

# BE PRO BE PROUD

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## A Statewide CTE Engagement Program

The NM Center for Economic Opportunity, the 501c3 education, research, and charitable arm 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.

### How it Works

The Be Pro Be Proud Mobile Workshop is a custom-built 78-foot tractor trailer housing 12 Virtual Reality and Augmented Reality simulators for students to experience, hands-on, the excitement of a skilled trades career path. Up to 200 students per tour stop experience the Mobile Workshop in groups of 30 at a time, cycling through the various simulator experiences, discovering the basic elements of in-demand skilled trades careers in a fun and engaging way. Following the Mobile Workshop experience, students who seek to learn more and pursue a future in skilled trades technical careers will be part of the Be Pro Be Proud movement. NMDWS high school career consultants meet one-on-one with both interested students and employers who have expressed interest in creating meaningful work experiences. Career consultants engage with the students during and after the pre-apprenticeship to connect them with the educational path and work opportunities to continue in their chosen field(s). The DWS High School Career Consultants have the working knowledge to navigate students through career exploration and can provide resources for education, training, and certification. NMDWS has strong partnerships with NM registered apprenticeships and will link pre-apprentices to apprenticeships through a referral system, which may include WIOA funding. The New Mexico Workforce Connection Offices will also play a vital role in the process to refer interested pre-apprentices to the WIOA resources.

### Goals

1. Change the perspective of skilled technical trades and careers through hands-on experience and simulators of in demand technical careers.
2. Identify and work with students to proactively plan their post-secondary futures to establish themselves in a skilled trade career.
3. Bridge the gap between students, training providers, and industry partners to increase enrollment in CTE programs and placement in skilled trades apprenticeships and/or jobs.
4. Build a talent pool and fill in-demand skilled trades jobs with New Mexican workers entering the workforce after high school graduation and to retain skilled talent in New Mexico.
5. Create flexibility for those who may not qualify for traditional educational funding, and for employers who appreciate the flexibility of pre-apprenticeships.

### By the Numbers

- 388,831 students impacted nationwide.
- 115,935 students Joined The Movement nationwide.
- 74% of educators report that students who experience Be Pro Be Proud now consider a skilled trade career.
- 84% of educators report that Be Pro Be Proud helps students understand training and career opportunities.
- 4 out of 5 students have a better impression of skilled trades careers after experiencing Be Pro Be Proud.
- The mobile workshop can accommodate between 150-180 students per day throughout the school year. Outside the school year, we plan to have it at community events where the unit will also accommodate between 150-180 visitors per day. **As a conservative estimate, accounting for 150 visits during the school year with 20 more during the summer, this would lead to 25,500 students experiencing BPBP each year.**
- **Be Pro Be Proud launched on November 9, 2023 and has over 100 tour stop requests from school and community events in every corner of New Mexico.**

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Current Tour Stop Requests (as of 11/13/2023)

