



# SKILLUP

**Who We Are &  
Why We're Here**

# Our Story

## About Us

SkillUp is a nonprofit that enables our users to break into new careers regardless of their degree holding status. We focus on careers that pay a living wage and do not require 2 or 4 year degrees. We identify the credentials associated to those careers and only feature high quality trainings that take less than 12 months and cost less than 10K in preparation.

To close out the journey, we also feature jobs that met similar criteria- no education barriers and pay living wages. We are dedicated to informing and enabling our end users to upskill, building more promising careers and mindsets.



### OUR MISSION

Provide a guided and supported path to ensure every worker has high-opportunity employment.



### OUR PROMISE

Help people discover their potential, determine their career destination, and get there faster and more confidently with SkillUp.



### OUR VISION

Every worker gains equity and dignity in the workforce through access to high-opportunity and quality employment.

## How We Do It

All we do is informed by the audience we serve. We have a board that includes users, user research groups, and more. From a marketing perspective, we do analysis to ensure the right users come to us and get what they need.

SkillUp's product development is guided by our users and what's of the most value to them. Based on their needs, SkillUp's product includes 4 catalogs.

**“SkillUp is working to support the greater good at scale by being data-driven, heart-led.”**

**Steven Lee**

Chief Executive Officer, SkillUp Coalition

## Our Commitments



### Our SkillUp Users



### To be intentional about everything we put in front of our users and partners



### Only feature careers and jobs that pay a living wage



### Create opportunity to upskill and build a mindset of continued investment in career improvement

**Partner With Us In Helping Workers Achieve Economic Mobility**

# Who We Serve

Our goal is to **empower workers** seeking better jobs and economic mobility with the most creative and action-driven outreach possible, and the tools to help them change their lives.

**Our coalition is changing the narrative about what work means.**



**Workers earning less than \$40,000 per year**



**Career Seekers and Career Changers**



**Unemployed and Underemployed Workers**



**Workers that have indicated they do not have a college degree and are long term unemployed**

**“Being able to train in the time that I did was rigorous but worth it and it was really crucial for the next launch in my career. Now I’m doing something that I’m truly passionate about.”**

**CAMEILE M.**  
SKILLUP ADVOCATE, PER SCHOLAS GRADUATE



**82%**

have an annual income less than \$40,000



**85%**

of workers hold less than a bachelors degree



**24%**

of workers have 2 years or less of work experience



**59%**

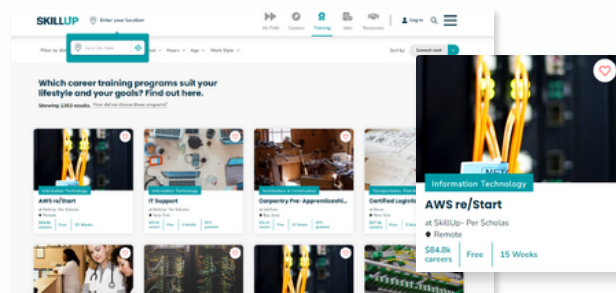
of workers identify as female

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# Careers, Training, Jobs, & Resources

## Career Catalog

SkillUp has researched over 750 occupations to identify a diverse list of strong options for workers looking to launch their career on solid footing or successfully shift into a promising career. We have limited the occupations to 5 key industries and over 50 of the strongest roles.



[\\*Click Here To Explore Our Product](#)

**Each role meets the following criteria and is assessed at both the national and local level:**

- **Pays a living wage or above**- all roles are assessed against MIT Living wage calculator
- **Is in demand**- each occupation has positive projected growth or has high job openings projected for the next 5 years
- **Requires training but not a 2 or 4 year degree**- each occupation has been required to ensure credential is required but is not limited to an Associates or Bachelors degree and training required has to be obtainable within 12 months and for less than \$10,000 dollars

- Each training aligns to a chosen occupation & **offers an industry recognized credential**

- **Cost under 10k** - diversity in price point ranging from \$0-\$10k and many offering financial assistance
- **Program length is or is under 12 months**- diversity in delivery between in person and online is also available, giving end user options in time to complete and mode of delivery

## Training Catalog

A core value of SkillUp is to show there are alternative routes to quality employment that do not require massive time and financial commitments. We research the required credential and providers per role. The training catalog is a collection of quality programs that offer industry recognized credentials and are considered a foundational step in breaking into a new career.

## Jobs Catalog

With career mobility at the heart of what we do, the Jobs Catalog serves multiple purposes. The first, Earn & Learn, is to enable those that need a job now to find entry-level positions that offer benefits, living wage pay, and on-the-job training or tuition reimbursement. No training or experience required. The second, Gateway Jobs, is to continue the progression from career exploration to training to employment. Users can find in-demand jobs that offer benefits, living wage pay and open the door to career advancement. These jobs are also associated to the low cost, short-term credentialing in our SkillUp Training Catalog and short-term training or experience is required. Lastly, as remote work continues to grow and be of interest to our workers, we include remote roles that meet our general quality criteria.

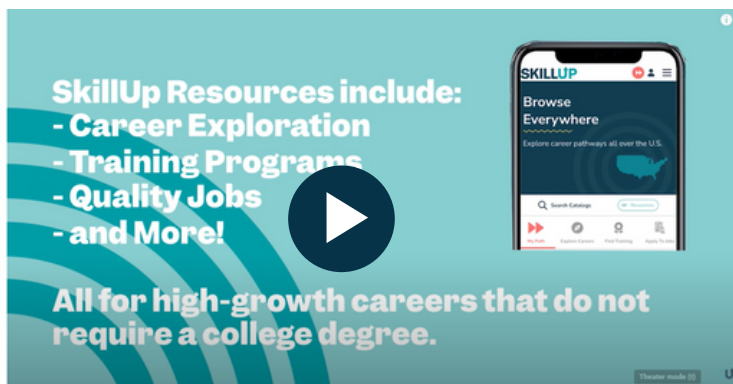
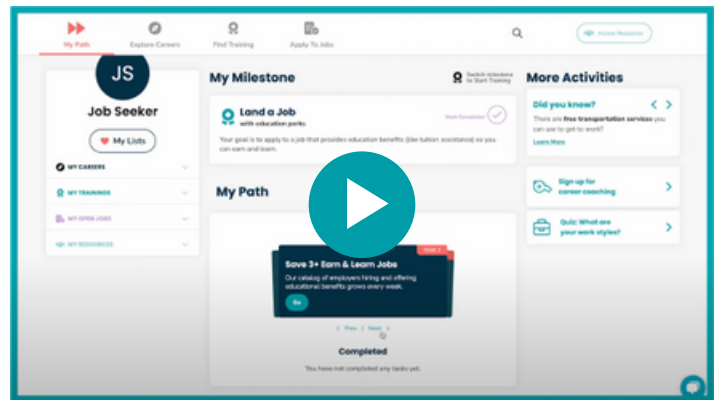
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# Our Platform

## My Path

A core value of SkillUp is to show there are **alternative routes** to quality employment that do not require massive time and financial commitments. Aligned to the thoughtfully selected occupations, we research the required credentials and providers per role. The training catalog is a collection of quality programs that offer industry recognized credentials and are considered a foundational step in breaking into a new career. Below are the training catalog criteria.



## Our Resources

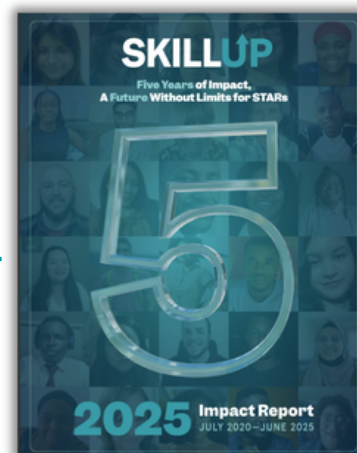
We offer a **variety of resources** for our workers, including blogs, video career tips, career coaching, and life resources. Our blogs and videos cover topics such as:

- Resume building
- Interview Techniques
- Career Exploration
- Skills Discovery
- Industry Exploration
- Soft Skills
- Career Success
- Confidence Building

## Our Impact

We've built a worker outreach strategy and product experience that meets the needs of the millions of individuals without a college degree who are skilled through alternative routes (STARs). By honing in on the significant data we've collected from a **survey panel of more than 5,000 SkillUp users**, we have enhanced our guided platform experience. We've also expanded to **over 40 regional markets** and launched a **STARs-focused remote jobs catalog**.

See our impact in action in our Impact Report, which illustrates key learnings, milestones, and outcomes from our non-profit coalition, July 2024 – July 2025.



[\\*Click Here To View Report](#)

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[www.skillup.org](http://www.skillup.org)

