



ARKANSAS EDITION

BE PRO BE PROUD

CHAMPION RESOURCE GUIDE

WWW.BEPROBEPROUDAR.ORG/CHAMPION-RESOURCE-CENTER



THANK YOU.

THE SUCCESS OF BE PRO BE PROUD IS MADE POSSIBLE BY THE HARD WORK OF TEACHERS, COUNSELORS, AND ADVOCATES WHO MAKE OUR PROGRAM POSSIBLE.

YOU ARE OUR CHAMPIONS.

THIS GUIDE WILL HELP YOU PLAN AND EXECUTE THE BE PRO BE PROUD EXPERIENCE.

THANK YOU FOR YOUR WORK, SUPPORT, AND DEDICATION. YOU'RE HELPING US BUILD TOMORROW'S WORKFORCE.

TABLE OF CONTENTS

REAL NEED. REAL SOLUTION.

OVERVIEW	PAGE 05
PROBLEM AND SOLUTION	PAGE 06
OUR APPROACH	PAGE 07
THE PROFESSIONS	PAGE 08

CHAMPION STEPS FOR SUCCESS

STEP 1 - PLANNING AND LOGISTICS	PAGE 11
STEP 2 - PREWORK	PAGE 12
STEP 3 - JOIN THE MOVEMENT AND POST-SURVEYS	PAGE 13
CHAMPION REWARDS	PAGE 14

COMMUNICATIONS, MEDIA & SAFETY

SOCIAL MEDIA POSTING TOOLS	PAGE 15
NEXT PROS MAGAZINE	PAGE 16
PARTNERS	PAGE 17



REAL NEED. REAL SOLUTION.

OVERVIEW



OUR MISSION

BUILDING TOMORROW'S WORKFORCE

ABOUT **BE PRO** BE PROUD

BE PRO BE PROUD SEEKS TO CHANGE AMERICA'S PERCEPTION OF SKILLED TECHNICAL PROFESSIONS, AND LEAD STUDENTS TOWARD PATHWAYS FOR THESE WELL-PAID AND FULFILLING CAREERS.

A MULTI-LEVEL APPROACH ATTRACTS STUDENTS AND YOUNG ADULTS TO TECHNICAL CAREERS THROUGH EXCITING SIMULATION EXPERIENCES AND CONNECTS THEM TO POST-SECONDARY OPPORTUNITIES AND REWARDING CAREERS.

PROBLEM

IDENTIFIED

Right now, hundreds of thousands of jobs in the construction, manufacturing, transportation, and utility industries are unfilled across the U.S.

Meanwhile, outstanding college student loans reached an all-time high of \$1.41 trillion in 2019.

While four-year college educations are viable for some, students and parents must understand there are many paths to a successful and rewarding career. There is currently a wealth of technical professions with entrepreneurial opportunity, fast growth, and rewarding salaries in many industries across the U.S.

SOLVED

Be Pro Be Proud was born out of the need to illuminate opportunities for students and technical job seekers.

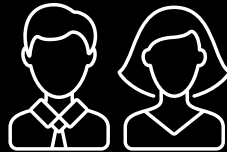
Every day, Be Pro Be Proud launches important conversations about technical opportunities—and the rewarding and secure future they bring— across typically overlooked landscapes: classrooms, locker rooms, ballfields, during academic events, and at kitchen tables across America.

Guided by broad and detailed feedback directly from our talent pipeline, Be Pro Be Proud has developed powerful content and experiences for a wide range of talented students right where they live and learn.



44% OF AVERAGE

Entry level salaries for open positions are between \$31,000 and \$50,000. High-wage jobs ARE available.



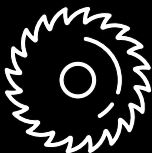
2 IN 3 PARENTS

Feel a career requiring a technical skill is not for their child. We need to change the perceived value of technical professions.



THE AGE GAP IS REAL

49% of workers are 45 and older.
18% of workers are 55-64 years old.
51% of workers are under 45 years old.



82% OF COMPANIES

Regularly have jobs or positions that they are not able to fill with qualified workers based on specific skill sets.



84% OF COMPANIES

Are looking for an educational attainment of a two-year degree or less. Educational requirements CAN be reasonable.



MORE THAN 82%

Of manufacturers report a moderate or serious shortage in skilled talent.

OUR APPROACH



Be Pro Be Proud uses a two-pillar approach focused on Awareness and Action to unlock a world of professional opportunities for students and job seekers, while addressing America's critical workforce gap.

Our underlying Engagement Strategy ensures workers and students do not fall through the cracks, and companies always have a steady pipeline of professional, technical talent.

PILLAR 1: AWARENESS

MOBILE WORKSHOP

The Be Pro Be Proud Mobile Workshop features a customized, interactive demonstration space loaded with information, skill challenges, and more.

Simulators and virtual reality experiences allow those on board the state-of-the-art Workshop to step inside fifteen different skilled professions virtually, while learning about the careers, job responsibilities, and average statewide wages in a fun and engaging way.

PILLAR 2: ACTION

CAREER EXPLORATION HUB

The Be Pro Be Proud Content Hub (<https://www.beprobeproudar.org/champion-resource-center/the-professions>) maps students' pathways toward a professional, technical career. The site features profiles of successful young professionals, information on how to obtain training and necessary certification for desired degree paths, and job information for local companies, big and small.

Students are invited to join the movement to put themselves on the radar of partnering companies and schools, placing them on the pathway toward becoming a PRO.

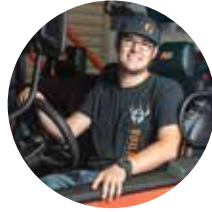
ONGOING ENGAGEMENT

Be Pro Be Proud maintains ongoing contact with program participants to ensure they find and stay on their pathway toward success.

THE PROFESSIONS



AUTOMATION + ROBOTICS
TOP 10%: \$95,340
AVERAGE: \$59,800



CAD/CAM DRAFTER
TOP 10%: \$87,970
AVERAGE: \$57,960



CARPENTER/CONSTRUCTION
TOP 10%: \$87,410
AVERAGE: \$49,520



COMMERCIAL TRUCK DRIVER
TOP 10%: \$69,480
AVERAGE: \$47,130



COMPUTER PROGRAMMER
TOP 10%: \$146,050
AVERAGE: \$89,190



CNC OPERATOR
TOP 10%: \$63,460
AVERAGE: \$42,260



DIESEL TECHNICIAN
TOP 10%: \$76,460
AVERAGE: \$50,200



ELECTRICIAN
TOP 10%: \$98,720
AVERAGE: \$56,900



FIBER OPTICS
TOP 10%: \$108,380
AVERAGE: \$68,030



HEAVY EQUIPMENT OPERATOR
TOP 10%: \$86,300
AVERAGE: \$49,100



HVACR TECHNICIAN
TOP 10%: \$80,820
AVERAGE: \$50,590



LINEMAN
TOP 10%: \$108,380
AVERAGE: \$68,030



MACHINIST
TOP 10%: \$69,050
AVERAGE: \$47,040



PLUMBER
TOP 10%: \$98,990
AVERAGE: \$56,330



TOOL & DIE MAKER
TOP 10%: \$79,090
AVERAGE: \$47,040



WELDER
TOP 10%: \$66,250
AVERAGE: \$44,190



CHAMPION STEPS FOR SUCCESS

CHAMPION STEPS FOR SUCCESS

These are the key steps in setting up a Be Pro Be Proud experience.
The following pages have the details and resources you will need to ensure success.



STEP 1 - PLANNING AND LOGISTICS



STEP 2 - PRE-WORK



STEP 3 - JOIN THE MOVEMENT AND POST-SURVEYS



As a thank you for your hard work, after completing the three steps for success, Be Pro Be Proud is pleased to offer you a \$100 gift card. On top of that, Be Pro Be Proud will be entering your name to win one of two \$1,000 Be Pro Be Proud Champion Scholarships.

STEP 1: PLANNING AND LOGISTICS

FOR THE TOUR STOP TO BE SUCCESSFUL, ENSURE THE LOCATION SELECTED FOR THE MOBILE WORKSHOP MEETS ALL REQUIREMENTS AND PLAN FOR STUDENTS TO BE SCHEDULED IN AN EFFICIENT MANNER TO MAXIMIZE THEIR EXPERIENCE.

MOBILE WORKSHOP LOCATION:

- We need a 120' x 50' space marked off with cones.
- Space cannot be in or block bus, carpool, or fire lanes.
- The space provided must be reasonably level.
- It takes 90 minutes to set up and break down.

MOBILE WORKSHOP EXPERIENCE:

- 8th - 12th Grade Students (No one under the age of 13.)
- 30 Students at a time
- Tours take approximately 45 minutes
- One teacher or supervisor must be with students at all times
- Tours can start at 8:00 AM and end at 3:00 PM

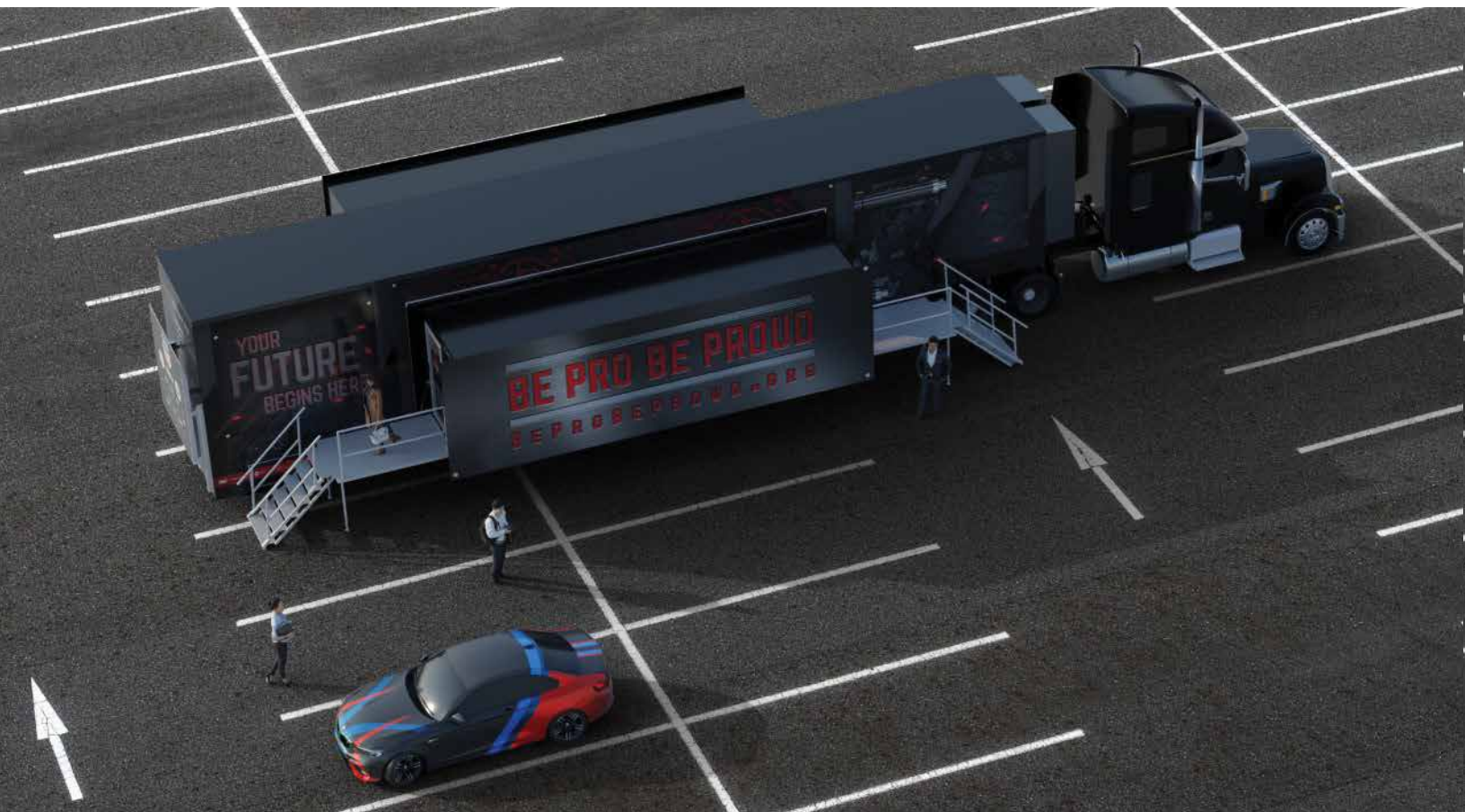
MVPS:

The Tour Team requires the host school to designate 7 students or volunteers to participate throughout the tour day as Most Valued Pros.

STUDENT SCHEDULE:

A sample schedule is in the Champion Resource Center. It can be utilized as a reference to build a schedule that works for your students and school schedule.

This is equivalent to 18 parking spaces wide by 2 rows deep



STEP 2: PRE-WORK

FOR MANY, THE BE PRO BE PROUD MOBILE WORKSHOP EXPERIENCE PROVIDES A FIRST GLIMPSE OF THE ARRAY OF HIGH-DEMAND, HIGH-WAGE CAREER OPTIONS THAT ARE AVAILABLE ACROSS CONSTRUCTION, MANUFACTURING, TRANSPORTATION, AND UTILITIES INDUSTRY SECTORS.

INTRODUCTION TO BE PRO BE PROUD:

Be Pro Be Proud encourages all teachers utilize the Career Exploration Scavenger Hunt included in your Champion Resource Guide packet to prime students for their upcoming Be Pro Be Proud Mobile Workshop experience.

PRE-VISIT SURVEY:

The pre- and post-visit surveys assess the impact of the Mobile Workshop Experience. Have your students complete the quick survey in the days leading up to your visit.

AN EMAIL WILL ARRIVE IN YOUR INBOX THAT YOU CAN FORWARD TO YOUR STUDENTS.

These links are available in the Champion Resource Center at www.beprobeproudar.org/champion-resource-center.



MVP PROGRAM OVERVIEW

Be Pro Be Proud created the Most Valuable Pros Program (MVPs) to offer a unique hands-on learning and leadership opportunity for students you select to participate. Each day, seven students or volunteers are invited to spend the day working with the Be Pro Mobile Workshop Tour Team to demonstrate the use of on-board simulators and communicate directly with peers about available training options and career opportunities.

PROGRAM DETAILS

- Seven students or volunteers (male & female) are chosen by their teachers.
- MVPs will receive a complimentary BE PRO BE PROUD MVP t-shirt to wear for the duration of the tour day.
- MVPs MUST be over 14 years old and preferably in the highest participating grade at the host site.

STEP 3: JOIN THE MOVEMENT AND POST-SURVEYS

HELP YOUR STUDENTS ON THE PATH TO EXCITING CAREERS BY ENCOURAGING THEM TO VISIT THE CAREER EXPLORATION HUB AND JOIN THE MOVEMENT.

JOIN THE MOVEMENT:

Be Pro Be Proud is committed to student privacy and abides by federal law pertaining to the privacy of minors. Any student interested in learning more about one or more of the Be Pro Be Proud Career and Training opportunities should be encouraged to complete the Join the Movement.

POST-VISIT CHAMPION SURVEY

We want to know about YOUR experience. This survey will take approximately 10 minutes or less and must be completed and submitted online within 10 days of the Tour Stop.

POST-VISIT STUDENT SURVEYS:

The pre- and post-visit surveys assess the impact of the Mobile Workshop Experience. Have your students complete the quick survey in the days leading up to your visit.

These links are available in the Champion Resource Center at www.beprobeproud.org/champion-resource-center.

*Arkansas State University will receive all survey responses directly and security measures are in place to ensure the non-identifiable student feedback remains protected.

Powered By
ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business



CHAMPION REWARDS

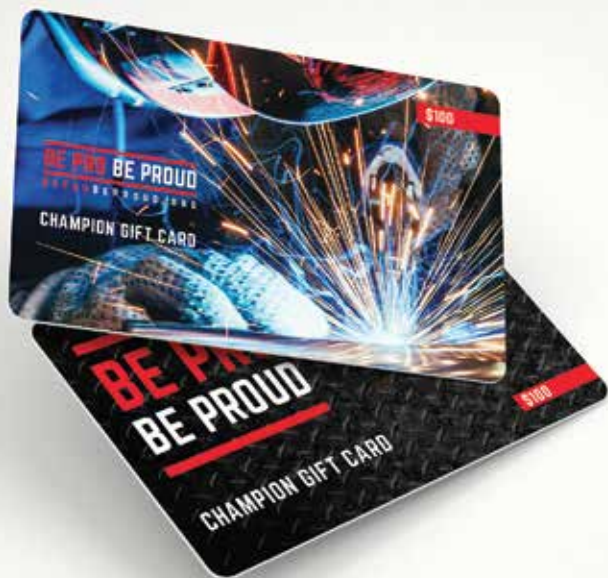
We ask a lot of our Be Pro Be Proud Champions and we know you have huge responsibilities. As a THANK YOU and incentive to work with us to maximize your students' Be Pro Be Proud experience, we have created two ways we're investing back into you and your schools or classrooms.

THE \$100 BE PRO BE PROUD CHAMPION GIFT CARD

In the Champion Steps to Success, we outline three steps we need you to complete ahead of and after your students' Be Pro Be Proud Mobile Workshop experience. In return for completing these three steps, we will – upon completion – send you a \$100 gift card for you to use in any way you please. It is our way to say thank you for sharing your valuable time and energy with us.

THE \$1,000 BE PRO BE PROUD CHAMPION SCHOLARSHIP

We know you are always in need of additional tools, supplies or equipment in your school or classroom. Each Champion who receives the \$100 Champion Gift Card will be automatically eligible to receive one of two \$1,000 Be Pro Be Proud Scholarships awarded each semester for you to use at your school, in your department or in your classroom, to help you educate and provide for your students. No other restrictions or conditions apply.





COMMUNICATIONS, MEDIA & SAFETY

SOCIAL POSTING TOOLS



@BEPROBEPROUDAR



@BEPROBEPROUDAR



@BEPROBEPROUDAR

EXAMPLE SOCIAL POSTS





NEXT PROS MAGAZINE

- Delivered to every 7th, 8th, 11th, 12th, grade student.
- Real Pros in Skilled Professions under 30 years old.
- Details job growth projections, top 10% avg. earnings.



LOGAN SANDEFUR
ARNOLD & BLEVINS
ELECTRICIAN'S APPRENTICE

"I wasn't worried about finding a job after high school because Be Pro Be Proud came to my school when I was a junior and helped me figure out what I wanted to do. I already had a job before I graduated at Arnold Blevins and started working the next week after graduation."

BE PRO BE PROUD & ARKANSAS NEXT PROS

Arkansas Next PROS was first produced in 2018 through a partnership between Be Pro Be Proud and Arkansas Business Publishing Group. The publication – one of ABPG's most successful each year – is delivered to all 7th, 8th, 11th, and 12th graders in Arkansas and responds to a growing demand for information about technical educational opportunities and the careers available in Arkansas.

Based largely on the model created by Be Pro Be Proud, ABPG shares the stories of young Arkansans' in each of the Be Pro Be Proud professions – where they live, where they received their training, who and what contributed to their success and what they love about their careers. Additional information related to income potential, training opportunities and companies hiring in these fields is also offered.

Like Be Pro Be Proud, Arkansas Next PROS helps students across Arkansas learn more about what's possible, what's made, and how they can pursue this wide array of high-value opportunities.

Every Champion in Arkansas will receive enough copies of Arkansas Next PROS to distribute to every student in his or her classroom – and more are available for your use should you need or want them.

Our Tour Team will make sure you have all you need to get this valuable resource into your students' hands and even offer ways you can create lesson plans and activities incorporating this content.

NOTE: Please make sure your students find and complete the survey card in the publication – doing so will make them eligible to win state-of-the-art digital learning tools!



PARTNERS

Our partners are the generous backbone that drives the potential of Be Pro Be Proud. Sponsorship at all levels enable the entire Be Pro Be Proud mission.

We thank each and every partner for their support and generosity in helping build tomorrow's workforce.

PRESENTING PARTNER

Union Pacific

BE PRO MOBILE WORKSHOP PARTNERS

Altec, Inc
Ben E. Keith Foods
Ritter Communications
Delta Regional Authority
Arkansas Department of Commerce
James A Rogers Excavating, Inc.
Cooper Tires
Pace Industries
Tyson
Welsco
Electric Cooperatives of Arkansas
Nabholz
Doggett
Delta Dental
Manhattan Construction Group
Maxion Wheels
Miller
Haas Automation
Daimler North America
Arkansas Trucking Association
Arkansas Contractors Licensing Board
AGC Arkansas
Technology and Maintenance Council
Arkansas Office of Skills Development
Arkansas State Chamber of Commerce

BE PRO 100 PARTNERS

Greenway Equipment
AEP Foundation
Stribling Equipment
Ace Glass
Riceland Foods
Weaver-Bailey Contractors
Lanxess
Denso
Arnold & Blevins Electric
Simmons Foods
Legacy Equipment
Nucor
Kinco Constructors
Centennial Bank
Future Fuel
Black River Technical College
North Arkansas College
Southeast Arkansas College
Green Bay Packaging
Garver
West Tree Service
Central Arkansas Water
McGeorge Contractors
Arkansas Northeastern College
AFCO Steel
Arkansas Construction Education Foundation
Hytrol
Kiewit
Riggs CAT
Whiting Systems Inc.
Arkansas Elite Welding Academy
Central Moloney Inc.

BE PRO BE PROUD

BEPROBEPROUD.ORG