



ProStart® Program Fact Sheet

Overview

The ProStart program, developed by the National Restaurant Association Educational Foundation (NRAEF) and managed nationally by National Restaurant Association Solutions, is a nationwide system of high school restaurant and foodservice courses linked with mentored worksite experiences. The ProStart program is comprised of state-driven industry and educational partnerships throughout the country, and it exists as the national umbrella organization for restaurant and foodservice career education. Currently, 60,000 high school students at 1,600 schools in 47 states, territories and districts are enrolled in the program. www.WeAreProStart.org

Industry Employment Challenge

- The \$511 billion restaurant and foodservice industry employs more people than any other private sector industry in the U.S., and this trend is expected to continue well into the future.
- The Bureau of Labor Statistics projects that the number of restaurant and foodservice industry jobs during the period of 2008 to 2018 will increase by approximately 2 million, of which approximately 47,000 will be management positions.
- Restaurant and foodservice managers rank industry employee availability and industry skill level second only to competition.
- Young people are unaware of the potential careers in the restaurant and foodservice industry.

ProStart Initiative Role

- Promote adoption of restaurant and foodservice curricula in high schools.
- Increase industry involvement in educational partnerships.
- Set standards for career education.
- Improve the restaurant and foodservice industry's image.
- Strengthen educator-industry partnerships.
- Assist in developing financial resources.
- Document the impact of the ProStart program.

ProStart Initiative Long-Term Goals

- Establish the restaurant and foodservice industry as the industry of choice for career seekers.
- Maintain the highest career education standards.
- Raise awareness about the ProStart program with high school students.
- Significantly increase the restaurant and foodservice industry's recruitment efforts.
- Create more national articulation agreements with colleges that offer restaurant and foodservice education curricula.
- Recognize industry leaders for their contribution to the ProStart program.

States and Territories Currently Offering the ProStart Program

Alabama	Florida	Kansas	Mississippi	New York	South Dakota	Washington D.C.
Alaska	Georgia	Louisiana	Missouri	North Carolina	Tennessee	West Virginia
Arizona	Hawaii	Maine	Montana	Ohio	Texas	Wisconsin
Arkansas	Idaho	Maryland	Nebraska	Oklahoma	Utah	Wyoming
California	Illinois	Massachusetts	Nevada	Oregon	Vermont	Guam
Colorado	Indiana	Michigan	New Jersey	Rhode Island	Virginia	
Connecticut	Iowa	Minnesota	New Mexico	South Carolina	Washington	

How to Get Involved

- Make a financial contribution to support the development and maintenance of the ProStart program and the services needed to foster participation at the state level.
- Become a ProStart worksite and mentor high school students.
- Help fund high school curricula, mentored work experiences, recognition events, teacher training, and educational workshops.
- Contribute in-kind donations of time to organize workforce development initiatives and partnerships, coordinate events such as career days, and sponsor learning opportunities such as field trips to worksites.
- **To contact your state ProStart Coordinator, please visit www.nraef.org/prostart/coordinators/marketing/states.asp**

What are the Benefits of Being a ProStart Partner?

- Help create solutions to key human resource challenges.
- Recruit tomorrow's managers today.
- Enhance the restaurant and foodservice industry image.
- Impact the lives of students by introducing them to a career in the restaurant and foodservice industry and preparing them with life enhancing skills.
- Invest in our nation's future.
- Earn recognition as an industry partner in all materials and at key events.

Who Should Be Involved in the ProStart Program?

All restaurant and foodservice industry stakeholders who have a vested interest in America's youth and the future success of the industry will benefit from partnering with the ProStart program.

The following industry leaders recognize the value of the ProStart program:

Partners

Platinum

- The Coca-Cola Company
- The J. Willard and Alice S. Marriott Foundation

Gold

- Ecolab, Inc.
- Nestlé Professional

Silver

- American Express Corporation
- Coach's Low Country Brands
- Compass Group, USA, Inc.

- Darden Restaurants
- The Employment Guide
- Golden Corral Corporation
- Sodexho, Inc.

Bronze

- The Culinary Institute of America

Supporting Sponsors

- Buca, Inc
- Buffalo Wild Wings, Inc.
- Kellogg's
- Land O'Lakes, Inc.
- Rich Products Corporation

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