



# Division of Elementary and Secondary Education

*Transforming Arkansas to lead the nation in student-focused education*

**Johnny Key**  
*Secretary*

September 9, 2020

Dear Arkansas Educators,

**State Board  
of Education**

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**Adrienne Woods**  
*Rogers*

On behalf of the Arkansas Department of Education, I send this message to encourage you to continue your engagements with Be Pro Be Proud as it resumes its tour schedule, visiting middle and high schools across Arkansas.

Since its 2016 launch, the Be Pro Be Proud team has taken its Mobile Workshop across Arkansas showcasing high-value manufacturing, transportation, construction and utility careers to students and teachers on our middle and high school campuses. Over 98,000 students and their teachers spread across all 75 counties have utilized the various on-board virtual and augmented reality simulators to better imagine themselves in these roles. This is a unique and powerful experience and I encourage every teacher in all learning areas to consider scheduling time for his and her students to experience the Be Pro Be Proud Mobile Workshop and effort.

I applaud the efforts of the Be Pro Be Proud team to proactively work with the Arkansas Department of Education and the Arkansas Department of Health to develop and implement COVID-19 cleaning and safety protocols to comply with CDC Guidelines. Cleaning and sanitation procedures and social distancing markers are in place to maximize students' safety and their learning opportunities.

I encourage school administrators, guidance counselors and teachers to continue to permit the Be Pro Be Proud Tour Manager to utilize classroom spaces to share the Be Pro Be Proud message and facilitate Question and Answer Sessions with students while they wait for their classmates to complete their Mobile Workshop experiences.

Sincerely,

Ivy Pfeffer, Ed. D.  
Deputy Commissioner  
Arkansas Department of Education  
Division of Elementary and Secondary Education

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