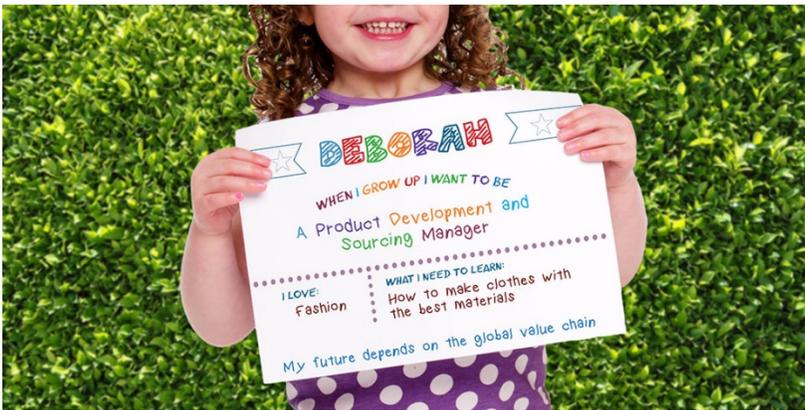


## U.S. Global Value Chain 2019 Back to School Profiles and Resources

As American schoolchildren head back to school in 2019, they will study many subjects and learn many skills that develop their passions and equip them to build careers and support families of their own. With 41 million American jobs supported by trade, chances are many of today's students will be working in tomorrow's Global Value Chain. That's a good thing – especially since trade-related and trade-dependent jobs pay more than those not connected to trade.

As our kids start planning for future careers, it's on us to make sure our trade policies continue to support the jobs they want.



Deborah wants to be a **Product Development and Sourcing Manager**

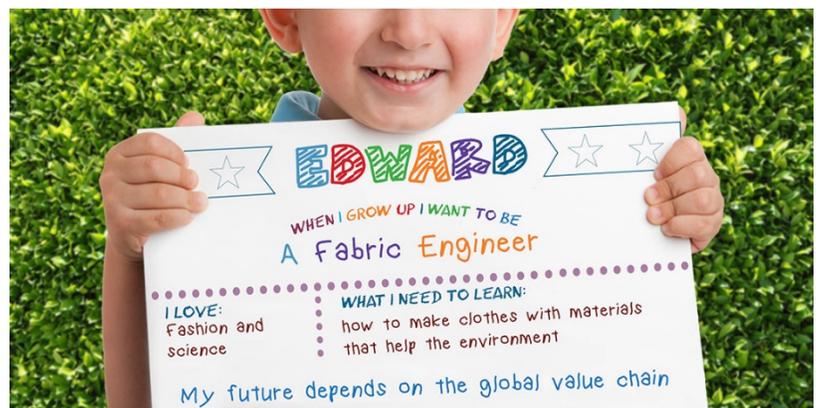
She loves: **Fashion**

She needs to learn: **How to make clothes with the best materials**

Edwards wants to be a **Fabric Engineer**

He loves: **Fashion and science**

He needs to learn: **How to make clothes with materials that help the environment**





Margaret wants to be a **Dock Worker**

She loves: **Ships**

She needs to learn: **How to operate a crane**

Sam wants to be a **Customer Service Representative**

He loves: **Making friends**

He needs to learn: **How to make sure shoppers are happy with their purchase**



Sarah wants to be a **Customs Broker**

She loves: **Friends and doing math**

She needs to learn: **How to get products safely from overseas to America**

Alex wants to be a  
**Software Developer**

He loves: **Computers**

He needs to learn: **How to make apps  
that solve problems**



Colin wants to be a  
**Compliance Manager**

She loves: **Nature**

She needs to learn: **How to make  
sure businesses protect the  
environment.**

Daniel wants to be a  
**Merchandiser**

He loves: **Fashion**

He needs to learn: **How to make sure  
stores sell the coolest clothes.**



## **2019 Back to School Spending**

But Back to School is not just a time to learn about new trade-related jobs, it's also one of the most important shopping seasons of the year, when families buy many goods made possible through trade.

America enters the 2019 Back to School season under the shadow of new tariffs on a wide variety of consumer goods from our most important supplier partner. Although price increases may not hit all these goods this season – as some of the new tariffs don't start until December 2019 – many items will see price increase. These taxes on consumer products represent one of the largest tax increases in American history. Backpacks and caps are already taxed with higher tariffs at 25%, and this will jump to 30% on October 1st. Footwear, apparel, and many other back to school necessities are hit with higher tariffs of 15% starting September 1.

For more information about 2019 Back to School shopping and trends, please visit the [National Retail Federation's \(NRF\) 2019 Back to School resource page](#).

- According to NRF's 2019 [Back to School Survey](#), families plan to spend more than ever on back to school and college supplies.
  - Total sales are expected to reach over \$80 billion.
  - Families with children in elementary school through high school plan to spend an average \$696.70.
    - That's up from \$684.79 last year and tops the previous record of \$688.62 set in 2012.
  - Families with college students are expected to spend an average \$976.78, which is up from last year's \$942.17 and tops the previous record of \$969.88 set in 2017.
- Clothing and accessories will top K-12 families' expenses at an average \$239.82, followed by electronics such as computers, calculators and phones (\$203.44); shoes (\$135.96) and supplies such as notebooks, pencils, backpacks and lunch boxes (\$117.49).
- College shoppers plan to spend the most on electronics (\$234.69), followed by clothing and accessories (\$148.54), dorm and apartment furnishings (\$120.19) and food items (\$98.72).

### **Other Global Value Chain Resources:**

[How to Talk About Trade](#): An important resource for policy officials in and out of government to understand trade policies and how they affect U.S. jobs.

[USGVC Resources](#): A comprehensive list of academic and policy studies and databases on Global Value Chains.

[USGVC Apparel Study](#): A study commissioned by the U.S. Global Value Chain Coalition showing that more than 70% of the retail value of average imported garment is attributed to U.S. value and the U.S. jobs that create it.