

////// CONSTRUCTION

////// MANUFACTURING

////// TRANSPORTATION

////// UTILITY

////// HEALTHCARE



STEP INTO  
OUR DYNAMIC  
TECHNICAL CAREER  
INITIATIVE

# BUILDING TOMORROW'S WORKFORCE

BEGIN  
HERE...



**BE PRO BE PROUD**

[BEPROBEPROUDNM.ORG](http://BEPROBEPROUDNM.ORG)

////// **AUTOMATION & ROBOTICS** TOP 10% **\$94,130** ////

////// **CAD/CAM DRAFTER** TOP 10% **\$76,600** ////

////// **CNC OPERATOR** TOP 10% **\$78,840** ////

HIGH-DEMAND PROFESSIONS

Right now, there's enormous demand for technical professionals all across the country. As the current workforce retires & employers struggle to find qualified candidates, the number of unfilled roles is expected to reach two million by 2025.



**2** OUT OF **3**

**PARENTS FEEL A CAREER REQUIRING A SKILLED TRADE IS NOT FOR THEIR CHILD**

**84%**

**OF MANUFACTURERS REPORT SHORTAGES IN SKILLED PROFESSIONALS**

**86%**

**OF COMMERCIAL BUILDERS STRUGGLE TO FILL OPEN POSITIONS**

COMPUTER PROGRAMMER TOP 10% \$119,990

CARPENTER TOP 10% \$60,610

DIESEL TECHNICIAN TOP 10% \$76,220



We see two million opportunities to connect today's young people with rewarding skilled technical careers.





## EXPLORING TECHNICAL CAREERS BEGINS WITH OUR MOBILE WORKSHOP

The Be Pro Be Proud Tour takes our unique Mobile Workshop experience to schools & community centers across the state as the largest—and coolest—mobile tour supporting the workforce initiative today.

Be Pro Be Proud delivers a ground-breaking set of tools & resources designed to help students explore, plan & launch careers in today's technical roles.



HIGH-  
WAGE  
SALARIES



////// ELECTRICIAN TOP 10% \$78,210 // FIBER OPTICS TECHNICIAN TOP 10% \$98,400 // HEAVY EQUIPMENT OPERATOR TOP 10%

Students discover first-hand which skilled professions spark their interests as they dig, drive, connect & weld using the custom-developed, highly-interactive VR & AR simulators.

Our Tour Team guides students through the Mobile Workshop, sharing fun insights into the wealth of opportunity, variety, freedom & salary ranges that technical careers offer.

## EXPECTED NUMBERS

FOOT  
TRAFFIC  
**45,000**

TOUR  
DAYS  
**300**

JOIN THE  
MOVEMENT  
**12,500**

(OVER A  
THREE YEAR  
PERIOD!)



## CONNECTING INTERESTS WITH LEARNING OPPORTUNITIES

Students who **Join The Movement** receive messaging tailored to professions they're interested in via our responsive digital campaign.

We utilize the power of social media to share engaging career profiles, Be Pro success stories & more.



Students can access powerful online tools to chart their career paths with confidence.

Our website features in-depth training program locators & partner company opportunities for full-time employment.

## LAUNCHING CAREERS WITH STEP-BY-STEP BLUEPRINTS



**\$79,800** // HVACR TECHNICIAN TOP 10% **\$75,400** // LINEMAN TOP 10% **\$98,400** // WELDER TOP 10% **\$79,780**

////////// PLUMBER TOP 10% \$78,210

////////// MEDICAL ASSISTANT TOP 10% \$57,140

////////// COMMERCIAL TRUCK DRIVER TOP 10% \$79,780

80%

of teachers tell us that one or more of their at-risk students are staying in school because of their Be Pro Be Proud experience.



POSITIVE  
IMPACT  
WE'RE  
PROUD OF

“

*“The #1 issue facing the construction industry is a skilled craft professional workforce. In order to recruit the next generation, we have to do it differently! Be Pro Be Proud is a great tool to showcase the incredible opportunities within the construction industry in North Central Texas.”*

- MELONI (MCDANIEL) RANEY, PRESIDENT AND CEO OF TEXO ASSOCIATION, THE CONSTRUCTION ASSOCIATION

”

CHECK OUT IN-DEPTH CAREER PROFILES ONLINE

84% OF

**EDUCATORS**

say that Be Pro Be Proud helps students understand training & career opportunities.

4 OUT OF 5

**STUDENTS**

have a better impression of these careers.

73% OF

**EDUCATORS**

report that students now consider one of these professions as a career path.



**Get involved today!**

**Join us in building tomorrow's workforce.**

**ROB LEMING**

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[rleming@nmchamber.org](mailto:rleming@nmchamber.org)

////// [BEPROBEPROUDNM.ORG](http://BEPROBEPROUDNM.ORG) ////

**BE PRO  
BE PROUD**

## NEW MEXICO'S PARTNERSHIP OPPORTUNITIES AT-A-GLANCE

Contact Rob Leming • 505.750.7672 • rleming@nmchamber.org

WE'RE  
IN THIS  
TOGETHER

Partnership Opportunities & Benefits	BE PRO 101 LEVEL 1	BE PRO 102 LEVEL 2	STATION PARTNER	SKILLED PROS PARTNER	PRESENTING PARTNER
Partner Investment / Per Year	\$5,000	\$10,000	\$20-35,000	\$36-60,000	\$100,000+
Access to Database	3 Years	3 Years	3 Years	3 Years	3 Years
Invite to Attend Tours	●	●	●	●	●
Invite Host Tour Stop	●	●	●	●	●
Listed on Website	●	●	●	●	●
Listed Under "Find Jobs"	●	●	●	●	●
Social Media Posts (Annually)	2 Posts	4 Posts	6-9 Posts	10-15 Posts	24 Posts
Logo on Exterior of Truck	–	Yes, Side	Yes, Small	Yes, Medium	Yes, Large
On-Station/Simulator Brand Placement	–	–	●	●	●
Newsletter Feature	–	–	Yes, Some Issues	Yes, All Issues	Yes, All Issues
Press Release	–	–	●	●	●
SMS/Email Recruitment Campaign (Annually)	–	–	●	●	●
Video Testimonial	–	–	1 Testimonial	1 Testimonial Annually	1+ Testimonial Annually
Featured Professional on Website	–	–	1	2	3
Organization's Logo on MVP Shirts	–	–	–	Sleeve	Back
Enhanced Profile on BPBP.org	–	–	–	●	●
Host a Special Event	–	–	–	●	●
Speaking Roles At Select Events	–	–	–	–	●
Enhanced Placement on BPBP Collateral	–	–	–	–	●

† 90th percentile salary wages for listed professions nationally. Source: Bureau of Labor Statistics. (March 31, 2021).

May 2020 National Occupational Employment and Wage Estimates. Retrieved February 3, 2022, from [https://www.bls.gov/oes/current/oes\\_nat.htm](https://www.bls.gov/oes/current/oes_nat.htm)