Setting the Stage

- Workforce Training Initiative (1999)
- Roundtable on Higher Education (2001)
## Roundtable Impact

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>Public and private sectors working, at times, in isolation of one another</td>
<td>An increase in private/public partnerships</td>
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<tr>
<td>Legislative focus on funding</td>
<td>Legislation focused on results – flexibility with accountability</td>
</tr>
</tbody>
</table>
## Roundtable Impact

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<td>The NDUS not connected to the state’s public agenda</td>
<td>The NDUS closely aligned with the future needs and opportunities of students and the state</td>
</tr>
<tr>
<td>A risk averse environment</td>
<td>Responsive, entrepreneurial, risk-taking campuses</td>
</tr>
</tbody>
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<td>The NDUS driven by a budget</td>
<td>NDUS drawn by a vision</td>
</tr>
<tr>
<td>Tendency to apply the “gotcha” mentality</td>
<td>Relationships built on mutual trust and common purpose</td>
</tr>
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# Roundtable Impact

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<td>The NDUS viewed as a financial burden to the state</td>
<td>NDUS viewed as an economic engine for the state</td>
</tr>
<tr>
<td>NDUS seen as individual campuses providing regional benefits</td>
<td>NDUS seen as collectively benefiting all of North Dakota</td>
</tr>
</tbody>
</table>
Background

- Governor’s Smart Growth Initiatives
- HB 1003 – Legislative intent to “study the use of internships and implement a program to attract students to high growth occupations in the state”
- New Position
  - Program Coordinator, Youth Initiatives
Partners

- Governor’s Office
- North Dakota University System
- Job Service North Dakota
- Career & Technical Education
- Human Resources Management Services
- ND Assoc. of Career Services Professionals
- Department of Commerce – Workforce Dev.
- North Dakota Student Association
Research

- Employers, state agencies, college career service offices, chambers of commerce, students

Findings:
- Internships are not new
- Businesses often don’t know where to go, what to do, how to set it up. Also need to address intern “myths”
- Career Centers need assistance in outreach
- Rural and small business challenges
Operation: Intern

Mission:

To link students to job and career opportunities in North Dakota by increasing awareness of and promoting development of internships
Operation: Intern Message

- Students
  - Hands-on learning

- Business
  - Excellent recruiting tool, cost effective way to identify new staff
  - Great resource for projects and can fill the gap during peak workloads
  - The fresh perspective, energy and creativity students bring to the workplace
  - Public relations opportunities for your business

- Community
  - Economic Development
Tools, Resources, & Training

- Internship Tool kit
  - Video
  - Internship Guide
  - Field Guide
  - Program Templates and Checklists
  - University Contacts
  - Power Point
- Mentor Center
- Job Service Training
Program Delivery

- Governor’s Office – PR Efforts
- Website
- Radio
- Direct Mail (800 businesses)
- Outreach with Job Service Employees
- Outreach with Students
  - Student Interns provided follow up calls to businesses
- Chamber Partnerships
So far, so good...

- 32% increase in postings
- 35% increase in registered businesses
Desired Outcomes

- Increase postings and increased usage of NDinterns.com
- Increase of number of students enrolled in internships as documented by the NDUS
- Long term realized goal of direct correlation between increases in student interns and increased % of graduates who are employed in North Dakota
Long Term/Metrics

- Tracking NDUS Graduates
- Tracking Intern Results