

WELCOME

CHAMPION RESOURCE **GUIDE.**

BE PRO BE PROUD

BUILDING TOMORROW'S WORKFORCE

Everything you need to bring the Be Pro Be Proud Mobile Workshop to your students.





THE MOVEMENT ROLLS IN

A 53-FOOT CLASSROOM ON WHEELS.

OUR MISSION

BUILD TOMORROW'S WORKFORCE.

To build tomorrow's workforce by changing student, guardian, and educator perceptions of high-demand, technical professions in targeted industry sectors across the United States.



WHERE THE JOBS ARE

INDUSTRIES

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01
Construction



02
Forestry



03
Manufacturing



04
Transportation



05
Utilities

18 PATHS FORWARD

PROFESSIONS

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Automation & Robotics

CAD/CAM Drafter

CNC Technician

Commercial Truck Driver

Computer Programmer

Construction Services

Diesel Technician

Electrician

Fiber Optics Technician

Forest Technologies

Heavy Equipment Operator

HVACR Technician

Information Technology

Lineworker

Machinist

Plumber

Tool & Die Maker

Welder

PLANNING & LOGISTICS

Booking, space, schedule, and requirements — what we need from you to make the day run.

TOUR STOP

REQUIREMENTS

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25–30

Students at a time, per group



45–60

Minutes per group, on board



150

Students can tour in a single day



8–12

Grade levels. No one under the age of 13.



7

MVPs volunteer for the day



1

Teacher or supervisor with students at all times

LOCATION & FOOTPRINT



THE FOOTPRINT

A 120' × 50' space marked off with cones — about 18 parking spaces wide by 2 rows deep.



KEEP IT CLEAR

The space cannot be in or block bus, carpool, or fire lanes.



LEVEL GROUND

The space provided must be reasonably level.



SET UP & BREAK DOWN

It takes 90 minutes to set up and 90 minutes to break down.



PLANNING & LOGISTICS

STUDENT SCHEDULE

A sample schedule is in the Champion Resource Center. Use it as a reference to build a schedule that works for your students and your school day.



PROGRAM OVERVIEW

THE MVP PROGRAM

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SELECTION

Seven students or volunteers are chosen by their teachers.



UNIFORM

Each MVP receives a complimentary Be Pro Be Proud MVP t-shirt to wear for the tour day.



ELIGIBILITY

MVPs must be over 14 and preferably in the highest participating grade at the host site.

BEFORE & AFTER THE TOUR

THE STUDENT SURVEYS

Two short online surveys bookend the visit. Both are sent to you as links from the Champion Resource Center — students take them in class, on any device, no accounts required.

PRE-VISIT 5 MINUTES • BEFORE THE TOUR

Sets the baseline. Students rate what they know about technical professions, how they feel about them, and what they plan to do after high school.

POST-VISIT 5–10 MINUTES • AFTER THE TOUR

Asks the same questions again. Paired with the pre-visit answers, it shows what changed — and that data drives how we improve the experience.



WE WANT TO KNOW ABOUT YOUR EXPERIENCE

POST-VISIT CHAMPION SURVEY

10 min

Or less to complete, online

10 days

To submit it after your Tour
Stop

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HOW WE MEASURE

MOBILE WORKSHOP EXPERIENCE IMPACT

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Third-party blind program evaluation.



Data is vital to our continued efforts to improve our process.



The post-visit survey, paired with the pre-visit survey, assesses the impact of the Mobile Workshop experience.



Improvement occurs when attitudes or intentions about key focus areas are substantially higher after the experience than before.

AFTER THE TOUR

Improvement occurs when attitudes or intentions about key focus areas are substantially higher after the tour than before it. Nineteen measures were evaluated.

IMPROVEMENTS IN ATTITUDES

80%

1,005 students improved

IMPROVEMENTS IN INTENTIONS

84%

1,021 students improved

SIGNIFICANT IMPROVEMENTS

19/19

Measures improved significantly — up from 17 in Fall 2025

1,364 survey responses 25% valid response rate Highest number of valid responses of any state

Significant improvements by semester: 14 → 14 → 17 → 19

SPRING 2026 — POST-TEST AGREEMENT

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WHAT STUDENTS SAID

79%

The Mobile Workshop
was interesting

73%

Know the benefits of
technical professions

71%

Thought more deeply
about professions

69%

Know how to pursue
technical professions

63%

Hold favorable views of
technical professions

Findings affirm a consistent trend of considerable program impact and high survey response — evidence likely to reflect general student impressions of the Mobile Workshop across Arkansas.

AFTER THE TOUR

JOIN THE MOVEMENT.

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Join the Movement is the free sign-up that keeps a student connected after the Workshop pulls away — the one action that turns a 45-minute tour into a next step.

WHAT IT IS

A student profile in the Career Exploration Hub. Students pick the professions that interested them and get matched to training programs, apprenticeships, and employers hiring near them.

HOW STUDENTS JOIN

Two minutes at the end of the tour — a QR code on board, or the link you share afterward. Name, grade, email, and the professions they liked.

PRIVACY FIRST

Be Pro Be Proud is committed to student privacy and abides by all federal law pertaining to the privacy of minors. Nothing is sold or shared outside the program.

WHO SIGNED UP

TOTAL SIGN-UPS

5,145

Arkansas students joined the movement this semester

PLAN AFTER GRADUATION

4-year school	54%
Start a profession	20%
Unsure	18%
Technical school	8%

Grades 8–9 make up 63% of sign-ups.

TOP PROFESSION INTERESTS

- 01 Welder
- 02 Electrician
- 03 Commercial Truck Driver
- 04 Automation & Robotics
- 05 Computer Programmer

IT TAKES A MOVEMENT

THANK YOU TO OUR **PARTNERS.**

Our Partners are the generous backbone that drives the potential of Be Pro Be Proud. Their support at every level makes the entire mission possible.



THANK YOU.

BUILDING TOMORROW'S WORKFORCE BEGINS **NOW.**

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