# Inspiring the Next Generation: New Mobile Workshop Targets Construction Workforce Shortage in North Texas

*Immersive Be Pro Be Proud mobile workshop offers Texas students an interactive look at high-demand construction careers.*



The Be Pro Be Proud Mobile Workshop is rolling into Texas

DALLAS, TX, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- The TEXO Foundation, the nonprofit workforce development arm of the TEXO Association, is proud to announce the inaugural launch of the Be Pro Be Proud Mobile Workshop in Texas. This initiative, supported by major partners including Meta, Procore Technologies, the Dallas College Foundation, American Subcontractors Association North Texas, and Skanska USA, aims to reshape how students view careers in construction.

The North Texas construction industry faces a significant labor challenge. Too often, high school students perceive construction as a last resort rather than a viable, rewarding first choice for their future. The Be Pro Be Proud Mobile Workshop is designed to bridge this gap by offering a unique, interactive experience that demystifies skilled trades.

The mobile workshop features advanced virtual reality and augmented reality simulators, allowing students to step into real-world construction scenarios—from operating heavy equipment and welding pipe to managing complex site tasks. By providing this interactive exploration, the program introduces students to diverse, high-growth career paths they might otherwise never consider.

"We have to do a better job of telling the story of these amazing career opportunities," said Meloni Raney, President and CEO of TEXO. "When you look at what's happening with the Texas economy right now, it's on the backs of construction."

This launch represents a significant investment in the future of the Texas workforce, backed by $1.7 million in funding from corporate partners, private foundations, and industry leaders. In its first six months, the program is set to visit DFW High Schools and engage more than 1,500 students.

"Texas is building the infrastructure that will power America's AI future, and that work takes electricians, welders, and heavy equipment operators," said Tara Tenorio, Community Engagement Manager at Meta. "We've partnered with Be Pro Be Proud for three years to help grow that talent pipeline, reaching roughly 70,000 students nationwide. We're invested in Texas — from El Paso to Temple to Fort Worth — and excited to connect more students to these careers right here in North Texas."

Texas State Technical College, a key partner in this launch, shares the vision of expanding career access. "Texas State Technical College is proud to champion the Be Pro Be Proud launch in Texas, as it perfectly aligns with our mission to place more Texans in great-paying jobs," said Marcus Balch, North Texas Provost of Texas State Technical College. "By bringing interactive, technical career exploration directly to communities, this initiative will inspire the next generation of skilled professionals and provide immense value to our state's rapidly growing workforce."

Members of the media, educators, and students are invited to experience the mobile workshop firsthand on Wednesday, September 16, 2026, from 11:00 AM to 1:00 PM at the Dallas College Coppell Center, located at 101 S. Royal Lane in Coppell, TX 75019. Attendees will have the opportunity to test the VR/AR simulators and connect with industry professionals.

Schools interested in scheduling a visit from the Be Pro Be Proud Mobile Workshop can find more information and request a visit at https://www.texofoundation.org.

About The TEXO Foundation
The TEXO Foundation is the 501(c)(3) nonprofit arm of TEXO, The Construction Association. Dedicated to bridging the gap between classrooms and construction sites, the Foundation raises awareness about construction careers, provides scholarships, and equips the educators who help students build their futures.

Joanna Hart
TEXO Association
email us here

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