



FAQs

Frequently Asked Questions about SkillsUSA National Signing Day, Presented by Klein Tools

Q: What is National Signing Day?

A: SkillsUSA and Klein Tools have partnered to acknowledge, honor and celebrate high school seniors who have chosen to pursue careers in the skilled trades. National Signing Day 2019 will be an opportunity to recognize thousands of high school seniors nationwide who are committing to careers or continuing education in building and construction trades, such as Residential Wiring, Building Trades and Renovations, HVAC or Plumbing. In addition to publically acknowledging students, National Signing Day will be an opportunity to educate the local community, employers and businesses about the skills gap and the benefits of encouraging students to pursue careers in the skilled trades.

Q: Why is National Signing Day Important?

A: The skills gap continues to be a significant problem in the United States. According to the National Skills Coalition, employers in every state face a shortage of workers to fill jobs that require education beyond high school, but not as part of a traditional four-year college degree. These skilled jobs make up most of the U.S. labor market. It is vital to the stability of the American economy that we educate and inform students and those who influence their career planning about the many benefits a job in the skilled trades can offer, and provide continued support to those students who decide to enter technical school or apprenticeships after high school.

Q: When is National Signing Day?

A: National Signing Day will take place **Wednesday, May 8, 2019**, with hundreds of SkillsUSA chapter high school programs across the nation hosting events.

Q: How Will National Signing Day Work?

A: In a style similar to “National Signing Day” events for high school student athletes, seniors at approximately 300 schools across the nation will be seated behind a table in front of a room of parents, teachers, peers and local/national media. The student’s Skills Advisor, or principal, will make opening remarks welcoming everyone and an introductory Klein Tools/SkillsUSA video will play, which will emphasize how important these students are to helping close the skills gap. After the video plays, each participating student will be recognized as they announce their career plans. The students will then get to sign their “letters of intent” for a job offer, apprenticeship or advanced technical training. Students will receive a Klein Tools signing gift, including a hat, t-shirt and first pair of Klein Tools pliers.

Q: Will There be a Social Media Component for Students and Schools to Engage?

A: Yes. Skills Advisors, students and families are encouraged to post their Signing Day photos and videos to social media to help celebrate these students in the local communities, using hashtags #SkillsNSD2019, #SkillsNationalSigningDay, #SkillsUSA and #NewKleins. Klein Tools will host Facebook Live segments throughout the day, with video feeds from select schools, in an ESPN style “breaking news” format. Klein’s creative team will produce National Signing Day preview and recap video segments, as well as continued social media posting on National Signing Day.

Q: Who Will be the Spokespersons for National Signing Day?

A: Spokespersons on the national level will include Klein leadership, SkillsUSA leadership, Jimmy Garappolo, the quarterback for the San Francisco 49ers, and his father, Tony Garappolo, a recently retired career electrician. Spokespersons at the local level will include Skills Advisors, school staff, elected officials, and students and families willing to share their stories.

Q: How Will National Signing Day be Announced to the Public?

A: Klein will undertake a national PR campaign to provide both national and local news outlets with information on National Signing Day. The first announcement was announced March 13, with the launch of a [dedicated website to National Signing Day](#), where media and the public can find important assets such as B-Roll, logos and imagery. As a next step, program advisors will receive a National Signing Day kit that includes local media advisories, media advisory and press release templates, video, imagery and more, all of which will help them prepare to host their May 8 events.

Q: What Else Will Schools be Given to Prepare for National Signing Day?

A: Schools will be given a National Signing Day kit to include:

- SkillsUSA and Klein Tools co-branded banner and table cover
- Klein “signing gift” kits for students (hat, t-shirt, bag, letter of intent and pliers)
- USB jump drive with National Signing Day videos, PowerPoint presentation, media advisory and press release

About Klein Tools

Q: What is Klein Tools?

A: Klein Tools is a mid-size, family-owned and operated company that has been designing, developing and manufacturing premium-quality, professional grade hand tools in the United States since 1857. Klein currently operates nine facilities in seven states. The company’s corporate headquarters are in Lincolnshire, Illinois, and its manufacturing headquarters are in Mansfield, Texas. No other manufacturer of hand tools and related products used in electrical applications makes more items in America than Klein Tools.

Klein employs over 1,100 employees in the U.S. and that number continues to grow. The company is very active in generating awareness for the skilled trades industry and U.S. jobs through its support of many organizations including SkillsUSA and IBEW-NECA Electrical Training Alliance.

Klein is proud of its long legacy as an American manufacturer and it has never closed a U.S. manufacturing plant to send jobs overseas. In fact, Klein is always looking to grow and add jobs in the U.S.

Q: How Has Klein Helped Close the Skills Gap:

A: Klein Tools has partnered at the local, national and international levels promoting and supporting the skilled trades. Klein Tools’ Pliers Promise initiative partners with local and national organizations to help equip workers with the tools, skills and experiences needed to be successful in the field. Klein Tools also supports the IBEW-NECA to develop hands-on opportunities for apprentices around the country. Klein Tools’ annual Electrician of the Year, now entering its sixth year, also generates excitement among electricians in the field and celebrates how a career in the trades can be challenging and very rewarding. In addition to these programs, the company hosts other campaigns throughout the year including its video campaign titled, “Tools that Power America’s Passion.” This campaign features the hard working electricians behind the scenes at some of America’s most iconic events. From floats parading down Bourbon Street during Mardi Gras to engines roaring under the lights in North Carolina, these videos allow the next generation to see the exciting events that rely on tradespeople to make them happen.

About SkillsUSA

Q: What is SkillsUSA?

A: SkillsUSA is a career and technical student organization serving nearly 400,000 high school, college and middle school students and professional members enrolled in training programs in trade, technical and skilled service occupations. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. In 2018, 20,365 teachers served as professional members and SkillsUSA advisors. SkillsUSA has served more than 13.5 million members since its founding in 1965.

For additional information, please contact:

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