



Business matters.



Arkansas State Chamber of Commerce / Associated Industries of Arkansas Be Pro Be Proud Workforce Initiative

Campaign Aimed at Bringing Pride and Professionals to Arkansas’s Skilled Workforce

Today’s skilled professional workforce is aging out and the next generation of new talent is not sufficient to fill the demand. Nationwide, there are an estimated 5.6 million job openings, with approximately 60,000 of these openings here in Arkansas. The majority of these are in high skilled technical fields. This gap in our state’s employment can be directly attributed to a lack of knowledge, interest and preparation. These jobs make up a vast majority of the manufacturing sector, which represents more than 90 percent of Arkansas’s exports, and are a cornerstone to the state’s economy. In addition, our transportation and construction industries are critical to Arkansas’s success and thousands of high-tech, high-wage jobs remain unfilled. Qualified technical professionals are in great demand.

Be Pro Be Proud was launched by the Associated Industries of Arkansas Foundation, in affiliation with the Arkansas State Chamber of Commerce and public and private partners across Arkansas, on March 8, 2016. The Initiative is designed to dispel the myths about technical professions, showcase current skilled professionals’ true vocational pride, highlight the many career opportunities available within these sectors and provide necessary resources and training to those interested. The initiative targets many key audiences including high school and nontraditional students, current skilled professionals, legislators, parents, teachers, career coaches and employers.

Be Pro Be Proud utilizes a Mobile Workshop to bring these **professions directly to** target audiences and showcase technical professions. The variety of simulators provide a hands-on approach to learning about key professions, their impact on our state’s workforce, and the opportunity for Arkansas’s residents.

For more information visit, please visit BeProBeProud.org or call (501) 372-2222.



The Associated Industries of Arkansas Foundation is a 501(c)(3) Non-profit Organization.

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SCHEDULED TO BE AT THE ARMOREL SCHOOL DISTRICT – APRIL 24, 2017

Parents & Community Members Are Welcome!