



STRENGTHENING OUR WORKFORCE

North Dakota's Strategic Plan for Workforce Development

SEPT. 2014 - PROGRESS UPDATE FOR THE NORTH DAKOTA STRATEGIC PLAN FOR WORKFORCE DEVELOPMENT

Vision: *An enterprising workforce that drives North Dakota's global competitiveness, has regional access to exemplary skill development, embraces lifelong learning and contributes to state and community vitality.*

GOAL 1: PREPARE OUR FUTURE WORKFORCE

STRATEGY 1: Engage students, parents, schools and businesses in a comprehensive career planning process.

Expand the use of RUPrepareND.com – an online computer-based career development system – and a statewide grade 7-12 career planning curriculum.

- 22 new secondary career advisors in 2013.
- 6 additional career advisors on college campuses in 2013.
- Increase in teacher externships through the work of the Greater Fargo Moorhead Economic Development Corporation and South East Education Cooperative.
 - 9 externships in Fargo with the Teachers in Industry Program in 2014 (up from 1 externship in 2011).
 - 2 externships in Bismarck in 2014 with the Bismarck Mandan Development Association.
 - The Workforce Development Council is recommending statewide externship legislation to the Governor's Office for the 2015 session.
- Every public school student grades 7-12 is provided an account to RUPrepareND.com. The Department of Career & Technical Education (CTE) is working on tracking activity, content, etc.
- Career planning training is being conducted for teachers and students by the Regional Education Associations (REAs) with support from Succeed 2020 and in partnership with CTE.
- Roads to Success curriculum adopted for 7-12 grades. REAs and CTE will partner to provide training to districts.



STRATEGY 2: Expand access to career and technical education and training.

Make more career and technical program options available to more students statewide, to meet workforce demands and increase school completion rates.

- CTE awarded a grant to North Valley Career and Technical Center in Grafton to deliver a distance learning welding course and maintain the same level of hands on training for welding programs as in-person training. Participating remote schools are Walhalla, Fordville-Lankin and Park River with students also in front of the instructor at North Valley.
- Promote the establishment of STEM based courses “Engineering by Design” (EbD) and “Project Lead the Way” (PLTW) through new state funding. CTE continues to work on organizing teacher prep programs for EbD and PLTW.
- CTE received funding to create a new emerging technology consortium that allows schools to partner with each other and rotate high-tech equipment through each school providing more project-based and hands-on-learning opportunities.
- A new virtual Area Career and Tech Center has come online in Fargo, West Fargo and Cass County. There are now eleven area centers with six being virtual centers.

STRATEGY 3: Increase employer use of internships and cooperative work experiences.

Expand work-based learning through a core resource for information, promotion and assistance for internships and cooperative work experience activities.

- Operation Intern received a \$1.5M allocation for 2013-2015, up from \$900,000.
 - \$1.55M (including carryover) has been obligated as internship matching funds for 516 internships at 108 different companies.
 - Developed work-based learning promotion and assistance campaign for employers to be implemented summer 2014.
 - Currently studying the development of an online solution for work-based learning employer listings and student resumes in conjunction with Job Service North Dakota.



GOAL 2: FACILITATE THE CONNECTION BETWEEN BUSINESS AND WORKFORCE

STRATEGY 1: Build partnerships for future workforce needs and opportunities.

Enhance linkages between employers, students, parents and schools for shared understanding of workforce needs and opportunities.

- Career EDventure was held in Bismarck, May 2013 – 1,300 students from 24 schools and 45 employers participated.
- North Dakota Department of Commerce has developed a career event toolkit for organizations interested in hosting their own event.
- Commerce is collaborating with Succeed 2020 to produce an interactive web-based, work-based learning toolkit that includes documents, advertising materials, etc.

STRATEGY 2: Create a site for displaying employer-provided training and education resources.

Provide an online inventory of employer-provided opportunities such as scholarships, training, internships, speakers, etc. for access by youth, parents and other career influencers.

- Commerce is compiling a list of employer provided training and education resources to conduct an analysis of existing workforce development programs and promote.
- The North Dakota Youth Office publishes a bimonthly electronic newsletter called ND Youth Matters. The target audience is parents, students and educators. The newsletter has begun highlighting one North Dakota employer per edition discussing how the employer is reaching out to North Dakota students.



GOAL 3: EXPAND AND RETAIN OUR WORKFORCE

STRATEGY 1: Provide communities and employers with tools to support efforts to meet their workforce needs.

Assist communities and employers as they encourage new workers and their families to make North Dakota their home.

- A survey is being conducted to determine if there is a need for this service.
- The North Dakota Economic Development Foundation has launched an expanded image/employee recruitment campaign in response to the 25,000 job openings North Dakota. The campaign launched on May 14, 2014.
- Commerce began a quarterly electronic newsletter in May 2014 for North Dakota employers. It highlights state funded workforce development programs, employer success stories using these programs and innovative employer recruitment methods.
- Commerce and Job Service North Dakota have pitched “Who’s Hiring in North Dakota” to a number of national and regional media outlets. These include Fox News, the Minneapolis Star and Prairie Business Magazine. The goal is to give regional and national exposure to job seekers about the number of quality job opportunities in the state.



STRATEGY 2: Establish a pilot program utilizing federal demonstration grant funds to train unemployed, underemployed and dislocated workers in oilfield and construction trade occupations.

Focus on securing employment with North Dakota employers experiencing worker shortages. The grant places priority on veterans and Native Americans.

- The SkillBuildND program is a federally funded program administered by Job Service North Dakota focused on training Native Americans and veterans.
 - \$1.455M of \$1.58M has been expensed to enroll 320 individuals
 - 73.8% entered employment within 1st quarter after program exit
 - 75.5% employment retention in 1st and 2nd quarters after program exit
- A replication of SkillBuildND has been presented to the Workforce Development Council and 2020 & Beyond Workforce Committee as a possible state solution to workforce needs.

STRATEGY 3: Ensure the continuing competitiveness of North Dakota’s employers by enhancing the knowledge and skills of current workers

Offer frequent opportunities to communicate with employers regarding existing training, training needs and the return on investment resulting from training.

TrainND hosted a Summit on February 26, 2014. The purpose was to provide a forum to evaluate the effectiveness of the current workforce training model in meeting North Dakota business and industry needs. The information also provided TrainND staff with feedback from business and industry leaders which will be used to shape 2014-2016 curricula and consulting development work to meet the needs which are considered key to their immediate and long-term performance improvement.

Total number of businesses served by TrainND:

- FY 2011 – 1,547 with a 52% repeat rate – 48% new businesses served
- FY 2012 – 1,765 with a 40% repeat rate – 60% new businesses served
- FY 2013 – 1,489 with a 45% repeat rate – 55% new businesses served
- FY 2014 – numbers available after September 15, 2014

Awareness efforts included a 2013 legislative piece, biennial business plan, ads in various business magazines and booths at various business centered events. Individual awareness efforts include regular face to face contacts with businesses within each region and direct mail and local publications.



GOAL 4: MAP WORKFORCE DEVELOPMENT ACTIVITIES FOR PLANNING AND PROMOTION

STRATEGY 1: Create an inventory of existing workforce development services and programs, and analyze for strategies and policy recommendations.

Develop a detailed map of the training, education and development activities available in North Dakota for identifying gaps and potential solutions, and promoting North Dakota's opportunities.

- Current workforce development programs are being studied looking for gaps.
- Resource mapping efforts are planned to be connected with the North Dakota Economic Development Foundation image/employee recruitment campaign.

STRATEGY 2: Promote North Dakota's training and education opportunities.

Market the value of North Dakota's career opportunities in-state and out-of-state to encourage current, new and future residents to work, stay and play in North Dakota.

- Marketing to occur after completion of Strategy 1 and possibly in collaboration with the North Dakota Economic Development Foundation image/employee recruitment campaign.

North Dakota Workforce Leadership Team



Our purpose is to identify North Dakota's current and emerging workforce needs and work collaboratively to develop and implement strategic, goal-oriented action plans that strengthen our state's workforce.

For additional information on North Dakota's Strategic Plan for Workforce Development, please contact Wayde Sick at the North Dakota Department of Commerce.

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