

BE PRO BE PROUD

2026-2028 BUDGET REQUEST

BE PRO BE PROUD

BEPROBEPROUD.ORG

Be Pro Be Proud (BPBP) is a nationally recognized workforce development initiative launched in 2016 that uses mobile workshops to introduce students to high-demand, high-wage careers in manufacturing, construction, transportation, and utilities. Supported in Kentucky by the Kentucky Association of Manufacturers, the Metals Innovation Initiative, and the Associated General Contractors of Kentucky, BPBP delivers immersive, hands-on experiences through augmented and virtual reality directly to middle and high school campuses. Operating 40 weeks per year and reaching up to 18,000 students annually, BPBP has proven successful in eight states by improving perceptions of technical education, increasing participation in career and technical education programs, and strengthening the workforce pipeline.



BUDGET REQUEST

We recommend the General Assembly appropriate \$3 million to the Kentucky State Treasury in FY 2027-28 to support the construction and operation of the Kentucky BPBP mobile workshop, contingent upon BPBP private-sector partners raising \$1 million in matching funds by June 1, 2027.

Fiscal management and oversight of the Kentucky BPBP initiative would be administered by the Office of the Kentucky State Treasurer.

PARTNERSHIP



AGC
KENTUCKY CHAPTER
THE CONSTRUCTION
ASSOCIATION



Metals
Innovation
Initiative



KENTUCKY
ASSOCIATION OF
MANUFACTURERS



BUILDING TOMORROW'S WORKFORCE

BE PRO BE PROUD®

Demand for technical professionals continues to grow nationwide as workforce retirements accelerate and employers struggle to fill critical roles. Be Pro Be Proud is leading the movement to bring a new generation of pride, progress & professionals to America's skilled workforce.

4 IN 10

PARENTS ARE WILLING TO CONSIDER GUIDING THEIR CHILDREN TO A CAREER IN MANUFACTURING.

84%

OF MANUFACTURERS REPORT SHORTAGES IN SKILLED PROFESSIONALS

86%

OF COMMERCIAL BUILDERS STRUGGLE TO FILL OPEN POSITIONS

Be Pro Be Proud delivers a ground-breaking set of tools & resources designed to help students explore, plan & launch careers in today's technical roles.

HIGH-WAGE SALARIES

80%

of teachers tell us that one or more of their at-risk students are staying in school because of their Be Pro Be Proud experience.

84% OF

EDUCATORS
say that Be Pro Be Proud helps students understand training & career opportunities.

70% OF

STUDENTS
are thinking more deeply about a technical career

73% OF

EDUCATORS
report that students now consider one of these professions as a career path.

Get involved today!

Join us in building tomorrow's workforce.

ANDREW PARKER, EXECUTIVE DIRECTOR

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HIGH-SKILL ROLES

EXPLORING TECHNICAL CAREERS BEGINS WITH OUR MOBILE WORKSHOP



The Be Pro Be Proud Tour takes our unique Mobile Workshop experience to schools & community centers across the state as the largest — and coolest — mobile tour supporting the workforce initiative today.

Students discover first-hand which skilled professions spark their interests as they dig, drive, connect & weld using the custom-developed, highly-interactive VR & AR simulators. Our Tour Team guides students through the Mobile Workshop, sharing fun insights into the wealth of opportunity, variety, freedom & salary ranges that technical careers offer.

BY THE NUMBERS

JOINED THE MOVEMENT
94,000

TOUR STOPS
2,700

PEOPLE IMPACTED
600,000

CONNECTING INTERESTS WITH LEARNING OPPORTUNITIES

Students who **Join The Movement** receive messaging tailored to professions they're interested in via our responsive digital campaign.

We utilize the power of social media to share engaging career profiles, Be Pro success stories & more.



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