

BE PRO BE PROUD

BEPROBEPROUD.ORG

INITIATIVE OVERVIEW

THE NEED: FIX OUR NATION'S SKILLS GAP PROBLEM NOW.

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

THE FACTS: THE SHORTAGE IS REAL.

- Skilled professional workers are aging fast and the skills gap is widening.
- More than 82% of manufacturers report a moderate to severe shortage in skilled production workers.
- 2 in 3 parents feel a career requiring a skilled trade is not for their child.

THE ANSWER: CHANGE HOW AMERICANS PERCEIVE THE JOBS PROVIDED BY SKILLED PROFESSIONS.

Be Pro Be Proud is a focused effort designed to create and generate student, parent and educator interest in technical professions within the manufacturing, trucking and construction industries by presenting them as the high-tech, high-wage career paths they are.

INITIATIVE'S GOALS

- Grow awareness of the skills gap as an existential threat to growth.
- Change attitudes and perceptions about the skilled trade professions.
- Promote action in our audiences and instill pride.

TARGETED SKILLED PROFESSIONS

Truck Driver

CNC Operator

HVACR Tech

Diesel Tech

Tool and Die Maker

Plumber

Welder

Computer Programmer

Electrician

Machinist

CAD/CAM Drafter

Carpenter



BE PRO BE PROUD

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

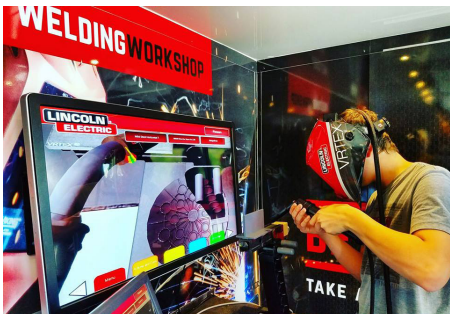
BE PRO BE PROUD INITIATIVE ASSETS

The primary elements of the effort are (1) a highly-interactive Mobile Workshop that brings various elements of these careers directly to high school and middle school students via simulators and games; and (2) a fully-integrated web platform (beprobeproud.org) highlighting twelve highest-need careers within these sectors and paths to obtain training and employment.

MOBILE WORKSHOP



The Mobile Workshop includes videos detailing 12 skilled professions, their job responsibilities and average wages for each, a set of Cummins interactive videos detailing diesel mechanics, a Skill Challenge interactive touch wall, a Plumbing Pathway to fit pipes together, an area where students can use construction tools to test electricity, a Lincoln Electric welding simulator to practice welding techniques, and a CNC simulator.



WEBSITE: BEPROBEPROUD.ORG

BE PRO BE PROUD

Get Involved The Professions Find Training Find Jobs News & Events

ELECTRICIAN

Electricians install and maintain electrical power, communications, lighting, and control systems in homes, businesses, and factories.

JOB OUTLOOK 2012-2022*

14% projected growth

EDUCATION/TRAINING REQUIRED

Minimum = High school diploma or equivalent
Preferred = Associate's degree

RESPONSIBILITIES*

- Ensure that businesses and factories continue to run safely and efficiently through scheduled maintenance and upgrades to their electrical systems
- Troubleshoot electrical problems in residential homes
- Repair control systems, large and small motors, and other equipment
- Read blue prints and install electrical wiring and systems in new buildings being constructed
- Access, test, and upgrade older systems in difficult to reach places during remodeling projects
- Use a variety of tools from voltmeters, thermal scanners, and cable testers to drills, strippers, and saws

AVERAGE WAGES IN ARKANSAS**

Annual = \$42,290
Hourly = \$20.33

The information page for each profession provides a link to a video about the profession, and specifics on job responsibilities, job demand for the next 10 years, required education and training, and average wages in Arkansas. Links at the bottom of the page take the visitor to our Find Training or Find Jobs pages, or to join our mailing list.

ARE YOU READY TO TAKE IT TO THE NEXT LEVEL?

FIND TRAINING

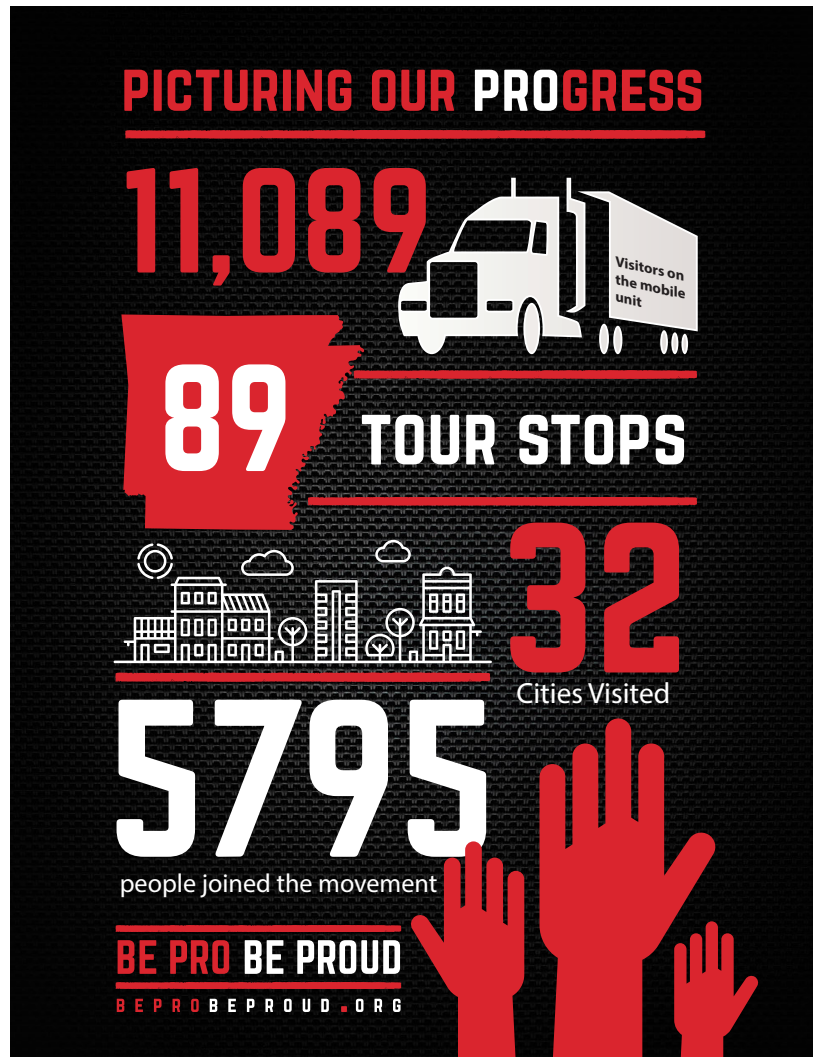
JOIN THE MOVEMENT

FIND JOBS

BE PRO BE PROUD

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

BE PRO BE PROUD PROGRESS (LAUNCH TO 1Q 2017)



FOR MORE INFORMATION ON THE BE PRO BE PROUD INITIATIVE,
PLEASE VISIT OUR WEBSITE @ BEPROBEPROUD.ORG.

TO REQUEST A TOUR STOP, SUBMIT THE FORM AT THIS LINK: BEPROBEPROUD.ORG/NEWS.

INFO@BEPROBEPROUD.ORG
(501) 372-2222