

BE PRO BE PROUD

BEPROBEPROUD.ORG

BECOME A BE PRO PARTNER

Right now, Arkansas's workforce is facing a challenge. Over 23% of the current skilled professionals are at or near retirement age. But our state's workforce isn't prepared to fill the positions our retiring workers are creating.

NOW IS THE TIME TO ACT.

Be Pro Be Proud and its coalition members are working together to address Arkansas's workforce issues. We can't face this challenge alone. We need our school districts, our 2-year colleges, our employers, and our State's elected leaders to participate in this effort.

BE PRO BE PROUD'S MISSION

To increase the number of skilled professionals in the state of Arkansas in a way that instills pride and passion in those professions and allows us to track our progress

HOW WE PLAN TO DO THIS

By introducing career and training information about various skilled professions to students and parents in a meaningful and impactful way and leveraging our Be Pro Be Proud brand to engage them from high school to college to employment

BE PRO BE PROUD PARTNERSHIP OPPORTUNITY

It pays to be a Be Pro Be Proud Partner.

Benefits of your partnership include:

- Listed on Be Pro Be Proud website as a Be Pro Employer (<https://www.beprobeproud.org/jobs>)
- Logo on mobile workshop (commitment must be rec'd by Nov. 1st)
- Access to Be Pro Be Proud website data and reports
- Quarterly email campaigns highlighting available jobs
- Social media promotion
- Recruitment of Be Pro Grads from Be Pro Partner Schools
- Be Pro Be Proud branding for job sites, offices, and employees



BE PRO BE PROUD

B E P R O B E P R O U D . O R G

PARTNERSHIP FEE STRUCTURE

Partnership fees are based on your organization's annual revenue.

COMPANY SIZE BY REVENUE	ANNUAL PARTNERSHIP COMMITMENT
\$100M +	\$50,000
\$50M - \$99M	\$30,000
\$10M - \$49M	\$20,000
UP TO \$9M	\$10,000

BE PRO BE PROUD ACCOMPLISHMENTS TO DATE

- Over 100 tour stops in 36 cities across Arkansas
- Estimated 10,000 students visited the mobile workshop in 2016
- Over 3,700 sign-ups through website
- Support of 30+ companies, agencies and associations state-wide
- Established a coalition between trucking, manufacturing, and construction industries

BE PRO BE PROUD GOALS FOR 2017

- Establish partnerships with 2-year colleges and employers
- Develop additional programming to support high school teachers and career coaches
- Implement automated email campaigns based on sign-ups through website
- Organize data in a meaningful way to share with committed partners
- Build measurements to track progress

CONTACT BE PRO BE PROUD FOR MORE INFORMATION

Tiffany Hamlin, Executive Director

E: director@beprobeproud.org | O: (501) 372-2222 | www.beprobeproud.org