



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.

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REAL NEED. REAL SOLUTION.

OVERVIEW

A woman with dark hair in a bun, wearing a blue t-shirt and a blue safety vest, is leaning over the open hood of a car. She is holding a flashlight in her right hand, illuminating the engine compartment. The background shows a workshop or garage setting with blue toolboxes and a window looking out onto greenery.

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.

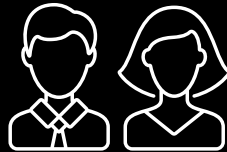
Every day, Be Pro Be Proud launches important conversations about technical opportunities—and the rewarding and secure future they bring—across typically overlooked landscapes: classrooms, locker rooms, ballfields, during academic events, and at kitchen tables across America.

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.



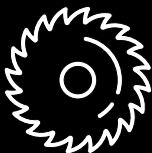
2 IN 3 PARENTS

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 three-pillar approach focused on Awareness, Action & Achievement 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

JOIN THE MOVEMENT

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.

PILLAR 3: ACHIEVEMENT

DRAFT DAY

Through Be Pro Be Proud's Draft Day registration process, and implementation of the YouScience Aptitude and Interest Assessment, Senior class students and employers will be strategically matched based on corresponding interests, talents, and needs.

This event connects regional companies directly with their local talent pipeline to build tomorrow's workforce and secure a job or entry training for High School Seniors.

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



FORESTRY
TOP 10%: \$63,681
MEDIAN: \$58,080



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, 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.

| 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.

*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 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 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 www.beprobeproudar.org/champion-resource-center.



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 an incentive to work with us to maximize your students' Be Pro Be Proud experience, we've created two ways for us to invest back into you and your students.

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 teachers 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 in your classroom, department, or school to help you continue to educate and provide for your students. No other restrictions or conditions apply.





COMMUNICATIONS, MEDIA & SAFETY

SOCIAL POSTING TOOLS



@BEPROBEPROUDAR

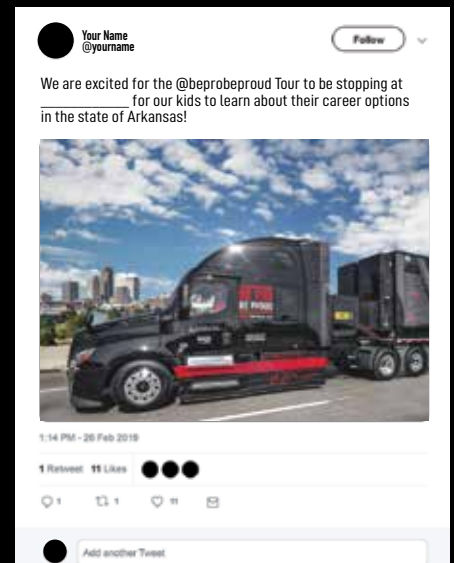


@BEPROBEPROUDAR



@BEPROBEPROUDAR

EXAMPLE SOCIAL POSTS





NEXT PROS MAGAZINE

- Delivered to every 7th, 8th, 11th, 12th, grade student.
- Real Pros in Skilled Professionals 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!

Powered By



DRAFT DAY

The Be Pro Be Proud Draft Day Series expands and improves the quality of direct student–employer interactions provided through the Mobile Workshop Tours. In coordination with educators, career coaches, CTE Coordinators at the local level, the recruitment, registration, assessment, and preparation processes bring together strategically-matched graduating students and employers. Interviews are coordinated and How-To Guides and Workshops offered to make sure all participants are prepared for success. Through these efforts, several positive outcomes will result:

- Prepared and engaged students will be asked for follow-up interviews and offered jobs;
- Employers will satisfy a great and growing need to prepare the next generation of talent to replace a retiring workforce;
- Post-secondary training providers will work with both groups to deliver current-generation technical education; and
- State workforce-focused agencies will provide access to valuable resources established to offset costs for advanced, technical training.

In addition to connecting graduating Seniors with Arkansas employers, Draft Day will also feature a Career Expo that we invite students across all high school grades to attend. Employers, industry organizations, apprenticeships, and training providers are expected to participate and it is an opportunity for younger students to witness first-hand the results of older classmates' interviews.

Each Draft Day element is strategically designed to help all students understand the range of technical opportunities available and the pathways to pursue them. We cannot overstate the value this event will offer your students and your region. With your help, and in partnership with state, regional and local organizations, Draft Day events will be a success.



PARTNERS

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

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

SKILLED PROS PARTNERS



MOBILE WORKSHOP STATION PARTNERS



BE PRO 100 PARTNERS



BE PRO BE PROUD

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