
BE PRO BE PROUD WYOMING

2024

BE PRO BE PROUD

BUILDING PRIDE
TODAY
FOR A STRONGER
WORKFORCE
TOMORROW



REAL ISSUES. REAL NEEDS.

OPPORTUNITY AWAITS... BUT MAYBE NOT WHERE PEOPLE THINK.

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

Students and parents must understand that there are many paths to a successful and rewarding career. There is currently a wealth of technical professions with entrepreneurial opportunities, vibrant growth, and rewarding salaries in many industries across the U.S.

AMERICA'S WORKFORCE NEEDS SOME WORK

Right now, tens of thousands of jobs in the manufacturing, transportation, utility and construction industries are unfilled in states all across the country. And with over 23% of technical professionals at or near retirement age and fewer people encouraging our young people to pursue a career in manufacturing, that number is likely to climb.

OVER 23%

Over 23% of the current technical professionals are at or near retirement age

45 OR OLDER

More than 53% of all skilled employees in the U.S. are 45+ years or older

84% +

More than 84% of manufacturers report a moderate or serious shortage in skilled production works

2 IN 3

2 in 3 parents feel a career requiring a skilled trade is not for their child

2 MILLION

2 million jobs are expected to go unfilled by 2025 due to the growing skills gap

86%

86% of commercial builders said they're having trouble filling hourly or salaried positions

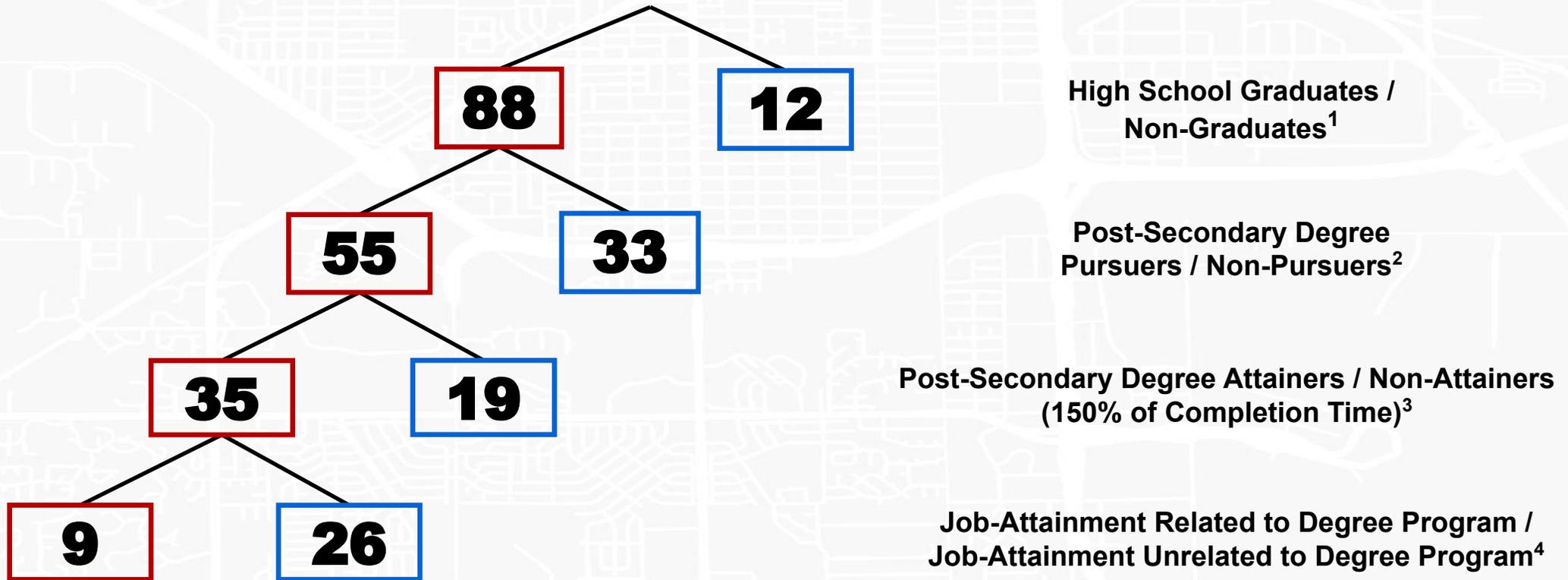
BUT THERE IS AN ANSWER: **YOU**

With the collective efforts of America's manufacturing, trucking and construction industries, we can position technical professions as a viable career option and improve the overall image of our skilled workforce.



WHY IT MATTERS

HIGH SCHOOL — POST-SECONDARY ENROLLMENT/COMPLETION — CAREER PURSUIT STATISTICS



38% of Post-Secondary Completers in Job Requiring No Degree

¹ National Center for Education Statistics. (2022). Public High School Graduation Rates. Condition of Education. U.S. Department of Education, Institute of Education Sciences. <https://nces.ed.gov/programs/coe/indicator/coi>

² National Center for Education Statistics (2023). Immediate College Enrollment Rate. <https://nces.ed.gov/programs/coe/indicator/cpa/immediate-college-enrollment-rate>

³ National Center for Education Statistics. (2022). Undergraduate Retention and Graduation Rates. Condition of Education. U.S. Department of Education, Institute of Education Sciences. <https://nces.ed.gov/programs/coe/indicator/ctr>

⁴ Federal Reserve Bank of New York. (2014). Agglomeration and Job Matching Among College Graduates. https://www.newyorkfed.org/medialibrary/media/research/staff_reports/sr587.pdf

BE PRO BE PROUD

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Be Pro Be Proud seeks to change America's perception of technical professions, and lead students on pathways toward 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 engaged employers.

IMPACT TO DATE:

LAUNCHED: MARCH, 2016

TOUR STOPS: 14,148

VISITORS: 286,760

ONGOING ENGAGEMENT: 77,762

CITIES VISITED: 500+

REAL ISSUES. REAL SOLUTIONS.

“The progress that has been achieved today by this organization is remarkable... in the realm of workforce development, its gains are second to none.

...This is truly a state-led effort that is a model to other states and becoming a national movement. And one that is a force to be reckoned with.

States need to know that the power is in their hands to implement strong and effective workforce development programs. They need to know that they, in fact, are in the driver's seat.”

**-U.S. Representative Virginia Foxx (NC-5)
Chairwoman, U.S. House Education & Workforce Committee**

[Image Hyperlinks to Chairwoman Foxx's Remarks on House Floor](#)



REAL RESULTS

IMPACTING STATES:

“Be Pro Be Proud has significantly contributed to the state’s year-over-year increase in high school graduation rates from 84.9% in 2015 to 89.2% in 2018.”

IMPACTING SCHOOLS:

“Be Pro Be Proud’s Tour in our region has directly led to a 21% jump in technical program enrollment on our campus.”

IMPACTING TRAINING:

“Since 2016, we have seen a 120% increase in apprentices entering registered apprenticeship programs...BPBP is singularly the most comprehensive and consistent effort driving students and employers to these opportunities.”

Arkansas Next
PROS

2023-2024 | FREE
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ELIJAH WOODWARD
Agriculture Service Tech

UNsung HEROES OF ARKANSAS
The makers, doers and fixers who keep our world turning

80 JOBS THAT PAY \$80K+
(and don't require a four-year degree)

This copy provided by:
ACEF AGC ARKANSAS BE PRO BE PROUD ABPG

FROM THE OFFICE OF THE GOVERNOR

JACK OF ALL trades

There isn't a more exciting and dynamic time in history to imagine your future. Looking back, I never would have seen my path lead from dirty hands, fixing equipment to working in the Arkansas Capitol. In high school, I was expected to pick between college and a career. I chose to do both. Working with my hands satisfied both my curiosity and my need to see the fruits of my labor. Meanwhile, my thirst for knowledge and power compelled me to attend college, as well.

I never seemed to fit in when it came to either environment, but that didn't bother me because I could bury myself in my studies and work.

After graduating with two college degrees, I faced a fork in the road. As an adult, I was expected to choose between a professional and technical career. Any guesses what I decided? Exactly. I chose both. I took a job teaching high school agriculture during the day and continued doing what I taught at night.

“Our goal is to inspire, champion and empower every Arkansan to discover themselves in meaningful work.”

I couldn't get enough work, so I found myself pursuing other interests through work. One was therapy for the other.

When it came time for my five children to make these same decisions, I guided them to follow their hearts—not their friends. Each of my now-adult children has done combinations of learning on the job in industrial trades and higher education. Their independence and work ethic were strong. By trying their hands at multiple things, they discovered their true callings.

There is no one-size-fits-all solution. It is a journey of exploration, risk, determination and struggle.

As Chief Workforce Officer, I chair the Governor's Workforce Cabinet, made up of the following departments: Commerce, Connections, Education, Human Services, Labor & Licensing, and Veterans Affairs. Each of these departments has a workforce element that the Governor has aligned to remove barriers for you. Our goal is to inspire, champion and empower every Arkansan to discover themselves in meaningful work.

I get bored easily, and I've done most of the jobs featured in this issue. What I didn't know was that my work ethic, determination, integrity, honesty, conflict resolution and communication skills would be my most powerful asset—I pray they'll be the same for you. Take advantage of this incredible magazine, full of testimonials from young professionals who have found their purpose and proudly share their journey into fruitful careers throughout these pages.



Sincerely,
Mike Rogers
Chief Workforce Officer
Office of Governor Sarah Huckabee Sanders

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MY MANY JOBS

FAVORITE JOB YOU'VE EVER HAD:

"I have enjoyed all of them."

LEAST FAVORITE PART OF A JOB:

"Dealing with difficult people."

JOB PEOPLE WOULD BE SURPRISED TO KNOW YOU'VE HAD:

"Part of one of my jobs was cleaning trucker lounge restrooms."

JOB YOU WISH YOU HAD A CHANCE TO TRY:

"Serving my country in the armed service."

FAVORITE SUBJECT IN SCHOOL:

"Agriculture."

CLASS THAT'S BEEN MOST USEFUL IN THE WORKPLACE:

"Chemistry."

PROUDEST CAREER MOMENT:

"When I used to work six 10-hour days."

DO YOU KNOW ALL YOUR OPTIONS?



Pick up a copy of *Arkansas NEXT: A Guide to Life After High School* and turn to page 40. Use the chart to compare all of the higher education options and paths for heading straight into the workforce. Which route to a career is right for you?

IMPACTING FUTURES:

“Be Pro Be Proud shows students the path from the classroom to a career and the necessary steps in between that will maximize their opportunity to achieve real success.”

IMPACTING WORKFORCE

IMPACTING FUTURES:

Be Pro Be Proud and its unique approach to workforce development is changing the career and life paths for graduating seniors across its National Network.

Through the creation of an intersection of students, training providers, and employers Be Pro Be Proud is impacting the workforce of tomorrow.

Your Future Begins Here.

BRTC STUDENTS HIRED AS A DIRECT RESULT OF DRAFT DAY

"Draft Day is an amazing opportunity for these students. Our program has seen several seniors leave with a job waiting on them as soon as they graduate from high school," said BRTC Director of Career, Technical, and Concurrent Education Darenda Kersey.

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TOUR ENGAGEMENTS TO DATE

ARKANSAS

est. 2016

186,226 VISITORS TO THE MOBILE WORKSHOP

987 TOUR STOPS

41,145 JOINED THE MOVEMENT

Georgia

est. 2020

43,793 VISITORS TO THE MOBILE WORKSHOP

263 TOUR STOPS

24,461 JOINED THE MOVEMENT

N. CAROLINA

est. 2022

24,655 VISITORS TO THE MOBILE WORKSHOP

195 TOUR STOPS

2,367 JOINED THE MOVEMENT

S. CAROLINA

est. 2020

30,272 VISITORS TO THE MOBILE WORKSHOP

334 TOUR STOPS

8,855 JOINED THE MOVEMENT

Tennessee

Est. 2023

4,185 VISITORS TO THE MOBILE WORKSHOP

40 TOUR STOPS

132 JOINED THE MOVEMENT

NEW MEXICO

est. 2023

770 VISITORS TO THE MOBILE WORKSHOP

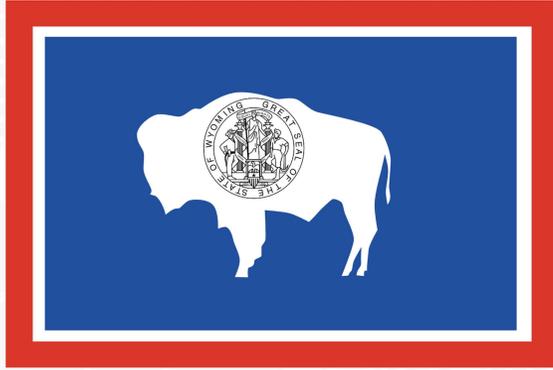
10 TOUR STOPS

233 JOINED THE MOVEMENT



POTENTIAL **IMPACT:**
BE PRO BE PROUD
WYOMING





IMPACT PROJECTIONS

(Sept. 1, 2024- May 30, 2026)

45,000 STUDENTS ENGAGED

300 TOUR DAYS

**12,500 STUDENTS JOIN THE
MOVEMENT**



BE PRO BE PROUD Wyoming – Next Steps



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BE PRO BE PROUD WY— prospective timeline

Month One: BPBP Wyoming formally established by Wyoming Steering Committee; Wyoming 501c3 signs MOU with BPBP, Inc.; & BPBP-WY Meeting with operations partners

Months Two Through Six: Workshop Fabrication Agreement Signed; Workshop Fabrication Begins; & Simulator Acquisitions Begin
Tour Scheduling Begins

Month Seven: Tour Team Training & Launch event(s)

Month Eight: School & Student Engagements Begin

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BUDGET

\$1.6m-\$1.7m Initial Capital Investment

Initial fabrication cost excluding in-kind contributions from current partners

\$600 - \$700k Annual Operations Costs

To staff, maintain, schedule, and operate each Be Pro Be Proud Statewide Effort

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Be Pro Be Proud is leading the movement to bring a new generation of pride, progress, and professionals to America's skilled workforce.

