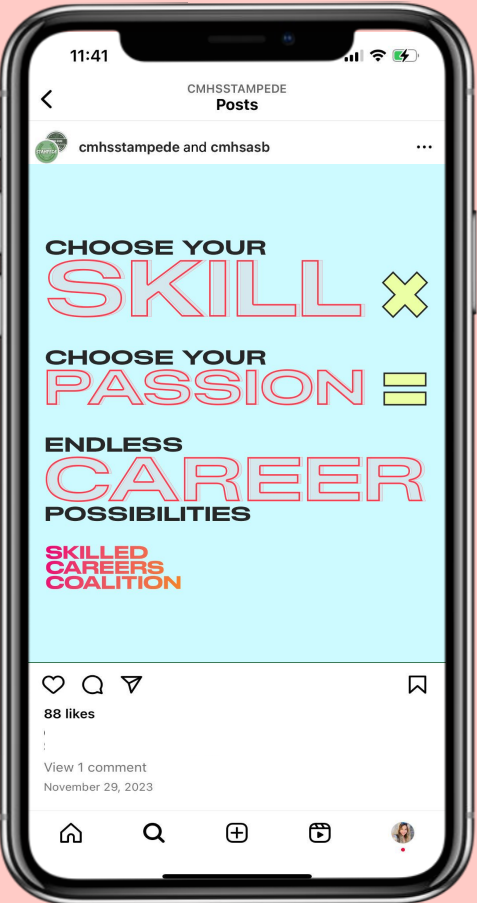


OFFICE/CLASS POSTER



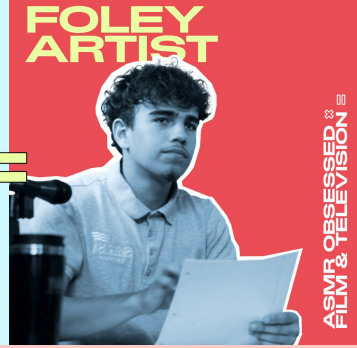
POSSIBILITIES ARE ENDLESS!!!

SOCIAL ASSETS



POSSIBILITIES ARE ENDLESS!

Craft your DREAM CAREER today!



POSSIBILITIES ARE ENDLESS!

Craft your DREAM CAREER today!



POSSIBILITIES ARE ENDLESS!

Craft your DREAM CAREER today!



SKILLS JAMM



INTRODUCING

SKILLS JAM

A NEW DOCU-SERIES CELEBRATING THE
YOUNG SPIRIT, INGENUITY AND PROMISE OF
AMERICA'S NEXT-GEN SKILLED WORKFORCE.

SKILLS JAM

Overall Episode Information

PILOT SEASON

ENTERTAINMENT INDUSTRY

Our pilot season focuses on one of the most beloved industries of our youth audience: The Entertainment Industry. Whether they are designers, coders, carpenters or editors, we will contextualize all of their skills to the incredible careers waiting for them in the entertainment industry.



EPISODE 1

FILM POST-PRODUCTION

Launch Week: 10/17/23-10/22/23

A team from Chico, CA competes in **Video Production** which includes camera, sound, interviewing, and editing.



EPISODE 2

TELEVISION SET BUILDING

Launch Week: 10/23/23-10/30

Two teams of four students compete in **Teamworks**, a collaboration of skills across **Carpentry, Masonry, Plumbing, & Electrical**.



EPISODE 3

GAMING DEVELOPMENT

Launch Week: 10/31/23-11/05/23

Follow two teams competing in **Interactive Application & Video Game Development** which includes game design, animation & programming.

SKILLS JAM

THE INSIDE SCOOP



WATCH HERE!

An all-new SkillsUSA discussion guide to be used in conjunction with a **SKILLS JAM** screening for your students! Use the following questions to engage them in thoughtful conversation about the value of skilled careers in industries they're passionate about and the exciting opportunities available to them:

THE SHOW

1. What were your favorite moments of the show, and what made them stand out to you?
 2. Which of the participants in the competition that you most related to and why?
 3. How did participants demonstrate teamwork and collaboration?
 4. What qualities do you think are essential for success in a SkillsUSA competition?
 5. What were the challenges and obstacles that the participants faced, and how did they overcome them?
 6. How do you think gender disparities among the participants in the show? If so, what are some ways to address them?
 7. Can you identify any of the experiences or challenges faced by the participants to your own life?

SKILLED CAREERS

8. Did the show inspire you to consider pursuing a skilled career in the future? Why or why not?
 9. How do you think participating in a skills competition can benefit your future career?
 10. What are some of the challenges surrounding skilled careers? Why or why not, and if so how can we address them?
 11. Which specific careers featured on the show that you found particularly interesting? Why?
 12. How can we best celebrate and support skilled trades as a viable career path?
 13. How can we best support the **SKILLS JAM** event or exploring other skilled career opportunities?

EP. 1 - LIGHTS, CAMERA, ACTION!

From Chico, CA, Drew and Rai have both dreamt about a career in the film business since they started making films at two years old. With the support of their high school advisor, Mr. Peck, they enter and win their SkillsUSA state championship and are headed to Nationals to compete against the best students from around the United States. Follow along as they're invited onto the Warner Bros. lot to learn from the experts what it takes to pursue a career in the entertainment industry.

EP. 2 - THE BLUEPRINT FOR VICTORY

The SkillsUSA Teamworks competition brings together teams of four to collaboratively construct a remarkable project: a small house—over a span of two intense days. Our first team of four young women from Jacksonville, charter stereotypes with their unwavering passion for construction. This team's indomitable spirit echoes an unforgettable impression, showcasing their mastery, resilience, and a resolute belief in dismantling gender barriers. From Ramona, the second team is composed of students who have faced challenges in their educational journey, making their accomplishments all the more inspiring. Guided by their dedicated advisor, Mr. Jordan, who was honored as California Teacher of the Year, this team is on a relentless quest for transformation. Come along as they visit the Warner Bros. backlot to see where some of their favorite shows were made and learn directly from the experts what it takes to have a career in set construction.

EP. 3 - READY PLAYER ONE

Ep. 3 features two teams competing with their independently created games in Video Game Development. Under the guidance of their advisor Mr. Figueroa, Jennifer and Erik, from Westmont, have crafted an infinite runner game called "Nuke" that celebrates their Mexican heritage. Our second team, Jose and James from Victorville, have created the game "Faster Head" a video game based on an imaginative realm where a jiggler sporting a toaster head combats hearts of zombie fruit. Following Nationals, both teams get hands on experience at EA Original game. Here, they get to see firsthand what it takes to work in the video game industry.

EPISODE 1

SKILLS JAM EP01 STORYLINE

Drew and Raf have both dreamt about a career in the film business since they started making films at 10 years old. With the support of their high school advisor, Mr. Peck, they enter and win their SkillsUSA state championship and are headed to Nationals to compete against the best student filmmakers from around the United States. Follow along as they're invited to the **Warner Bros.** lot to learn from the experts what it takes to pursue a career in the entertainment industry.



SKILLS JAM

EP01 ASSETS

Stories & Full Episode

IT'S
SHOWTIME.



Optional Caption Copy:

EPISODE 1 OF SKILLS JAM IS LIVE! You have to check it out! High School students Drew and Raf, aspiring filmmakers, compete for gold in Video Production at the SkillsUSA National Leadership and Skills Conference in Atlanta. It's a nail-biter! 🎬

Check out the link in the SKILLS JAM bio to watch it on YouTube!!

HASHTAGS: #SKILLSJAM

TAGS: @skillsjam @skillsusa

[LINK to Episode 1 Stories Graphics](#)

[LINK to Episode 1 on YouTube](#)

WHO'S
GONNA
MAKE
THE
FINAL
CUT?

SKILLS JAM



EPISODE 2



SKILLS JAM

EP02

STORYLINE

KENDALL

Team Leader



TEAM 1

The SkillsUSA Teamworks competition brings together teams of four to collaboratively construct a remarkable project - a small house - over a span of two intense days. Our first team of four young women shatter stereotypes with their unwavering passion for construction. It's a nailbiter to watch them fight against the clock to get their last brick placed before time is up. This team's indomitable spirit etches an unforgettable impression, showcasing their mastery, resilience, and a resolute belief in dismantling gender barriers.

Come along as they visit the **Warner Bros.** backlot to see where some of their favorite shows were made and learn directly from the experts what it takes to have a career in set construction.

KENZIE

Plumber



MADISON

Brick Mason



SAVANNAH

Electrician



SKILLS JAM

EP02

STORYLINE

CHANCE

Team Leader



TEAM 2

This exceptional team is comprised of students who have faced challenges in their educational journey, making their accomplishments all the more inspiring. Guided by their dedicated advisor, Mr. Jordan, who was honored as California Teacher of the Year, this team is on a relentless quest for transformation. With focus, precision, and an unwavering pursuit of excellence, they're determined to demonstrate their potential on the national stage. The chance to go to the **SkillsUSA** competition represents much more to this team, it embodies the promise of a brighter future ahead.

GERSON

MASONRY



LANDEEN

FRAMING



DEVON

ELECTRICIAN



SKILLS JAM

EP02 ASSETS

Stories & Full Episode

RAISING THE ROOF

SKILLS JAM

WATCH EP 2 NOW 



Optional Caption Copy:

This competition show is heart-pounding, show-stopping, and skills-dropping and you MUST watch it! Watch the all girls high school construction team battle it out with the boys!

Check out the link in the SKILLS JAM bio to watch it on YouTube!!

HASHTAGS: #SKILLSJAM

TAGS: @skillsjam @skillsusa

[LINK to Episode 2 Stories Graphic](#)

[LINK to Episode 2 on YouTube](#)



EPISODE 3



SKILLS JAM

EP03

STORYLINE

TEAM 1

Jennifer and Erik's journey in the game of life has demanded them to mature swiftly. Despite facing a language barrier and personal loss of close family, they have risen as Colorado State Champions in video game development. While Jennifer excels as the designer, Erick showcases his programming expertise. Under the guidance of Mr. Figueroa, they have crafted an infinite runner game that celebrates their Mexican heritage. These kids get hands on experience at **Ascendant Studios** as the studio gets ready to drop *Immortals of Aveum*, an EA Original game.



SKILLS JAM

EP03

STORYLINE

TEAM 2

Jose, a breath of fresh air, enters Nationals for the first time alongside his teammate James, a burgeoning robotics expert, brimming with ideas. Despite adversity for both boys, they have come to excel in self-taught video game development encouraged by the unwavering support of their advisor, Mr. Ortega. The team's dedication shines in "Toaster Head," a video game based on an imaginative realm where a jogger sporting a toaster head combats hordes of zombie fruit. In the end, they bond over their love of games at **Ascendant Studios** as they get to put their skills to the test in a best-in-class gaming studio.



SKILLS JAM

EPISODE #3 ASSETS

Stories & Full Episode



Optional Caption Copy:

I've been loving Skills Jam! Check out the Video Game Development episode where teams go head to head to beat the final boss competing for gold at the SkillsUSA National Leadership and Skills Conference in Atlanta.

This show is a heart-pounding, show-stopping, and skills-dropping docuseries.

Check out the link in the SKILLS JAM bio to watch it on YouTube!!

HASHTAGS: #SKILLSJAM

TAGS: @skillsjam @skillsusa

[LINK to Episode 3 Stories Graphic](#)

[LINK to Episode 3 YouTube Link](#)



SKILLS JAM

JAMBASSADOR

JAMBASSADOR

Our mission is to partner with like minded people who share our vision to bring the youth of today to the SKILLED CAREERS of tomorrow.

And what better way to spread our message to this unique audience than to harness the energy, passion and social networking of our skilled young enthusiasts.

JAMBassadors is a grassroots program that empowers a new generation of skilled workers to redefine the path to success by encouraging and equipping them to use their skills, embrace their story and pursue their passions to craft a career they are proud to share with their peers!!!

Know someone who would be perfect, send this:

JAMBASSADOR Invite



STAY TUNED...

You won't want to miss what's to come!

We have many more exciting things coming and ways to get involved as we get ready to produce the next series of SKILLS JAM episodes!

FOLLOW US



CONTACT THE SKILLED CAREERS COALITION

Mark Hedstrom, Co-Executive Director

Mark@SkilledCareers.org

THANK YOU