

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2021

H.B. 627  
Apr 20, 2021  
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH30281-MHa-133

Short Title: Be Pro Be Proud NC Pilot Program.

(Public)

Sponsors: Representative Willis.

Referred to:

1 A BILL TO BE ENTITLED  
2 AN ACT TO APPROPRIATE FUNDS FOR THE BE PRO BE PROUD NORTH CAROLINA  
3 PILOT PROGRAM.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** Program Established; Purpose. – From the funds made available to it  
6 pursuant to Section 3 of this act, the Department of Labor shall create, implement, operate, and  
7 support the Be Pro Be Proud initiative, a three-year mobile statewide workforce development  
8 pilot program. The program shall focus on generating student, parent, and educator interest in  
9 technical professions within the construction, manufacturing, transportation, and utility  
10 industries by emphasizing the high-tech, high-wage potential of these student career paths. The  
11 program shall also support progress towards North Carolina's postsecondary attainment goals to  
12 increase postsecondary degrees and certificates in the skilled trade professions.

13 **SECTION 2.** Components of the Program. – In meeting the goals of the pilot  
14 program, Be Pro Be Proud shall provide for at least the following:

- 15 (1) A custom-built mobile workshop that brings elements of up to 12 skilled  
16 professions to middle and high school students through simulators and virtual  
17 reality experiences. Students on board this state of the art workshop will learn  
18 about various careers, job responsibilities, and average statewide wages for  
19 each career while stepping virtually into these professions. Students can  
20 engage directly with partners and are invited to sign up to learn more about  
21 one or more professions of interest.
- 22 (2) Information and data collection for students by setting up a digital profile on  
23 Be Pro Be Proud's national "Join the Movement" partnership. With the  
24 consent of parents and students participating in the mobile workshops, the data  
25 collected shall be shared with the Community Colleges System Office, the  
26 Department of Public Instruction, the Department of Commerce, myFutureNC  
27 Commission, industry associations, and companies that are prompted to  
28 connect with the potential student recruits. The database management system  
29 shall provide a connection for student internships, scholarships,  
30 apprenticeships, full-time jobs, and other opportunities.
- 31 (3) Follow-up opportunities for interested students to pursue their interests  
32 through hands-on leadership opportunities, including gaining on-site learning  
33 experiences, volunteering, and participating in networking opportunities with  
34 potential job and postsecondary school recruiters.
- 35 (4) Motivation for interested educators to stay engaged through a combination of  
36 scholarship opportunities and incentive programs.



- 1 (5) Operation of the pilot program to coincide with the public school instructional  
2 calendar and various events for students that take place throughout the  
3 summer. A Be Pro Be Proud team shall operate the day-to-day functions of  
4 the statewide tour and engage with students. Additional volunteers shall be  
5 recruited to assist with the pilot program, including partner associations,  
6 companies, and schools, as well as teachers, parents, and students.
- 7 (6) In collaboration with the N.C. Trucking Association, the operation,  
8 implementation, and support of a workforce development program to increase  
9 licensed commercial driver license operators, transportation dispatchers, and  
10 technicians across the State.

11 **SECTION 3.** Appropriation. – There is appropriated from the General Fund to the  
12 Department of Labor the sum of five million dollars (\$5,000,000) in nonrecurring funds for the  
13 2021-2022 fiscal year to be allocated for the Be Pro Be Proud initiative, a mobile statewide  
14 workforce development pilot program, in accordance with the requirements of this act. Any  
15 unexpended funds at the end of each fiscal year shall not revert to the General Fund but shall  
16 remain available for expenditure for the purposes described by this act until June 30, 2024.

17 **SECTION 4.** Position. – The Department of Labor may establish one time-limited  
18 position with the funds appropriated by this act to coordinate and administer the Be Pro Be Proud  
19 initiative.

20 **SECTION 5.** Report. – The Department of Labor shall submit a report by April 1 of  
21 each year in which it spends State funds appropriated by this act on the Be Pro Be Proud initiative  
22 to the Joint Legislative Oversight Committee on Agriculture and Natural and Economic  
23 Resources and the Fiscal Research Division regarding the activities undertaken with the funds  
24 appropriated by this act.

25 **SECTION 6.** This act becomes effective July 1, 2021.