

BE PRO BE PROUD

BEPROBEPROUDNM.ORG



RIGHT NOW, THERE'S ENORMOUS DEMAND FOR TECHNICAL PROFESSIONALS ACROSS THE COUNTRY. AS THE SKILLS GAP GROWS, THE NUMBER OF UNFILLED ROLES IS EXPECTED TO REACH **TWO MILLION BY 2025**.

WE SEE **TWO MILLION OPPORTUNITIES** TO CONNECT TODAY'S YOUNG PEOPLE WITH REWARDING SKILLED TECHNICAL CAREERS.



The NM Center for Economic Opportunity, the foundation of the NM Chamber of Commerce, in partnership with the NM Department of Workforce Solutions introduces the Be Pro Be Proud program to guide young people into the skilled trades workforce of the future!

EXPLORING TECHNICAL CAREERS BEGINS WITH OUR MOBILE WORKSHOP

Be Pro Be Proud takes our Mobile Workshop experience to schools and community centers across the state as the largest – and coolest – mobile tour supporting workforce development. Be Pro Be Proud delivers a ground-breaking set of resources to help students explore, plan, and launch careers in today's technical roles.

Students discover which skilled professions spark their interests as they dig, drive, and weld using custom-developed, highly-interactive Virtual Reality (VR) and Augmented Reality (AR) simulators.

JOIN THE MOVEMENT: CONNECTING INTERESTS WITH LEARNING AND EMPLOYMENT OPPORTUNITIES

Students who Join the Movement receive messages tailored to professions they're interested in via coordinated outreach from NM Department of Workforce Solutions. We utilize the power of social media to share engaging career profiles, Be Pro success stories, and more. Our website features in-depth training program locators and partner company opportunities for full-time employment.



BY THE NUMBERS

- **115,935** students nationwide Joined The Movement
- **388,831** students nationwide experienced the Mobile Workshop
- **84%** of Educators say that Be Pro Be Proud helps students understand training and career opportunities.
- **4 out of 5** students have a better impression of these careers.
- **74%** of educators report that students now consider one of these professions as a career path.

READY TO INTRODUCE YOUR COMMUNITY TO BE PRO BE PROUD?

TO REQUEST MORE INFORMATION, BOOK A TOUR STOP AT YOUR SCHOOL OR EVENT, OR JOIN THE MOVEMENT, VISIT OUR WEBSITE AT BEPROBEPROUDNM.ORG.