

## What is Going PRO?

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

## What is the current situation for skilled trades?

- A sizable skilled trades shortage exists in Michigan and is expected to continue
- Approximately 15,000 new job openings are expected annually in Michigan through 2024
- \$51,000 is the median annual salary for skilled trades
- Opportunities exist in a variety of emerging industries like IT, healthcare and advanced manufacturing

## Who is the target audience for Going PRO?

- Young adults not committed to getting a college degree but interested in a career
  - College isn't in their plans due to finances or lack of interest in four more years of school
  - Demographically this segment is defined as:
    - High school juniors and seniors
    - Community college students
- Parents of young adults who are not committed to a 4-year college degree
  - Parents are often a child's primary influencer – their knowledge of the opportunities in today's skilled trades is essential

## What are the reasons to choose a career in skilled trades?

- A sizable and growing demand for skilled workers
- Fast-track career opportunities (12-18 months)
- Less school and debt than a four-year college program
- "Earn while you learn" – completion of formal apprenticeship program while the individual is working
- Above-median wages – \$51,000/year
- Opportunities in a variety of career paths that align with a variety of skill sets



## Once a student or parent decides that skilled trades are a viable career option, what are examples of programs and services to support them?

- There is a multitude of resources available to help inform a move into the skilled trades. By visiting MiTalent.org, parents and students alike can:
  - Research and search for jobs and apprenticeships (including MAT2)
  - Discover upcoming job and career fairs
  - Find CTE maps and contact information
  - Read about CTE program summaries statewide
  - Find apprenticeships (including MAT2)