

NORTH DAKOTA LEGISLATIVE MANAGEMENT

Minutes of the

HIGHER EDUCATION COMMITTEE JOINT MEETING WITH WORKFORCE COMMITTEE AND EDUCATION COMMITTEE

Wednesday, March 31, 2010
House Chamber, State Capitol
Bismarck, North Dakota

Representative Bob Skarphol, Chairman, Higher Education Committee, called the meeting to order at 8:45 a.m. along with Senator Tony S. Grindberg, Chairman, Workforce Committee, and Representative David Monson, Chairman, Education Committee.

Higher Education Committee members present:

Representatives Bob Skarphol, Lois Delmore, Mark A. Dosch, Kathy Hawken, Brenda Heller, Dennis Johnson, Nancy Johnson, RaeAnn G. Kelsch, Joe Kroeber, Bob Martinson, Darrell D. Nottestad, Kenton Onstad, Clark Williams; Senators John M. Andrist, Tim Flakoll, Tony S. Grindberg, Ray Holmberg, Karen K. Krebsbach, Dave Nething, Larry J. Robinson

Higher Education Committee members absent:

Representative Ken Svedjan; Senators Elroy N. Lindaas, David O'Connell, Tom Seymour

Workforce Committee members present:

Senators Tony S. Grindberg, Tim Flakoll, Ray Holmberg, Karen K. Krebsbach, Dave Nething, Larry J. Robinson, Mac Schneider, Ryan M. Taylor; Representatives Donald L. Clark, Nancy Johnson, Lee Kaldor, Lisa Meier, Corey Mock, Lee Myxter, Michael R. Nathe, Clark Williams

Workforce Committee members absent:

Senator Tom Seymour; Representatives Elliot Glassheim, Ken Svedjan

Education Committee members present:

Representatives David Monson, Lyle Hanson, Brenda Heller, Bob Hunskor, Dennis Johnson, Karen Karls, RaeAnn G. Kelsch, Jerry Kelsh, Lisa Meier, Corey Mock, Phillip Mueller, Lee Myxter, David S. Rust, John D. Wall; Senators JoNell A. Bakke, Robert S. Erbele, Dave Oehlke

Education Committee members absent:

Representative Rod Froelich; Senator Layton W. Freborg

Others present: Jim W. Smith, Legislative Council, Bismarck

See [Appendix A](#) for additional persons present.

Chairman Skarphol called on the Legislative Council staff to present a video entitled *Did You Know?* which provided information regarding changes in education and technology. A copy of the video is on file in the Legislative Council office.

Chairman Skarphol called on Dr. David Wiley, Associate Professor of Instructional Psychology and Technology, Brigham Young University, Provo, Utah,

to present information via telephone regarding technology and the open source movement. Dr. Wiley's presentation is attached as [Appendix B](#). He said technology can be used to improve efficiency in education. He said using technology can improve student learning while reducing costs.

In response to a question from Representative Skarphol, Dr. Wiley said some higher education institutions provide free course materials on the Internet. He said the course materials allow any person to review the course material, but only students enrolled in the course are able to earn course credit.

In response to a question from Representative Skarphol, Dr. Wiley said some online courses require students to post certain work products on the Internet. He said students generally spend more time learning a subject if their coursework is made available to others for review.

Dr. Wiley said online courses allow for the enrollment of students from around the world. He said online courses allow for the exchange of information between cultures which may not be possible in a traditional classroom setting.

Chairman Skarphol called on Dr. Thomas S. Kilijanek, WorkKeys Regional Manager, ACT, Inc., Aurora, Colorado, to present information regarding job skills assessment systems. Dr. Kilijanek's presentation is attached as [Appendix C](#). He said WorkKeys is a job skills assessment system that contains the following three components:

1. Job profiling - What skills and skill levels are needed in today's occupations?
2. Assessment - What work skills and skill levels does the individual currently have?
3. Education and training - How can skill gaps be addressed in training programs?

In response to a question from Representative Dosch, Dr. Kilijanek said some states have hired and trained profilers that continuously examine occupations to determine what skills are needed to be successful in the occupations.

In response to a question from Representative Rust, Dr. Kilijanek said the WorkKeys test should generally be administered to students at the beginning of their senior year of high school. He said the ACT test should generally be taken by a student during the

student's junior year in order to determine college readiness and any deficient subject areas.

In response to a question from Representative Rust, Dr. Kilijanek said some students that are academically proficient in a subject area may not be as successful while trying to apply the subject knowledge in an occupation.

In response to a question from Representative R. Kelsch, Dr. Kilijanek said approximately 700 high school juniors in the state are expected to take the WorkKeys examination this year. He said data will be provided to the Department of Public Instruction regarding testing results.

In response to a question from Representative Delmore, Dr. Kilijanek said some higher education institutions use WorkKeys test results for program admissions evaluations. However, he said, WorkKeys is designed to be used primarily by employers.

In response to a question from Representative Nottestad, Dr. Kilijanek said it is important for educators to understand the value of a WorkKeys assessment. He said even though a student may not enter the workforce immediately after high school, a WorkKeys assessment may be used by a student when deciding to seek employment.

The committees recessed for lunch at 11:50 a.m. and reconvened at 12:45 p.m.

Chairman Skarphol called on Mr. Curtis Johnson, The Citistates Group, Minneapolis, Minnesota, to present information regarding changes in education. A copy of Mr. Johnson's presentation is attached as [Appendix D](#). He said elementary and secondary education will need to change due to different learning methods of students. He said being able to adjust to different learning styles is an important part of the future of education.

Chairman Skarphol called on Ms. Susan Patrick, President and CEO, International Association for K-12 Online Learning, Vienna, Virginia, to present information regarding the future of education. A copy of Ms. Patrick's presentation is attached as [Appendix E](#). She said many countries are increasing the availability of online learning. She said 30 percent to 50 percent of all workforce training and development is completed electronically. She said elementary and secondary education online enrollments in the United States are increasing at an annual rate of 30 percent.

In response to a question from Representative R. Kelsch, Ms. Patrick said the availability of educational opportunities in certain geographic areas of China is limited. She said the limited availability of education is causing increased competition among students who want to achieve certain academic goals.

Mr. Johnson said it is important to evaluate comparative data between teaching methods. However, he said, emphasis should be given to creativity and innovation in teaching methods.

Ms. Patrick said online education programs may allow for increased participation and interaction compared to a traditional classroom setting.

In response to a question from Senator Flakoll, Ms. Patrick said some states require elementary and secondary students to take certain online courses. She said students that take online courses are better prepared for future situations that may potentially require the student to take online workforce training.

In response to a question from Senator Taylor, Mr. Johnson said technology in rural areas is being used out of necessity. He said the technology offers opportunities that may not otherwise be available to students.

Chairman Skarphol called on Mr. Shane C. Goettle, Commissioner, Department of Commerce, to present information regarding the department's draft economic development strategic plan. A copy of the information presented by Mr. Goettle is attached as [Appendix F](#).

Mr. Goettle said the key functions of the economic development strategic plan are to assess the current economic situation and target industries, identify key areas of opportunity, and establish goals and performance measures for economic development. He said strategies for continued economic growth in the state include:

1. Investing in university-based research and development conducted with the private sector.
2. Fostering a culture of entrepreneurship where innovating companies can thrive.
3. Addressing education, training, recruitment, and retention to provide a steady supply of skilled workers.
4. Promoting export trade.

Mr. Goettle presented the following goals and strategies identified in the draft economic development strategic plan:

North Dakota Economic Development Strategic Plan

Goal #1 - Create, attract, and retain quality jobs and workforce in targeted industries and high-demand occupations

- Encourage industry cross-selling and supply chain development through a campaign to purchase products and services from in-state companies
- Recruit industries that complement supply chains for target industries and that encourage entrepreneurial growth
- Continue to refine the set of business startup, expansion, and attraction initiatives
- Refine workforce training programs to focus on developing the skills needed by the state's businesses and industries
- Promote the existing state and federal government job training incentives
- Support and encourage privately funded seed stage or early venture capital funds
- Support the continued development of a statewide network of entrepreneurial resources

Goal #2 - Strengthen North Dakota's business climate and image to increase national and global competitiveness

- Promote national and international partnerships and competitiveness
- Support and grow the successful public/private international trade model
- Strengthen North Dakota's regulatory, tax, and business climate

Goal #3 - Accelerate innovation and entrepreneurship in targeted industries and emerging technologies

- Focus state tax incentives and supportive legislation to accelerate innovation and entrepreneurship in targeted industries and emerging technologies
- Assess state programs and how they fit with innovation, entrepreneurship, targeted industries, and emerging technologies
- Explore health care as a profit center for long-term economic development
- Support state programs for research, development, demonstration, and commercialization of new technologies, including the development of technology parks and incubators
- Develop rural and agriculture-based business development opportunities, education vacations, and green tourism options throughout North Dakota

Goal #4 - Enhance state education and training system's ability to meet business and workforce needs of the future

- Expand the promotion of skilled trade and technical education programs at North Dakota's high schools, area career and technical centers, and two-year colleges to North Dakota employers
- Better leverage the resources of the state's entire education system to support long-term economic development through education, training, and research
- Support an accountable North Dakota University System that has the flexibility needed to meet the needs of the private sector
- Promote Operation Intern with businesses in targeted industries while supporting internships and apprenticeships in general
- Support youth and young adult development and retention initiatives

Goal #5 - Continue to enhance a unified front for North Dakota that supports community, economic, and workforce development

- Enhance collaboration between economic development and tourism stakeholders, the Congressional Delegation, the Legislative Assembly, the Governor's office, tribes, workforce delivery system, the University System, the Department of Commerce, and the private sector in order to leverage all available sources of support
- Consistently collaborate with state stakeholders to determine the value of cooperative activities and identify ways to improve them

Goal #6 - Enhance North Dakota's image

- Develop a statewide internal marketing effort to improve North Dakota's self-image
- Continue to measure aggressive media relations campaigns that enhance North Dakota's image and increase awareness of North Dakota as a great place to live, work, play, visit, and be in business
- Establish a measurement for social media engagement and its impact on the state's image
- Work with our regional partners, overseas offices, and Visit America committees and consultants to keep North Dakota in the news and to educate on travel requirements and business opportunities

In response to a question from Senator Grindberg, Mr. Goettle said a trade mission to China was recently conducted. He said the trade delegation toured a coal to liquid conversion facility in China. He said a similar facility may be feasible to construct in North Dakota.

Senator Grindberg said the commitment of the North Dakota Economic Development Foundation has been paramount to creating a unified front of economic development in the state. He said the progress made by the foundation has had a significant impact on both the current status of the state as well as the future potential of the state.

The meeting was adjourned at 3:45 p.m.

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Fiscal Analyst

Allen H. Knudson
Legislative Budget Analyst and Auditor

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ATTACH:6