

2023 HOUSE EDUCATION

HB 1240

2023 HOUSE STANDING COMMITTEE MINUTES

Education Committee
Coteau AB Room, State Capitol

HB 1240
1/23/2023

Relating to skilled workforce student loan repayment and skilled workforce scholarships; and to provide for a transfer
--

3:04 PM

Chairman Heinert opened the hearing.

Members present: Chairman Heinert, Vice Chairman Schreiber-Beck, Representatives Conmy, Dyk, Hager, Hauck, Heilman, Jonas, Longmuir, Marschall, Murphy, Novak, and Timmons. Absent: Rep. Hoverson

Discussion Topics:

- Loan repayment and scholarships
- Public funds
- Private sector funds
- Workforce development program
- Teacher vacancies

Rep. Schreiber-Beck, District 25, introduced the bill, Testimony #15315

Brenda Zastoupil, Financial Aid Director, NDUS, Testimony #15522, #15523, #15524

Nick Archuleta, Executive Director, ND United, Testimony #16644

Madelyn House, UND student, Student Government's UND Chief of Staff, Testimony #15498

Additional written testimony:

Tim Blasl, President, ND Hospital Association, Testimony #15217

Christopher Scott, President, ND Student Association, Testimony #15441

Dana Hager, Executive Director, Economic Development Association of ND Testimony #15534

3:24 PM Chairman Heinert closed the hearing.

Kathleen Davis, Committee Clerk

2023 HOUSE STANDING COMMITTEE MINUTES

Education Committee
Coteau AB Room, State Capitol

HB 1240
1/24/2023

Relating to skilled workforce student loan repayment and skilled workforce scholarships; and to provide for a transfer
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4:42 PM

Chairman Heinert opened the meeting.

Members present: Chairman Heinert, Vice Chairman Schreiber-Beck, Representatives Conmy, Dyk, Hager, Hauck, Heilman, Hoverson, Jonas, Longmuir, Marschall, Murphy, Novak, and Timmons.

Discussion Topics:

- Committee action

Rep Murphy moved a Do Pass and Rerefer to Appropriations, seconded by Rep Jonas.

Representatives	Vote
Representative Pat D. Heinert	Y
Representative Cynthia Schreiber-Beck	Y
Representative Liz Conmy	Y
Representative Scott Dyk	N
Representative LaurieBeth Hager	Y
Representative Dori Hauck	N
Representative Matt Heilman	N
Representative Jeff A. Hoverson	N
Representative Jim Jonas	Y
Representative Donald W. Longmuir	Y
Representative Andrew Marschall	N
Representative Eric James Murphy	Y
Representative Anna S. Novak	Y
Representative Kelby Timmons	N

Yes 8 No 6 Absent 0 Motion carried. Rep Jonas is carrier.

4:46 PM Chairman Heinert closed the meeting.

Kathleen Davis, Committee Clerk

REPORT OF STANDING COMMITTEE

HB 1240: Education Committee (Rep. Heinert, Chairman) recommends **DO PASS** and **BE REREFERRED** to the **Appropriations Committee** (8 YEAS, 6 NAYS, 0 ABSENT AND NOT VOTING). HB 1240 was rereferred to the **Appropriations Committee**.

2023 HOUSE APPROPRIATIONS

HB 1240

2023 HOUSE STANDING COMMITTEE MINUTES

Appropriations Committee Brynhild Haugland Room, State Capitol

HB 1240
2/2/2023

Relating to skilled workforce student loan repayment and skilled workforce scholarships; and to provide for a transfer.

9:34 AM Chairman Vigesaa Called the meeting to order, roll call was taken:

Members present; Chairman Vigesaa, Representative B. Anderson, Representative Bellew, Representative Brandenburg, Representative Hanson, Representative Kreidt, Representative Martinson, Representative Mitskog, Representative Meier, Representative Mock, Representative Monson, Representative Nathe, Representative J. Nelson, Representative Pyle, Representative Richter, Representative Sanford, Representative Schatz, Representative Schobinger, Representative Strinden, Representative J. Stemen and Representative Swiontek.

Members not Present: Representative Kempenich, Representative O'Brien

Discussion Topics:

- Scholarship or Loan Repayment Program
- 3 Year Employment Commitment
- Money from BND Profits

Representative Heinert- Introduces HB 1240

Brenda Zastoupil-ND University Systems Director of Financial Aid- Answers committee questions

Chairman Vigesaa Closed the meeting for HB 1240 at 9:55 AM

Risa Berube, Committee Clerk

2023 HOUSE STANDING COMMITTEE MINUTES

Appropriations Committee Brynhild Haugland Room, State Capitol

HB 1240
2/16/2023

Relating to skilled workforce student loan repayment and skilled workforce scholarships; and to provide for a transfer.

11:02 AM Chairman Vigesaa Called the meeting to order, roll call was taken:

ALL Members Present; Chairman Vigesaa, Representative Kempenich, Representative B. Anderson, Representative Bellew, Representative Brandenburg, Representative Hanson, Representative Kreidt, Representative Martinson, Representative Mitskog, Representative Meier, Representative Mock, Representative Monson, Representative Nathe, Representative J. Nelson, Representative O'Brien, Representative Pyle, Representative Richter, Representative Sanford, Representative Schatz, Representative Schobinger, Representative Strinden, Representative G. Stemen and Representative Swiontek.

Discussion Topics:

- Bill Necessity
- Scholarship or Loan Repayment Program
- Employment Commitment Period

Representative Nathe- Move for a Do Not Pass

Representative Richter- Seconds the motion.

Committee discussion- Roll call vote

Representatives	Vote
Representative Don Vigesaa	Y
Representative Keith Kempenich	Y
Representative Bert Anderson	Y
Representative Larry Bellew	Y
Representative Mike Brandenburg	Y
Representative Karla Rose Hanson	Y
Representative Gary Kreidt	Y
Representative Bob Martinson	Y
Representative Lisa Meier	Y
Representative Alisa Mitskog	Y
Representative Corey Mock	N
Representative David Monson	Y
Representative Mike Nathe	Y
Representative Jon O. Nelson	Y
Representative Emily O'Brien	Y

Representative Brandy Pyle	N
Representative David Richter	Y
Representative Mark Sanford	Y
Representative Mike Schatz	Y
Representative Randy A. Schobinger	Y
Representative Greg Stemen	Y
Representative Michelle Strinden	Y
Representative Steve Swiontek	Y

Motion Carries 21-2-0 Representative Richter will carry the bill.

11:25 AM Chairman Vigesaa Closed the meeting for HB 1240

Risa Berube, Committee Clerk

REPORT OF STANDING COMMITTEE

HB 1240: Appropriations Committee (Rep. Vigesaa, Chairman) recommends **DO NOT PASS** (21 YEAS, 2 NAYS, 0 ABSENT AND NOT VOTING). HB 1240 was placed on the Eleventh order on the calendar.

TESTIMONY

HB 1240



2023 House Bill 1240
House Education Committee
Representative Pat Heinert, Chairman
January 23, 2023

Chairman Heinert and members of the House Education Committee, I am Tim Blasl, President of the North Dakota Hospital Association (NDHA). I provide this testimony in support of House Bill 1240. I ask that you give the bill a **Do Pass** recommendation.

Hospitals support this bill because it helps with the number one challenge: workforce. The skilled workforce student loan repayment program and skilled workforce scholarship program help attract and retain individuals with professional and technical skills. During times of workforce shortages programs like these become so valuable.

Allowing the state board of higher education to transfer money between the funds allows flexibility so dollars can be used appropriately.

Please give the bill a Do Pass recommendation. Thank you for the opportunity.

Respectfully Submitted,

Tim Blasl, President
North Dakota Hospital Association

HB1240 – Introduction and Support January 23, 2023, 3PM

Chair Heinert and members of the Committee on Education --

For the record, I am Cindy Schreiber-Beck, District 25 Representative. I am before you today to introduce and support House Bill 1240.

The bill proposes changes to what is commonly referred to as Career Builders, a loan repayment and scholarship program established in 2019 to fill high demand occupations in North Dakota. Career Builders is administered by the North Dakota University System (NDUS) office. The NDUS website includes the following information regarding the current program.

The ND Career Builders program provides matching funds to help North Dakota businesses recruit employees and keep our talent in North Dakota. A tool for businesses to recruit and retain talent in high-need occupations in ND, this innovative partnership provides \$1 of state funds for each \$1 of private-sector matching funds, up to a total of \$17,000 per recipient! Individuals can receive a scholarship on the front end, loan repayment on the back-end, or both, for their commitment to the state to fill one of the high-demand occupations. It is a win-win for businesses, students, employees, and the state! (<https://ndus.edu/career-builders/>)

The proposed changes to the programs include:

1. The state board of higher education may transfer money between the skilled workforce scholarship fund and the workforce student loan repayment program.
2. Public funds can be utilized for the match, versus only private funds, in both programs.
 - a. For the scholarship, public funds were added specifically for students to utilize in the final two years of a teacher education program.
 - b. For the loan repayment, public funds can be utilized for any high-demand occupation.
3. Removed the repeal date of July 1, 2023.

Funding: Addition of \$1 million per program or \$2 million total.

Thank you for your consideration of this proposed legislation.

(Additional information – current Career Builders programs)

The ***High-Need and Emerging Occupations List*** is what drives the program as it establishes the occupations in ND that are in high demand. The Workforce Development Council and ND Job Service review and establish the qualifying high-need and emerging occupations annually.

SCHOLARSHIP LIST

- Qualifying programs for the scholarship are those at the associate's level and below or other programs, up to and including bachelor programs, that are 4 semesters or 6 quarters in length.
 - Qualifying programs must directly relate to high-need occupations.
 - Students must be enrolled in a qualifying certificate or degree program at a ND institution.
 - Recipients must live in ND and work within ND for 3 years following program completion to retain the scholarship.
 - *You can view the scholarship list, the high-need occupations, and qualifying programs here: [SCHOLARSHIP High Need and Emerging Occupations List](#)*
-

LOAN REPAYMENT LIST

- Individuals must be newly hired to work in ND in one of the high-need occupations on the list.
- Qualifying applicants must have completed a program of study and hold a student loan balance.
- Recipients must live within ND and work within ND in a high-need occupation to qualify.
- *You can view the high-need occupations for loan repayment here: [LOAN REPAYMENT High-Need and Emerging Occupations List](#)*



HB 1240

January 23rd, 2023

Christopher Scott, North Dakota Student Association

701-340-3380 | Christopher.m.scott@ndus.edu

Chair Heinert and Members of the Committee: My name is Christopher Scott, I am current President of the North Dakota Student Association, and I am writing this to express support for HB 1240, which allocates funding for the skilled workforce repayment scholarships

The North Dakota Student Association is a student organization established in 1969 dedicated to ensuring that students have a voice at the table in policy that affects Higher Education. We consist of delegates from each of the 11 public institutions meeting monthly to engage students in ND Higher Education policy! Our mission is to empower students, create collaboration between the student bodies of the North Dakota public universities, and to give a student perspective on higher education policy!

During the NDSA's November General Assembly Meeting at Bismarck State College, the General Assembly voted and approved Resolutions [NDSA-08-2223](#) and [NDSA-09-2223](#). NDSA-08-2223 is a Resolution in support of North Dakota University System (NDUS) Scholarships and NDSA-09-2223 establishes the NDSA Priorities going into the 68th Legislative Session. A few of the priorities that the NDSA established in NDSA-09-2223 was increasing student financial aid for NDUS students and ensuring NDUS students receive education preparing them to enter workforces in emerging technologies!

That said, HB 1240 is an effective bill that while NDUS students receive education preparing them to enter workforce in emerging technologies, and that they have increased access to financial aid in the form of a scholarship or a loan repayment after they enter the workforce! Furthermore, HB 1240 also helps address critical workforce needs in our state and help recruit

and retain workforce in these areas, making North Dakota more competitive, keeping North Dakota students in North Dakota, effectively retaining our valuable talent! And so, with the above points made, the NDSA supports HB 1240.

TESTIMONY SUPPORT OF HOUSE BILL 1240

Madelyn House
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Bismarck, ND 58503
madelyn.house@und.edu
(701) 226-5734

Good afternoon chairman Elkin and members of the committee. For the record, my name is Madelyn House. I am a student of Political Science, Public Administration and Legal Studies at UND and currently serve as the University's Student Government Chief of Staff.

I am before you today to express support for HB 1240 on behalf of UND students. Over the past three decades, college tuition costs have risen to match attitudes of the American population as we place greater emphasis on the importance of obtaining a college degree. While a better educated society holds numerous economic and lifestyle benefits, students feel the pressure when it comes to the responsibility of funding their higher education.

The ND Career Builders Loan Repayment and Scholarship program "changes lives, builds communities, and makes a significant impact on North Dakota," (1). As a lifelong North Dakotan, I know how ND cities merits quality public education, emphasizes kind and authentic midwestern values, and highlights the importance of family friendly events. These values often align with those of new graduates choose a home in which they can build their careers, a family, and a future. The loan repayment and scholarship program outlined in chapter 15 of the North Dakota Century Code is one that empowers students and new graduates to stay in North Dakota and build their lives here.

From February to November of 2022, we saw the ND Career Builders program soar through a 40% increase in recipients and a 30% increase in donors (2). From this data we can gather two key components of success. First is transparent evidence that Career builders is achieving higher skilled workforce retention through loan repayments and scholarships. Second, the increase in donors indicates an endorsement of and interest in the continuity of a program that supports young talent in North Dakota.

Our Citizens and businesses recognize the significance of North Dakotans serving North Dakotans. Pride in this notion is further developed by the knowledge that these skilled workers were well educated within the state. College grads are key innovators in economic development in the cities in which they choose to settle. Retention of young talent in North Dakota is a high priority in both the business and higher education sector in the state.

I recognize that UND is a 4-year research institution, a university whose programs exceed the 4-semester qualification that is set by the program's loan repayments and scholarships. However, there is a statistically significant number of students who begin in two-year, associates, and/or technical programs that further their education at an institution such as UND. Scholarships and Loans acquired by ND Career builders allow many awardees the financial freedom to continue their education, further amplifying the "skilled" element of the skilled workforce in North Dakota.

Furthermore, HB 1240's acknowledgement of the need to provide for a transfer of funds between the loan repayment and scholarship sectors of the skilled workforce retention program is an addition we support. This transfer of funds allows the program to be accessible for students both before entering and after completing their higher education, while allowing the state board of higher education to be flexible from year to year in their appropriation of funds based on applicant needs.

To continue to support these programs would be a vote of confidence for, and worthy investment in North Dakota's present and future workforce. For these reasons, I, along with the students at the University of North Dakota, encourage a "DO PASS" recommendation on HB 1240. Thank you for your time and know that I am happy to stand for any questions the committee may have.

Cited Works

1. Builders, Career. "ND Career Builders." *North Dakota University System*, 2023, <https://ndus.edu/career-builders/>.
2. ND, US. "ND Career Builders Program Sees Increase in Both Recipients and ..." *North Dakota University System*, 2023, <https://ndus.edu/2023/01/19/nd-career-builders-program-sees-increase-in-both-recipients-and-business-partners/>.



Program Statistics 1/11/2023	SCHOLARSHIP	LOAN REPAYMENT
# Applicants Awarded & Active	84	72
# Graduated (Scholarship)	116	-
# Lost Eligibility (Loan Repayment)	-	5
# Paid in Full (Loan Repayment)	-	2
# Scholarship Applicants in Repayment (# & \$)	20 in repayment totaling \$79,159.84 \$32,800 recovered to date	-
Private Sector \$ Received by NDUS (NOT Matched to Students)	\$17,500	\$0
Committed \$ - Private Sector & State Match (Excl. those in scholarship repayment)	\$1,558,024	\$1,191,199
Average Award (Excl. those in scholarship repayment)	\$7,790	\$16,097
# Unique Donors	90	25
<p style="text-align: center;">Programs Enrolled (Scholarship) (Exclude those in scholarship repayment)</p> <p style="text-align: center;">-OR-</p> <p style="text-align: center;">High-Need Occupation Filled (Loan Repayment) (Exclude those who lost eligibility)</p>	<ul style="list-style-type: none"> Agriculture or Ag & Technology (Agronomy) (11) Architectural Drafting & Estimating Technology (1) Associate Degree Nurse (1) Auto Body Repair & Refinishing Technology (2) Automotive Technology (5) Building Construction Technology (1) Carpentry Residential (2) Caterpillar Dealer Service (14) CDL (2) Construction Management Technology (1) Culinary Arts (1) Cyber Security & Computer Networks (3) Dental Assisting (1) Diesel Technology (13) Early Childhood Education (1) Electrical Technology (14) EMS-Paramedic EMT Technology (1) Energy Services and Renewable Technician (1) Farm & Ranch Mgmt. / Agribusiness Mgmt. (5) Full Stack Engineering (5) Human Resource & Organizational Leadership (1) Heating, Ventilation & AC/HVAC/R Tech (16) Instrumentation and Control Technology (11) John Deere Ag Tech (5) Land Surveying & Civil Engineering Technology (4) Lineworker (Electrical) (16) Massage Therapy (1) Meat Processing (2) Mechanical Maintenance Technology (6) Medical Billing & Coding (1) Medical Assistant (1) Medical Laboratory Technician (2) Peace Officer (1) Pharmacy Technician (3) Plumbing (2) Power Plant Technology (2) Powersports Technology (2) Practical Nurse/Nursing (9) Precision Machining Technology (1) Process Plant Technology/Process Technology (6) Surgical Technology (3) Welding / Welding Technology (20) 	<ul style="list-style-type: none"> Accountant & Auditor (1) Aircraft Mechanic & Service Technician (1) Bus & Truck Mechanic (1) Cardiovascular Technologist/Technician (1) Career & Tech Ed Teacher, Secondary (1) Carpenter (1) Childcare Worker (1) Civil Engineer (1) Construction Manager (1) Diagnostic Medical Sonographer (3) Electrician (1) Farm Equipment Mechanic & Service Tech (3) Industrial Machinery Mechanic (1) Licensed Practical Nurse (1) Marketing Manager (1) Mechanical Engineer (2) Mobile Heavy Equipment Mechanic (6) MRI Technologist (1) Pharmacy Technician (1) Police/Patrol Officer (1) Preschool Teacher (1) Radiologic Technologist (18) Registered Nurse (24) Veterinary Technologist & Technician (1)

ND Career Builders Private-Sector Contributors	Scholarship or Loan Repayment	ND Career Builders Private-Sector Contributors	Scholarship or Loan Repayment
Aasheim Enterprises, Inc.	Scholarship	North Valley CTE Center	Loan Repayment
Altru Health System	Loan Repayment	Otter Tail Power Company Foundation	Scholarship
American Bank Center	Scholarship	Pro Mark Services, Inc.	Loan Repayment
Arthur and Edith Pearson Foundation	Scholarship	Rugby Job Development Authority	Loan Repayment
BisMan Autoworx	Scholarship	Sanford Health – Bismarck	Scholarship & Loan Repayment
Blake Marine	Scholarship	Sanford Health – Fargo	Loan Repayment
Brosz Engineering, Inc.	Scholarship	Sanford Health – Jamestown	Scholarship
Butler Machinery Company	Scholarship	Sanford Medical Center – Fargo	Loan Repayment
Carrington Economic Development	Scholarship	Schmitty's Plumbing, Heating &	Scholarship
Cavalier County Health District	Loan Repayment	Scott's Electric	Scholarship
Cavalier Do It Best Lumber	Scholarship	Service Tire, Inc.	Scholarship
CHS Foundation	Scholarship	Shakti Moon Healing, Wellness, Beauty	Scholarship
Churchill Pharmacy Holding, Inc.	Scholarship	Sheyenne Mechanical	Scholarship
Clark Equipment Company dba Doosan	Scholarship	Stantec Consulting Services, Inc.	Loan Repayment
Comstock Construction, Inc.	Scholarship	Titan Machinery	Scholarship
Cottingham Insurance	Scholarship	Toasted Frog	Scholarship
Crossroads Repair LLC	Scholarship	True North Equipment	Scholarship & Loan Repayment
D & B Motors	Scholarship	TrueNorth Steel	Scholarship
Dakota Community Bank & Trust	Scholarship	Underwood School	Scholarship
Dakota Pharmacy	Scholarship	Walsh County Job Development	Scholarship & Loan Repayment
Dakota Refrigeration	Scholarship	Wild Rice Auto Parts	Scholarship
Dale Pahlke	Scholarship	Wold Engineering	Scholarship
DMG Inc., dba Malloy Electric	Scholarship	YES LLC, ENETK LLC	Scholarship
Executive Air Taxi Corporation	Loan Repayment		
First Care Health Center	Scholarship	22 Private-Sector Donors - No Release	Scholarship & Loan Repayment
Fisher Industries	Scholarship		
FM Heating and Air, LLC	Scholarship		
Forward Devils Lake Development	Scholarship & Loan Repayment		
General Equipment & Supplies, Inc.	Loan Repayment		
Golden Valley Veterinary Clinic	Loan Repayment		
Great River Energy	Scholarship		
Grotberg Electric, Inc.	Scholarship		
Gusiaas Electric, LLC	Scholarship		
H.A. Thompson & Sons	Scholarship		
Heart of America Medical Center	Loan Repayment		
Heat Transfer Warehouse	Scholarship		
Home Heating, Plumbing & AC, Inc.	Scholarship		
Houston Engineering, Inc.	Loan Repayment		
ICON Architectural Group	Scholarship		
Johnston & Sons Electric	Scholarship		
Karen Oster-Lloyd Ritchie Memorial	Scholarship		
Keller Paving & Landscaping, Inc.	Scholarship		
Korber Medipak Systems NA	Scholarship		
Kountry Kids 4H	Scholarship		
Lake Chevrolet Buick GMC	Scholarship		
Langdon Community Drug	Loan Repayment		
Leading Edge Equipment	Scholarship & Loan Repayment		
Legacy CPA	Loan Repayment		
Leinen Farms	Scholarship		
LG Homes	Scholarship		
Magnum Electric	Loan Repayment		
Marathon Petroleum	Scholarship		
Marketplace Motors	Scholarship		
MDU Resources	Scholarship		
Microsoft	Scholarship		
Modern Auto Body	Scholarship		
Mowbray & Son Plumbing and Heating,	Loan Repayment		
ND Association of County Engineers	Scholarship		
ND Beef Commission	Scholarship		
ND State Electrical Board	Scholarship		
Nelson County Health System	Scholarship & Loan Repayment		
Nelson International dba Nelson	Loan Repayment		
NODAK Electric	Scholarship		
North Country Marine	Scholarship		



HB1240

House Education Committee

January 23, 2023

Brenda Zastoupil, Financial Aid Director, NDUS

701.328.2906 | brenda.zastoupil@ndus.edu

Good afternoon, Chair Heinert, and members of the House Education Committee. My name is Brenda Zastoupil, and I serve as the Financial Aid Director for the North Dakota University System (NDUS). I am here today in support of HB1240 which supports the Skilled Workforce Loan Repayment and Scholarship program, known as ND Career Builders.

The ND Career Builders program is a workforce development program. It is designed as a partnership with business, students, employees, institutions, and the state. A dollar-for-dollar match of private sector funds is currently required for eligibility. Recipients can qualify for either a scholarship on the front end while enrolled in college, loan repayment on the back end once a degree is completed and the recipient is entering the workforce, or a combination of the two. The maximum eligibility is \$17,000, half of which must be funded with private sector funds. The program requires residence in North Dakota and a 3-year work commitment.

Under statute, scholarship recipients must be enrolled in programs of study at the associate's level or below, including certificate programs, or other programs of study of no longer than 4 semesters or 6 quarters in length. This excludes teacher preparation programs, generally a bachelor's level degree, from being considered for the scholarship. **On page 4, line 15, amendments provide an opportunity for students to be awarded a scholarship in the final two years of a teacher education program.**

HB1240 also amends the scholarship & loan forgiveness language to allow public funds along with private sector funds to qualify as a match. This is accomplished with amendments on page 3 lines 4-7; 15, and on page 5 subsection 11, and page 6 line 5. With these amendments, public entities such as school districts will now be able to use ND Career Builders as a tool to recruit employees.

The ND Career Builders program has seen significant growth in the 2021-23 biennium. Currently 200 individuals have been awarded the scholarship (116 graduated) and 74 have received loan repayment. This equates to a \$2.7 million commitment, half of which was funded with private sector funds. Ninety unique private sector donors for the scholarship program and 25 for loan repayment have committed \$1.4 million toward this workforce development program. A digital marketing campaign from Feb-Nov 2022 helped to build awareness of the program, resulting in a 40% increase in recipients and a 30% increase in donors. A NDCB Public Awareness Campaign Summary and NDCB program statistics reports are attached.

With this success in mind, HB1240 maintains the level of funding that can be used for marketing and administration at the one and one-half percent level, as shown in section 3. This will provide approximately \$45,000 to continue building awareness and participation into the 23-25 biennium.

ND Career Builders grew at a rate of 137% from 2021-22 to 2022-23. Projections show that based on a modest growth rate of 57%, at the end of the 23-25 biennium, the scholarship will no longer have funds available and loan repayment will have only \$.8 million. **This bill would allow the NDUS to transfer funds between the scholarship and loan repayment, as needed as the program grows.** Adding teachers and allowing to public funds for all, the growth could be considerably higher, and funds expended sooner than anticipated. **The \$2 million increase to appropriation in HB1240 would help to ensure that the program can continue to support the ND workforce needs.**

ND Career Builders Scholarship					
Biennium	General Fund (GF) Appropriation-BND Funds	Prior Biennium Carryover	Total Available (state \$ only)	Expenses (actual/obligated/new)	Actual or Est. Carryover
2019-21	\$3,000,000	\$-	\$3,000,000	\$194,439	\$2,805,562
2021-23 est.	\$-	\$2,250,000	\$2,250,000	\$708,877	\$1,541,123
2023-25 est.	\$-	\$1,541,123	\$1,541,123	\$1,850,417	\$(309,294)
2025-27 est.	\$-	\$(309,294)	\$(309,294)	\$2,905,155	\$(3,214,449)
ND Career Builders Loan Repayment					
Biennium	General Fund (GF) Appropriation-BND Funds	Prior Biennium Carryover	Total Available (state \$ only)	Expenses (actual/obligated/new)	Actual or Est. Carryover
2019-21	\$3,000,000	\$-	\$3,000,000	\$27,525	\$2,972,475
2021-23 est.	\$-	\$2,250,000	\$2,250,000	\$295,441	\$1,954,559
2023-25 est.	\$-	\$1,954,559	\$1,954,559	\$1,095,217	\$859,342
2025-27 est.	\$-	\$859,342	\$859,342	\$1,996,598	\$(1,137,256)

²Expenditures reflect only the state funded portion.

³Estimated growth 57%

Edits on page 2 lines 28-29, remove language that conflicts with subsection 8 on page 3. Amendments approved by the 2021 Legislative Assembly had the intent to allow up to \$17,000 maximum between the two programs, however, this edit was overlooked. **Finally, the words struck on page 4 lines 14 and 6 remove unnecessary language, which is further clean-up.**

This concludes my testimony related to HB1240. I respectfully request a **Do Pass** and will stand for questions from Committee members.

Methods/Mediums

The campaign encompassed a mix of mediums including Google search, social media channels (LinkedIn, Facebook & Instagram) and programmatic display (targeting relevant audiences and websites). The existing toolkit on the website was expanded by developing additional pieces including print ads, posters, and flyers, as well as a direct mail distribution to 2,336 businesses throughout North Dakota. NDUS sent stakeholder groups an email message ahead of each phase of the campaign outlining its goals, audiences, the direct mail, and included a link to the toolkit.

Audience #1 Business Buy-In and Contributions

Platforms: Programmatic Display & Retargeting (February 1-April 30), LinkedIn (three flights, Feb. 1-March 31, May 1-June 30, Aug.1-Sept. 30), and Google Search (Feb. 1-June 30, Aug. 1-Sept. 30)

Data Totals

- Clicks: 12,140
- Impressions: 2,000,496
- Avg. Combined Click-through Rate (CTR): 2.01%, exceeding all industry platform benchmarks

Top Performing Ads

Audience #2 High school counselors and administrators, and students ages 18-24

Platforms: Instagram & Facebook (October-November) and Programmatic Display (October-November)

Data Totals

- Clicks: 5,642
- Impressions: 1,301,329
- Avg. Combined CTR: 0.44%

Top Performing Ads

Audience #3 Post-secondary education institutions – admissions and financial aid offices

Platforms: Instagram & Facebook (May-June) and Programmatic Display (May-June)

Data Totals

- Clicks: 3,621
- Impressions: 775,701
- Avg. Combined CTR: 0.42%, exceeding all industry platform benchmarks

Top Performing Ads

Website Traffic Totals

- Website landing page saw over 15,800 sessions. Nearly 91% of website sessions were from new users.
- The Career Builders landing page was the fifth most visited landing page on the NDUS website.
- Top locations: Bismarck, Fargo, and Minot, and West Fargo
- Top traffic channels: Direct (paid ads fall within this category), social, and referrals



**2022 ND University System
ND Career Builders
Public Awareness Campaign Summary**



Goals & Objectives

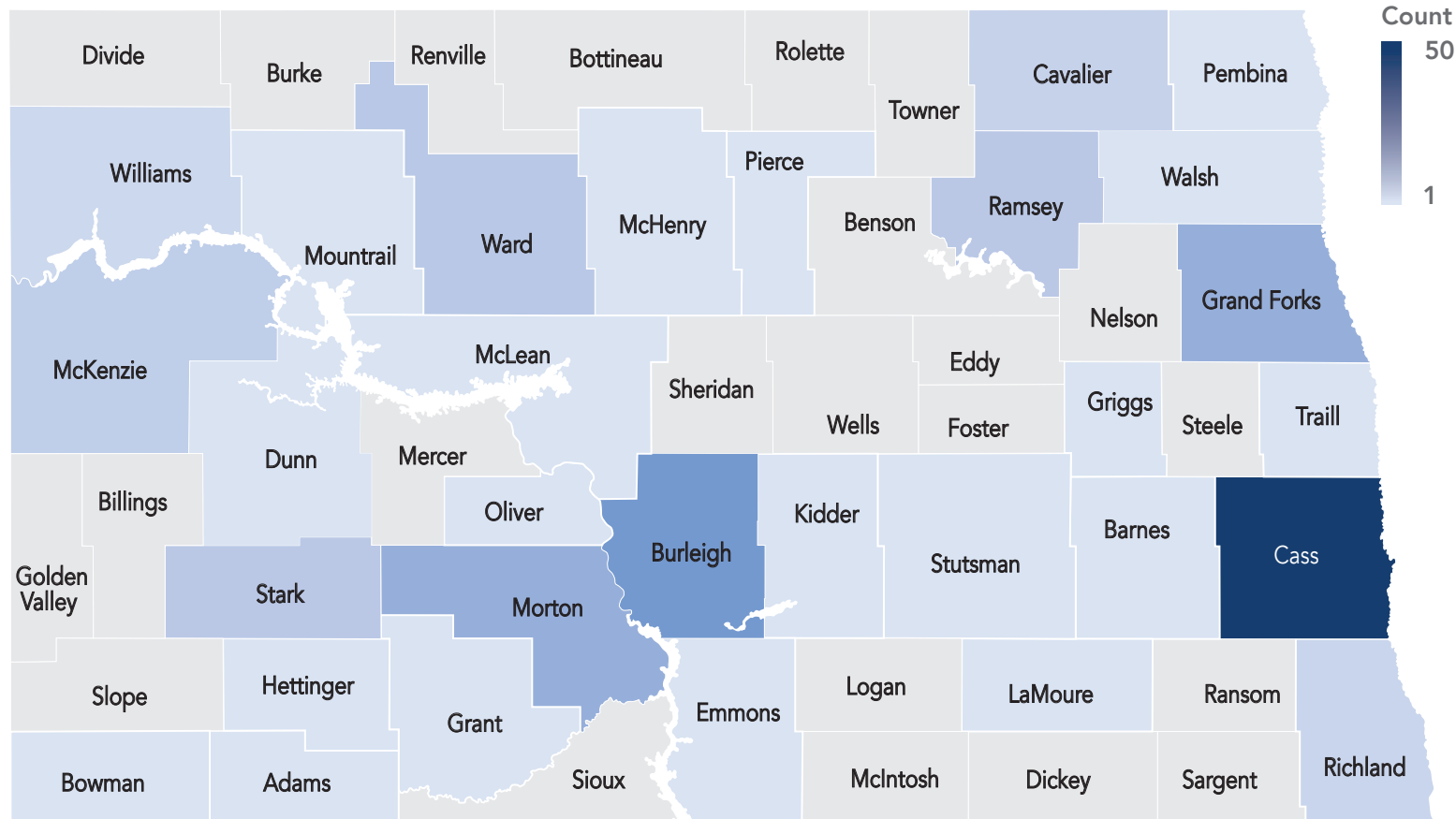
The overarching goal of the campaign was to build greater awareness of the Career Builders Scholarship & Loan Repayment Program, and increase participation among businesses and students. NDUS acquired testimonials from businesses that are participants in the program, as well as from students who were scholarship recipients, to be used in the campaign materials. The digital ad campaign was deployed on a planned and highly targeted basis. It was trackable and measurable with near real-time data. All ads and materials drove prospective traffic to the NDUS Career Builders landing page (ndus.edu/career-builders) in a cost-effective and measurable manner.

Results & Outcomes

From February 2022, when the campaign launched, through November 2022, the Career Builders Program saw a 40% increase in recipients and a 30% increase in donors. The campaign received 21,403 total clicks, served 4,077,526 impressions, reached over 1,600,000 total people, and achieved a combined average click-through rate of 0.96%. The campaign exceeded industry click-through rate benchmarks across nearly all platforms.

Recipients & Donors	February 2022	November 2022	% Change
Number of Recipients (since inception in 2019)	183	256	40%
Number of Donors (since inception in 2019)	80	104	30%

ND Career Builders Placement by Recipient Residence



Workforce Partners

There are currently 84 unique workforce partners who are donors in the scholarship program, and 23 unique workforce partners who are donors in the loan repayment program.



Target Audiences: Statewide ND

- Audience #1 (February-June, August-September): Business owners, managers, human resource professionals, and businesses employing high-need and emerging occupations.
- Audience #2 (October-November): High school counselors and administrators, and students ages 18-24.
- Audience #3 (May-June): Post-secondary education institutions – admissions and financial aid offices.

Key Industries: Healthcare, IT, Manufacturing, Welding, CDL – representing all ND counties

Audience sectors: Business owners, HR professionals in North Dakota at targeted businesses including:

GOVERNMENT – STATE, CITY, COUNTY
 AUTO DEALERS
 MECHANIC SHOPS
 FARM EQUIPMENT DEALERS
 ENERGY COMPANIES
 POWER PLANTS
 HVAC COMPANIES
 CONSTRUCTION COMPANIES
 ELECTRICIAN COMPANIES

PLUMBING COMPANIES
 DENTISTS' OFFICES
 HOSPITALS
 NURSING HOME
 AMBULANCE SERVICES
 COMPUTER COMPANIES
 TECH COMPANIES
 ECONOMIC DEVELOPMENT OFFICES
 TRADE ASSOCIATIONS

Total Budget Expended:
\$67,500

Phase 1: \$51,500
 Media Placement: \$37,500
 Printing & Other Direct Costs: \$2,600
 Agency Fees: \$11,400

Phase 2: \$16,000
 Media Placement: \$11,500
 Printing & Other Direct Costs: \$1,175
 Agency Fees: \$3,325



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**Testimony of Dana Hager
Economic Development Association of North Dakota
In Support of HB 1240
January 23, 2023**

Chair Louser and members of the House Industry, Business and Labor, my name is Dana Hager, executive director of the Economic Development Association of North Dakota. On behalf of EDND, I ask for your support of HB 1240.

EDND represents more than 80 rural and urban economic development organizations on the front line of growing businesses and communities in North Dakota. The organization's primary purpose is to promote the creation of new wealth throughout North Dakota in order to develop more vibrant communities and improve quality of life.

Workforce availability is the most significant challenge facing North Dakota businesses and limits the growth potential of the state's economy. EDND supports the development of workforce attraction, development and retention strategies that address the needs of the state's businesses. As of November 2022, North Dakota had an unemployment rate of 1.9 percent, and workforce is high on the priority list for businesses of every size.

EDND understands that the ability of North Dakota businesses to maximize the state's economic development will depend on their capacity to attract and retain a 21st century workforce. North Dakota will benefit from connecting the future workforce with resources and education to be placed in a high-demand career path. Connecting businesses and education through programs and statewide-level efforts will keep North Dakota communities open for business.

The North Dakota Career Builders Scholarship and Loan Repayment Program was established to aid in attraction and retention of individuals in high-demand occupations. The scholarship program also encourages high school students to consider these career paths more carefully, with the knowledge that there will be jobs waiting for them in North Dakota after graduation.

This program has been in place since 2019 and experienced a significant increase in participation after a statewide marketing effort funded the program again during the 2021 legislative session. With more than 80 workforce partners and donors in the scholarship and loan program and 23 partners in the loan repayment program, this is proving to be effective tool for businesses in both large and small communities. The skilled workforce student loan repayment program helps students transition to local jobs, and help communities secure and retain qualified staff.

During a time when every tool to educate, train and retain our future workers is essential, please consider a do-pass for HB 1240. Thank you.



Great Public Schools

Great Public Service

Testimony Before the House Education Committee
HB 1240
Monday, January 23, 2023

Chairman Heinert, Vice-chair Schreiber-Beck and members of the House Education Committee, for the record I am Nick Archuleta, president of North Dakota United. I am happy to rise today in support of HB 1240 and to urge a *do pass* recommendation. Mr. Chairman, we applaud Rep. Schreiber-Beck and all the sponsors of HB 1240 for making individuals in the last two years of a teacher educational program eligible for the help provided by the skilled workforce student loan provisions and the skilled workforce scholarship.

Those of us at ND United are confident that this legislation will make a meaningful impact on those individuals who have already chosen a career in public education but are having difficulty completing their degrees. Additionally, our expectation is that the provisions of HB 1240 will cause young people not already in college to choose education as their profession and mitigate the effects of the teacher shortage we are experiencing across North Dakota.

With that, I will conclude my remarks and stand for any questions.