



ALABAMA EDITION

BE PRO BE PROUD

POWERED BY THE
ALABAMA STATE DEPARTMENT *of* EDUCATION

CHAMPION RESOURCE GUIDE

AL.BEPROBEPROUD.ORG/CHAMPION-RESOURCE-CENTER

A blue semi-truck is shown from a side profile, parked on a paved surface. The truck's body is a vibrant blue. On the side of the cab, the words "BE PRO" are written in large, bold, red letters, and "BE PROUD" is written below it in large, bold, white letters. Underneath "BE PROUD" is the website "BEPROBEPROUDAL.ORG" in smaller red and white text. The truck has a large side mirror and a smaller mirror on the front. The number "501" is visible on the front of the cab. The background shows a clear blue sky with some clouds and some trees in the distance.

BE PRO
BE PROUD
BEPROBEPROUDAL.ORG

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 BUILD TOMORROW'S WORKFORCE.

FOR MORE INFORMATION, CONTACT ALTOURS@BEPROBEPROUD.ORG.

TABLE OF CONTENTS

REAL NEED. REAL SOLUTION.

OVERVIEW	PAGE 05
PROBLEM AND SOLUTION	PAGE 06
OUR APPROACH	PAGE 07

CHAMPION STEPS FOR SUCCESS

STEP 1 - PLANNING AND LOGISTICS	PAGE 10
STEP 2 - PRE-WORK	PAGE 11
STEP 3 - JOIN THE MOVEMENT AND POST-SURVEYS	PAGE 12

TOUR STOP MEDIA

SOCIAL MEDIA POSTING TOOLS	PAGE 14
MEDIA KIT INFORMATION	PAGE 15



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. and companies are struggling to find skilled workers to meet the growing demand. The manufacturing industry alone could face a deficit of an estimated 2.1 million unfilled jobs by 2030 due to the skills gap and a retiring workforce.* Students have the chance to step into high-demand, high-wage technical professions that offer limitless opportunities for growth and success.

* Deloitte. "Manufacturing Industry Outlook 2025." Deloitte Insights. <https://www2.deloitte.com/us/en/insights/industry/manufacturing/manufacturing-industry-outlook.html>.

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 & 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 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.beprobeproudal.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 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.



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.

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- STEP 1 - PLANNING AND LOGISTICS**
 - STEP 2 - PRE-WORK**
 - STEP 3 - JOIN THE MOVEMENT AND POST-SURVEYS**

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:

- A 120' x 50' area must be clearly marked with cones.
- The space should not interfere with or block bus, carpool, or fire lanes.
- The designated area must be reasonably level for setup.
- Please allow 90 minutes for both setup and breakdown.

MOBILE WORKSHOP EXPERIENCE:

- 8th to 12th grade students (no one under 13 years old).
- 30 students per tour.
- Tours last approximately 45 minutes.
- A teacher or supervisor must accompany students at all times.
- Tours can operate during regular school hours.

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, FORESTRY, MANUFACTURING, TRANSPORTATION, AND UTILITIES INDUSTRY SECTORS.

INTRODUCTION TO BE PRO BE PROUD:

Be Pro Be Proud encourages all teachers to utilize resources found on the Be Pro Be Proud website to introduce students to the high-skill, high-wage professions that are showcased on the Mobile Workshop to help prime students for their upcoming experience.*

PRE-VISIT SURVEY:

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

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

*QR codes on the attached handout can be printed.



MVP PROGRAM OVERVIEW

Be Pro Be Proud created the Most Valuable Pros (MVP) Program 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 their 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 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 sign up to 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 post-visit student survey, together with the pre-visit survey, assesses the impact of Be Pro Be Proud's Mobile Workshop experience. This data is vital to our continued efforts to improve our process and the student experience as a whole.

These links are available in the Champion Resource Center at <https://al.beprobeproud.org/champion-resource-center>





COMMUNICATIONS & MEDIA

SOCIAL POSTING TOOLS



BE PRO BE PROUD ALABAMA



@BEPROBEPROUDAL

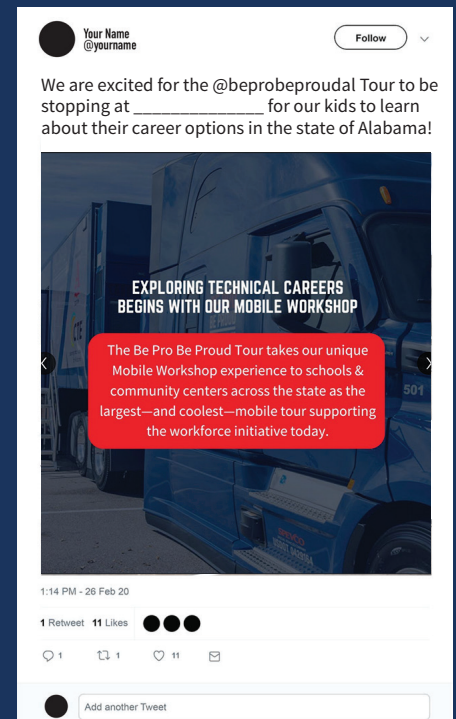


@BEPROBEPROUDAL



@BEPROBEPROUDAL

EXAMPLE SOCIAL POSTS





MEDIA KIT

FOR QUESTIONS ABOUT HOW TO KEEP THE BE PRO BE PROUD BRAND CONSISTENT, PLEASE CONTACT US AT:

COMMUNICATIONS@BEPROBEPROUD.ORG

WE WILL PROVIDE ANSWERS AND A BRANDING GUIDE.

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