



STATE OF ALABAMA
DEPARTMENT OF EDUCATION



Eric G. Mackey, Ed.D.
State Superintendent of Education

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Alabama
State Board
of Education

Governor Kay Ivey
President

ALABAMA DEPARTMENT OF EDUCATION
LAUNCHES NEW WORKFORCE DEVELOPMENT PROGRAM

*Statewide Initiative 'Be Pro Be Proud' will Focus on
Inspiring Next Generation of Alabama's Highly Skilled Workforce*

Jackie Zeigler
District I

Montgomery, Ala.— The Alabama State Department of Education (ALSDE) proudly announces its new partnership with *Be Pro Be Proud*, an initiative aimed at helping students explore, plan, and launch careers in high-demand technical professions.

Tracie West
District II

Today, the ALSDE officially launches its new Alabama Be Pro Be Proud Mobile Workshop Tour, featuring the Be Pro Be Proud Truck that provides students with the opportunity to learn about various careers and trades on site.

Kelly Mooney
District III

Yvette M. Richardson, Ed.D.
District IV



Tonya S. Chestnut, Ed.D.
District V
Vice President

This exciting virtual experience, *which takes up the entire space of a full-sized semi-truck trailer*, promises to be a rewarding learning opportunity for Alabama students.

Marie Manning
District VI
President Pro Tem

Allen Long, M.D.
District VII

This state-of-the-art virtual jobsite allows students to try different simulations that gives them a glimpse into career possibilities that many would otherwise not have the opportunity to explore. This exciting experience will make stops at schools across Alabama. Students, parents, and members of the community will have a chance to be inspired as they explore various in-demand career choices.

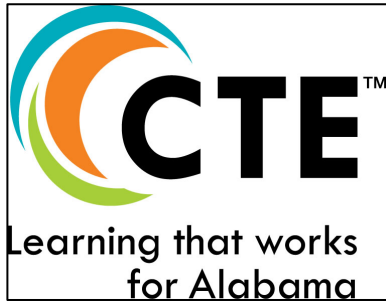
Wayne Reynolds, Ed.D.
District VIII

Dr. Eric Mackey, State Superintendent of Education, said this innovative program will connect students with in-demand career choices, through an immersive mobile workshop experience. It will allow them to work and learn alongside top educators and industry professionals, through individualized training and activities. "As Alabama's job market continues to evolve, the need for skilled workers across the state has become more critical than ever," Mackey said. "This new initiative will meet students where they are, bridging the gap not only by connecting high school students with jobs, but by also allowing younger students to explore potential career pathways.

Eric G. Mackey, Ed.D.
Secretary and
Executive Officer

—more—

We're eager to see how this partnership will address workforce needs in Alabama and help students identify careers and interests that are vital in today's in-demand job market."



Alabama's Be Pro Be Proud initiative will allow students, especially those in very rural areas of the state, to actively learn more about in-demand careers. Some of the high-paying and in-demand career areas that students will learn about during the *Alabama Be Pro Be Proud Mobile Workshop Tour* include advanced manufacturing, agriculture, construction, digital technology, teaching and education, healthcare, national supply chain and transportation, and the utilities industry.

This initiative is expected to positively impact Alabama's economic growth, technological advancement, and long term national competitiveness by enhancing local workforce development efforts and programs. It promises to provide Alabama's students and communities with great learning experiences via dynamic virtual and augmented reality simulator presentations. Each focused on allowing students to actively explore their personal career choices and future options. This innovative initiative will also allow students to explore

the real benefits of participating in career and technical education, STEM programs, and college-level workforce initiatives.



Under the leadership of the Alabama State Board of Education, the ALSDE has placed even greater focus on K-12 student workforce preparation and college readiness. A new and innovative state requirement will go into effect soon, starting with the graduating Class of 2026, which will require all Alabama students to earn a *College and Career Readiness (CCR)* credential before high school graduation.

To learn more about Alabama's innovative *Be Pro Be Proud* program, contact ALSDE Assistant State Superintendent Dodd Hawthorne at dodd.hawthorne@alsde.edu

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