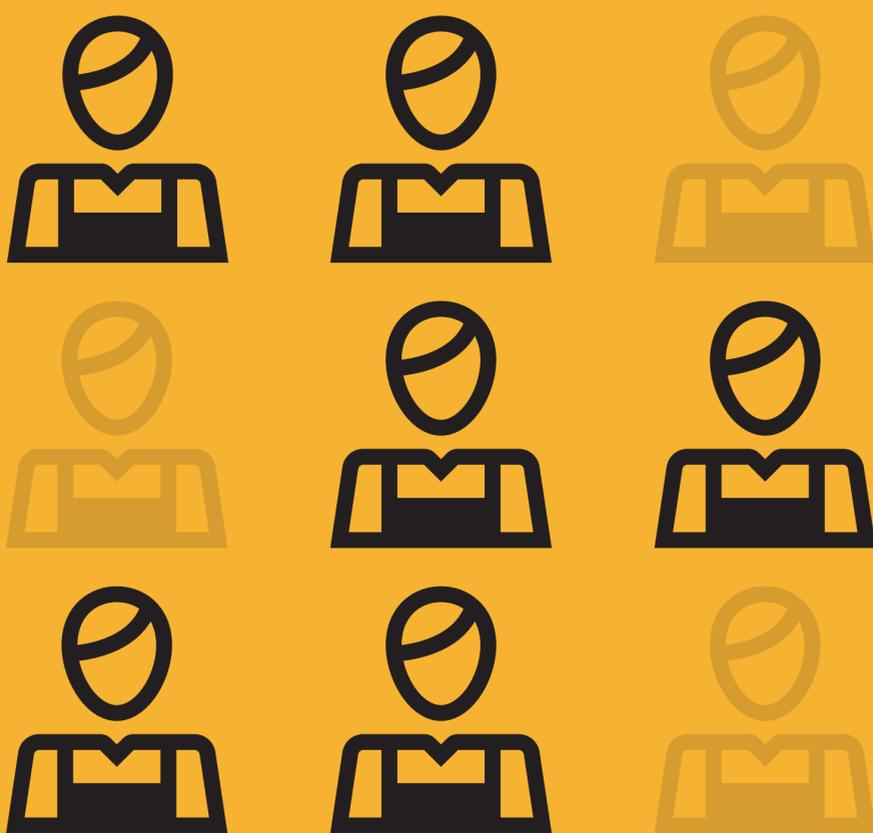




WE'VE TURNED OUR BACK ON THE TRADES. NOW IT'S HOLDING US BACK.

There's a crisis looming over the U.S. economy: A chronic shortage of qualified trade pros is holding back employment and growth. The cause of this crisis can be traced back to the cultural shift that celebrates traditional college and undervalues trade skills. Meanwhile, people with career and technical educations are more likely to be employed than their peers with college degrees, and more likely to be working in their fields of study.



32% of skilled trade pros will retire by 2028

THAT MEANS

3 MILLION JOBS

IN THE SKILLED TRADES WILL BE OPEN OR UNFILLED BY 2028.

NO ONE TO HIRE = WIDENING CAREER CRISIS
more people missing out on opportunity



93%

of trade pros believe that more qualified employees would allow them to grow their business more over the next 12 months.

62%

of trade pros agree there's a shortage of labor in construction.



1 IN 3

trade pros have to delay work because of a shortage of qualified help.

They lose out on
2.5 TO 3
weeks of work per year.



Today, 31.2 million Americans feel like they don't have a career path. We can change that by helping them find a career in one of the millions of skilled trade jobs that are unfilled today and opening up in the near future. We are the movement to help rebuild the middle class through the skilled trades.

WE ARE GENERATION T.