

# Be Pro Be Proud SC

An initiative led by the Associated Industries of South Carolina Foundation is leading the movement to bring a new generation of PRIDE, PROGRESS & PROFESSIONALS to South Carolina's skilled workforce through a unique private/public partnership.

## Mission:

Currently, tens of thousands of workers are needed in the skilled trades and supply chain-related industries in South Carolina, but the state lacks a collaborative initiative targeting this workforce. S.C. citizens, young and old, who are "at-risk" and/or not college-bound can be encouraged to find a path to rewarding, prideful professional careers. Parents, as well as adults seeking better work opportunities, need to be convinced there is a relatively quick, low-cost path to good jobs and rewarding careers.

More than **74%** of commercial contracting firms are reporting they are having hard time finding skilled workers.



## Facts:

- More than 82% of employers in skilled professions report a moderate or serious shortage in skilled production workers (Forbes Magazine 2013).
- More than 53% of all skilled construction employees in the U.S. are 45+ years or older (Forbes Magazine 2013).
- By 2025, the skills gap is expected to grow to 2 million jobs going unfilled (Forbes Magazine 2013).
- During the recent economic downturn, SC lost 26.8% of all residential construction jobs (17,000 jobs), which were predominantly self-employed, with an additional 24,000 new construction workers needed to meet the state's current building needs.
- Nearly half of the CDL holders in South Carolina are over age 52. In contrast, only one-half of one percent of CDL holders are between the ages of 18 and 21.
- 2 in 3 parents feel jobs in the skilled trades are not for their child.
- Experienced skilled tradesmen can make an average of \$50,000 annually.

## Objectives:

- Change how South Carolinians think about the job opportunities provided in the skilled professions and persuade them to ACT!
- Drive awareness among middle school students, high school students, at-risk students and their key influencers and others looking for meaningful, rewarding careers, throughout South Carolina of the incredible opportunities available through skilled professions.
- Change perception of parents and provide them with information on the types of positions, job growth, character development, personal responsibility, as well as the annual salaries and earning potential in key state industries.
- Drive these potential workers directly into skilled professions through technical schools, apprenticeships, and on-the-job training.
- Build on existing military initiatives, such as Operation Palmetto Employment, by matching military skills with needed workforce skills, to reintroduce veterans to the workforce and reduce the military unemployment rate in South Carolina.

## Forecast:

- 48 Week Tour through S.C.
- 40 weeks of visiting middle, high and trade schools.
- Engage with 50 students per day, 5 days a week – 1,250 students per month.
- Engage with 50,000 students during first year

WORKFORCE CONFERENCES  
HOME SHOWS / COMMUNITY  
FESTIVALS/FAIRS  
TRADE SHOWS  
ADULT CAREER FAIRS  
MILITARY RE-ENTRY PROGRAMS

## SECTORS:

Construction; Agribusiness; Forestry;  
Technology Services; Trucking, Transporta-  
tion Distribution & Logistics,  
Heavy Equipment

**GOAL: 100,000 S.C. citizens entering the workforce  
over a 5-year period!**