



**NORTH CAROLINA EDITION**

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# **BE PRO BE PROUD**

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**CHAMPION RESOURCE GUIDE**

**[WWW.BEPROBEPROUDNC.ORG/CHAMPION-RESOURCE-CENTER](http://WWW.BEPROBEPROUDNC.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



## 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 two-pillar approach focused on Awareness and 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 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

### CAREER EXPLORATION HUB

The Be Pro Be Proud Content Hub (<https://www.beprobeproudnc.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.

## 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%: \$133,000  
AVERAGE: \$86,205



**CAD/CAM DRAFTER**  
TOP 10%: \$92,290  
AVERAGE: \$61,312



**CNC OPERATOR**  
TOP 10%: \$92,286  
AVERAGE: \$51,606



**COMMERCIAL TRUCK DRIVER**  
TOP 10%: \$88,202  
AVERAGE: \$61,499



**COMPUTER PROGRAMMER**  
TOP 10%: \$118,656  
AVERAGE: \$75,500



**CONSTRUCTION TOP  
10%: \$125,000**  
AVERAGE: \$78,430



**DIESEL TECHNICIAN**  
TOP 10%: \$83,200  
AVERAGE: \$62,400



**ELECTRICIAN**  
TOP 10%: \$102,300  
AVERAGE: \$65,280



**HEALTHCARE / MED TECH**  
TOP 10%: \$81,673  
AVERAGE: \$63,052



**HVACR TECHNICIAN**  
TOP 10%: \$81,337  
AVERAGE: \$51,649



**LINEWORKER**  
TOP 10%: \$114,590  
AVERAGE: \$82,770



**MACHINIST**  
TOP 10%: \$72,820  
AVERAGE: \$51,430



**PLUMBER**  
TOP 10%: \$85,831  
AVERAGE: \$53,624



**WELDER**  
TOP 10%: \$80,876  
AVERAGE: \$46,450





**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**



# 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:

- Workshop requires 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 tear 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 THE INDUSTRY SECTORS OF AGGREGATES, CONSTRUCTION, FORESTRY, MANUFACTURING, TRANSPORTATION, AND UTILITY INDUSTRIES.**

## INTRODUCTION TO BE PRO BE PROUD:

Be Pro Be Proud encourages all teachers utilize the Career Exploration Scavenger Hunt included in your Champion Resource Center to prime students for their upcoming Be Pro Be Proud Mobile Workshop experience.

## PRE-VISIT SURVEY:

The pre- and post-visit surveys assess the impact of the Mobile Workshop Experience. Have your students complete the quick 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.beprobeproudnc.org/champion-resource-center](http://www.beprobeproudnc.org/champion-resource-center).



## MVP PROGRAM OVERVIEW

Be Pro Be Proud created the Most Valuable Pros Program (MVPs) 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 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 complete the 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 pre- and post-visit surveys assess the impact of the Mobile Workshop Experience. Have your students complete the quick survey in the days leading up to your visit.

These links are available in the Champion Resource Center at [www.beprobeproudnc.org/champion-resource-center](http://www.beprobeproudnc.org/champion-resource-center).

\*Arkansas State University will receive all survey responses directly and security measures are in place to ensure the non-identifiable student feedback remains protected.

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**STATE** ARKANSAS STATE UNIVERSITY  
Neil Griffin  
College of Business







**SOCIAL MEDIA**



# SOCIAL POSTING TOOLS



@BEPROBEPROUDNC

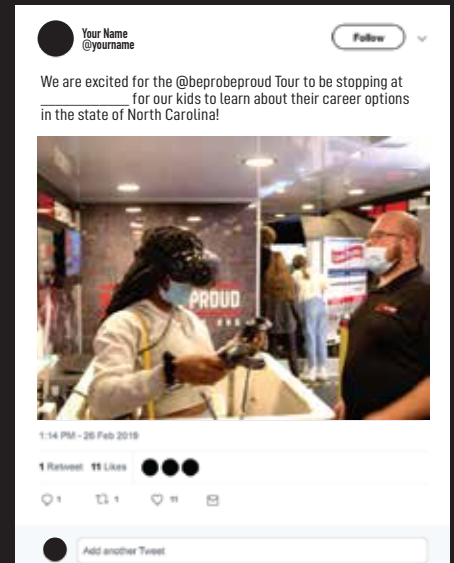
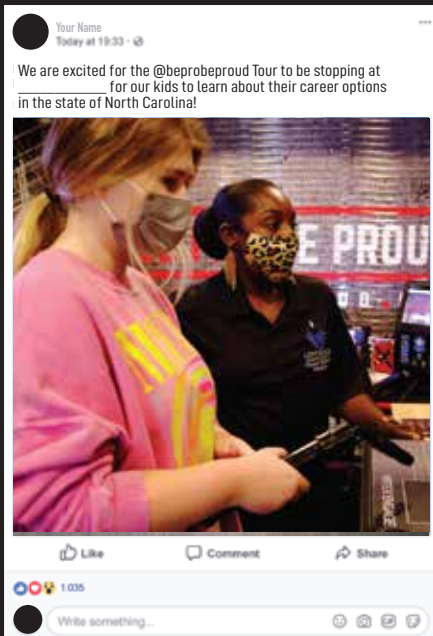


@BEPROBEPROUDNORTHCAROLINA



@BEPROBEPROUDNC

# EXAMPLE SOCIAL POSTS



# PARTNERS

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

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

## PRESENTING PARTNER

Daimler

## SKILLED PROS PARTNER

Albemarle  
Gregory Poole CAT  
North Carolina Home Builders Association  
Truist

## STATION PARTNER

North Carolina Forestry Association

## BE PRO 100- LEVEL 2

Alair  
Canfor Southern Pine  
Lowe's Pro  
Meta  
Mid-Atlantic Mechanical Contractor's  
Association  
NC Aggregates Association  
Vulcan Materials Company

## BE PRO 100 - LEVEL 1

ALTEC  
Carolinas Associated General Contractors of Americas  
Carolina Cat  
Haas Automation  
Maxion Wheels  
Michelin Tires  
Miller Electric  
North Carolina Manufacturers Association  
North Carolina Trucking Association  
PIKE  
W&W AFCO Steel