



AMERICA.

BUILD

BUILD YOUR FUTURE:

**STAY
CONNECTED**

-  [BYF.ORG](https://byf.org)
-  [@BUILDYOURFUTURE](https://twitter.com/BUILDYOURFUTURE)
-  [/BYFCAMPAIGN](https://facebook.com/BYFCAMPAIGN)
-  [@DISCOVERBYF](https://instagram.com/DiscoverBYF)

**CLASSROOM
RESOURCES AVAILABLE ON
[BYF.ORG/RESOURCES](https://byf.org/resources)**



©2019 NCCER



**STUDENTS DON'T
CONNECT THEIR CLASSES
TO A CAREER**





81% OF DROPOUTS SAID THAT “MORE REAL-WORLD LEARNING” MAY HAVE INFLUENCED THEM TO STAY IN SCHOOL.¹

For years we have told students that earning a four-year degree from a university is the only way to a successful career, but there's a problem: **industries say college graduates do not possess many of the skills needed for available careers.**

¹CTE Improves Student Achievement in High School, College, and Career Infographic, 2016

WHY ARE EMPLOYERS HAVING DIFFICULTY FILLING JOBS?

TALENT SHORTAGES CONTINUE
TO BE DRIVEN BY APPLICANTS
WHO LACK EXPERIENCE AND
TECHNICAL COMPETENCIES.²

²2018 ManpowerGroup U.S.
Talent Shortage Survey

THE SOLUTION:

First, we have to realize that there are many avenues that lead to a successful career outside of a university degree.

Next, we must recognize that career and technical education (CTE) is a learning pathway that connects academic education with career preparation.



AMERICA NEEDS CERTIFIED CRAFT
PROFESSIONALS WITH TECHNICAL SKILLS
THAT CAN KEEP IT GROWING

\$9,835

AMOUNT AN AVERAGE SKILLED CRAFT
PROFESSIONAL MAKES OVER A RECENT
COLLEGE GRADUATE



1.4 MILLION CRAFT PROFESSIONALS WILL BE NEEDED BY 2022

SKILLED CRAFT POSITIONS
REMAIN THE #1 HARDEST
JOB TO FILL
IN THE U.S. AND GLOBALLY²

