

What is Going PRO?

A public awareness campaign in Michigan designed to elevate the perception of Professional Trades and to showcase the opportunities in a variety of rewarding career paths.

The current situation for Professional Trades.

- A sizeable shortage exists in Michigan and is expected to continue
- About 15,000 new job openings expected annually in Michigan through 2024
- Opportunities exist in IT, healthcare, construction, automotive and advanced manufacturing
- Skilled Trades have been rebranded as Professional Trades throughout the state
- Limited awareness on how to get into a Professional Trades career.

The target audience for Going PRO.

- Young adults interested in a career
 - College isn't likely due to finances or lack of interest in four more years of school
 - Demographically defined as: high school upperclassmen, community college students
- Parents of young adults listed above
 - The child's primary influencer – Parents' knowledge of opportunities is essential
- Educators, teachers and counselors

The reasons to choose a career in Professional Trades.

- Fast-track career opportunities (12-18 months) – Less school and debt than a four-year college
- "Earn while you learn" – formal apprenticeship programs while the individual is working
- Above median wages – \$51,000/year

Go to [Going-PRO.com](https://www.Going-PRO.com) to learn more information on Professional Trades.