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
- Diesel Tech
- Welder
- Machinist
- CNC Operator
- Tool and Die Maker
- Computer Programmer
- CAD/CAM Drafter
- HVACR Tech
- Plumber
- Electrician
- Carpenter
**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 (beprobepround.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**

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

PICTURING OUR PROGRESS

11,089
Visitors on the mobile unit

89
Tour Stops

32
Cities Visited

5795
people joined the movement

BE PRO BE PROUD
BEPROBEPROUD.ORG

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