

**2023 HOUSE EDUCATION**

**HB 1030**

# 2023 HOUSE STANDING COMMITTEE MINUTES

**Education Committee**  
Coteau AB Room, State Capitol

HB 1030  
1/11/2023

Relating to skilled workforce student loan repayment and scholarships, dualcredit tuition scholarships, the North Dakota scholars' program, Indian scholarships, and academic and career and technical education scholarships

2:17 PM

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

## **Discussion Topics:**

- Needs based grants
- Loan repayment and forgiveness
- Dual credit tuition scholarships
- ND Scholars program
- ND Native American scholarships

## **Testimony in support:**

**Representative Mark Sanford**, District 17, introduced HB 1030, oral testimony

**Brenda Zastoupil, Financial Aid Director, NDUS**, Testimony #12647, #12648

**Seth Lumley, Executive Commissioner of Legislative Affairs for NDSU Student Government**, Testimony # 13029

**Ron Ness, President, ND Petroleum Council**, oral testimony

**Nathan Davis, Executive Director, Indian Affairs Commission**, oral testimony

**Andrea Pfennig, Director of Government Affairs, Greater ND Chamber**, Testimony # 14241

**Dana Hager, Executive Director, Economic Development Association of ND** #12895

## **Additional written testimony:**

**Rachel Lundquist, HR Director, First Care Health Center**, #12794

**Britt Jacobson, Practice Manager, Golden Valley Vet Clinic**, #12760

**Chairman Heinert** closed the hearing at 2:59 pm.

*Kathleen Davis, Committee Clerk*

# 2023 HOUSE STANDING COMMITTEE MINUTES

## Education Committee Coteau AB Room, State Capitol

HB 1030  
1/17/2023

Relating to skilled workforce student loan repayment and scholarships, dual credit tuition scholarships, the North Dakota scholars' program, Indian scholarships, and academic and career and technical education scholarships
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2:30 PM

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

### Discussion Topics:

- Amendment
- Committee Action

**Chairman Heinert:** Proposed an amendment on HB 1030 on Page 4 Line 26 to remove the word “and”; and on Page 9 line 1 Replace “Indian” with “Native American” and at the end add a new subsection 15-10-59 changes “2024” to “2030”.

**Representative Schreiber-Beck** moved the Amendments to HB 1030.

**Representative Conmy** seconded.

**Voice Vote taken. Motion Carried.**

**Representative Schreiber-Beck** moved a Do Pass on HB 1030 as amended.

**Representative Jonas** seconded.

### Roll Call Vote:

Representatives	Vote
Representative Pat D. Heinert	Y
Representative Cynthia Schreiber-Beck	Y
Representative Liz Conmy	Y
Representative Scott Dyk	Y
Representative LaurieBeth Hager	Y
Representative Dori Hauck	Y
Representative Matt Heilman	Y
Representative Jeff A. Hoverson	Y
Representative Jim Jonas	Y
Representative Donald W. Longmuir	Y

Representative Andrew Marschall	Y
Representative Eric James Murphy	Y
Representative Anna S. Novak	Y
Representative Kelby Timmons	Y

**Motion Carried: 14-0-0**

**Representative Heilman** carrier.

**Chairman Heinert** closed the hearing at 2:37 pm.

*Kathleen Davis, Committee Clerk by Bev Monroe*

January 17, 2023

JA 1/17/23

PROPOSED AMENDMENTS TO HOUSE BILL NO. 1030

Page 1, line 1, after the third comma insert "15-10-59,"

Page 4, line 26, overstrike "and"

Page 7, after line 5, insert:

**"SECTION 4. AMENDMENT.** Section 15-10-59 of the North Dakota Century Code is amended and reenacted as follows:

**15-10-59. Annual report - Scholarships. (Effective through July 31, 20242030)**

The state board of higher education shall provide to the legislative management an annual report regarding the number of North Dakota scholarships, North Dakota academic scholarships, and North Dakota career and technical education scholarships provided and demographic information pertaining to the recipients.

**Annual report - Scholarships. (Effective after July 31, 20242030)** The state board of higher education shall provide to the legislative management an annual report regarding the number of North Dakota scholarships provided and demographic information pertaining to the recipients."

Page 9, line 1, overstrike "Indian" and insert immediately thereafter "Native American"

Renumber accordingly

**REPORT OF STANDING COMMITTEE**

**HB 1030: Education Committee (Rep. Heinert, Chairman)** recommends **AMENDMENTS AS FOLLOWS** and when so amended, recommends **DO PASS** (14 YEAS, 0 NAYS, 0 ABSENT AND NOT VOTING). HB 1030 was placed on the Sixth order on the calendar.

Page 1, line 1, after the third comma insert "15-10-59,"

Page 4, line 26, overstrike "and"

Page 7, after line 5, insert:

**"SECTION 4. AMENDMENT.** Section 15-10-59 of the North Dakota Century Code is amended and reenacted as follows:

**15-10-59. Annual report - Scholarships. (Effective through July 31, 20242030)**

The state board of higher education shall provide to the legislative management an annual report regarding the number of North Dakota scholarships, North Dakota academic scholarships, and North Dakota career and technical education scholarships provided and demographic information pertaining to the recipients.

**Annual report - Scholarships. (Effective after July 31, 20242030)** The state board of higher education shall provide to the legislative management an annual report regarding the number of North Dakota scholarships provided and demographic information pertaining to the recipients."

Page 9, line 1, overstrike "**Indian**" and insert immediately thereafter "**Native American**"

Renumber accordingly

**2023 SENATE WORKFORCE DEVELOPMENT**

**HB 1030**

# 2023 SENATE STANDING COMMITTEE MINUTES

## Workforce Development Committee Fort Lincoln Room, State Capitol

HB 1030  
3/2/2023

Relating to skilled workforce student loan repayment and scholarships, dual-credit tuition scholarships, the North Dakota scholar's program, Indian scholarships, and academic and career and technical education scholarships; and relating to the use of Indian scholarship refunds; and to declare an emergency.

2:01 PM **Chairman Wobbema** called the hearing to order. **Senators Wobbema, Axtman, Elkin, Larson, Sickler, Piepkorn** were present.

### Discussion Topics:

- Attract students to higher education
- Tuition freeze
- Increased traditional student costs
- Merit grants
- Loan repayment
- Scholarships
- Dual credit tuition scholarships
- Career builders

2:02 PM **Representative Mark Sanford District 17** introduced HB 1030 and verbally testified in favor.

2:12 PM **Brenda Zastoupil, Financial Aid Director, North Dakota University System**, testified in favor. #21395, #21396, #21397

2:45 PM **Brad Barth, Executive Director, Forward Devils Lake and Vice President, Economic Development Association of North Dakota**, testified in favor. #21298

2:54 PM **Andrea Pfenning, Greater North Dakota Chamber**, testified in favor. #21620

2:57 PM **Terri Effertz, Executive Director TECH ND**, verbally testified in favor.

### Additional written testimony:

**Brian Ritter, President and Chief Executive Officer, Bismarck Mandan Chamber of Economic Development Committee** in favor #21418

**Tim Blasl, President, North Dakota Hospital Association** in favor #21513

**Jason Fincel, Chief Administrator, North Dakota Student Association** in favor #21762

2:59 PM **Chairman Wobbema** closed the hearing.

*Patricia Lahr, Committee Clerk*



# 2023 SENATE STANDING COMMITTEE MINUTES

## Workforce Development Committee Fort Lincoln Room, State Capitol

HB 1030  
3/10/2023

Relating to skilled workforce student loan repayment and scholarships, dual-credit tuition scholarships, the North Dakota scholar's program, Indian scholarships, and academic and career and technical education scholarships; and relating to the use of Indian scholarship refunds; and to declare an emergency.

10:26 AM **Chairman Wobbema** called the meeting to order. **Senators Wobbema, Axtman, Elkin, Larson, Sickler, Piepkorn** are present.

### **Discussion Topics:**

- Extend program without deadline
- Need more time

**Senator Wobbema** calls for discussion

10:29 AM **Chairman Wobbema** closed the meeting.

*Patricia Lahr, Committee Clerk*

# 2023 SENATE STANDING COMMITTEE MINUTES

## Workforce Development Committee Fort Lincoln Room, State Capitol

HB 1030  
3/30/2023

Relating to skilled workforce student loan repayment and scholarships, dual-credit tuition scholarships, the North Dakota scholar's program, Indian scholarships, and academic and career and technical education scholarships; and relating to the use of Indian scholarship refunds; and to declare an emergency.

2:59 PM **Wobbema** called the meeting to order. **Senators Wobbema, Axtman, Elkin, Larson, Sickler, Piepkorn** were present. **Senator D. Larson** was absent.

### Discussion Topics:

- Bill comparison
- Expiration date
- Two versions
- Scholarships
- Loan repayments
- Transfer funds

**Senator Wobbema** called for discussion.

3:01 PM **Brenda Zastoupil, Director of Financial Aid, North Dakota University System**, provided information verbally.

**Senator Sickler** moved to adopt amendment LC 23.0134.02001.  
**Senator Axtman** seconded the motion.

Roll call vote.

Senators	Vote
Senator Michael A. Wobbema	Y
Senator Michelle Axtman	Y
Senator Jay Elkin	Y
Senator Diane Larson	AB
Senator Merrill Piepkorn	Y
Senator Jonathan Sickler	Y

Motion passed 5-0-1.

**Senator Sickler** moved **DO PASS** as **AMENDED**.

**Seconded Axtman** seconded the motion.

Roll call vote.

<b>Senators</b>	<b>Vote</b>
Senator Michael A. Wobbema	Y
Senator Michelle Axtman	Y
Senator Jay Elkin	Y
Senator Diane Larson	AB
Senator Merrill Piepkorn	Y
Senator Jonathan Sickler	Y

Motion passed 5-0-1.

**Senator Wobbema** will carry HB 1030.

3:13 PM **Chairman Wobbema** closed the meeting.

*Patricia Lahr, Committee Clerk*

AG  
3-30-23  
(1-1)

PROPOSED AMENDMENTS TO ENGROSSED HOUSE BILL NO. 1030

Page 1, line 1, remove "15-10-38.1, 15-10-38.2,"

Page 1, line 4, remove "skilled workforce student loan repayment and scholarships,"

Page 1, line 6, after the semicolon insert "and"

Page 1, line 7, remove "; and to declare an"

Page 1, line 8, remove "emergency"

Page 1, remove lines 10 through 24

Page 2, remove lines 1 through 31

Page 3, remove lines 1 through 30

Page 4, remove lines 1 through 31

Page 5, remove lines 1 through 31

Page 16, remove lines 30 and 31

Renumber accordingly

**REPORT OF STANDING COMMITTEE**

**HB 1030, as engrossed: Workforce Development Committee (Sen. Wobbema, Chairman)** recommends **AMENDMENTS AS FOLLOWS** and when so amended, recommends **DO PASS** (5 YEAS, 0 NAYS, 1 ABSENT AND NOT VOTING). Engrossed HB 1030 was placed on the Sixth order on the calendar. This bill does not affect workforce development.

Page 1, line 1, remove "15-10-38.1, 15-10-38.2,"

Page 1, line 4, remove "skilled workforce student loan repayment and scholarships,"

Page 1, line 6, after the semicolon insert "and"

Page 1, line 7, remove "; and to declare an"

Page 1, line 8, remove "emergency"

Page 1, remove lines 10 through 24

Page 2, remove lines 1 through 31

Page 3, remove lines 1 through 30

Page 4, remove lines 1 through 31

Page 5, remove lines 1 through 31

Page 16, remove lines 30 and 31

Renumber accordingly

**TESTIMONY**

**HB 1030**



## HB1030

House Education Committee

January 11, 2023

Brenda Zastoupil, Financial Aid Director, NDUS

701.328.2906 | [brenda.zastoupil@ndus.edu](mailto:brenda.zastoupil@ndus.edu)

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 to provide supporting testimony related to HB1030.

The proposed changes impact the Skilled Workforce Student Loan Repayment and Scholarship program, also known as ND Career Builders, the Dual Credit Tuition scholarship, the ND Scholars program, the ND Indian Scholarship, and the ND Academic/CTE/ND scholarships. The changes address several technical amendments to clean up statute as well as some important updates.

**The Skilled Workforce Student Loan Repayment and Scholarship, or ND Career Builders (NDCB)**, is a workforce development program established in 2019. The program is a partnership with business to recruit and retain talent in high-need occupations within the state. The program has generated 181 workers within in-demand occupation in the state and another 88 are in the pipeline enrolled in qualifying programs of study. The partnership requires that a private-sector donor match, dollar for dollar, the state funds. A total of 88 unique donors for the scholarship program and 25 for the loan repayment program have committed over \$1.3 million in matching funds. A marketing campaign from Feb-Nov 2022 helped to build a greater awareness of the program with businesses, high school counselors and administrators, students, and post-secondary institutions. Recipients are located across the state as shown in the 2022 NDCB Public Awareness Campaign Summary attached.

- The proposed edits on page 1, line 14 and page 3, line 20 extend the program through the 23-25 biennium.
- On page 2, lines 30-31, the final sentence should have been deleted in the 2021 session but was overlooked. This sentence conflicts with subsection 8. The goal is to allow a recipient to receive no more than \$17,000 between the scholarship and loan repayment programs, thereby allowing a business to utilize recruitment dollars as best fits the entity.
- NDUS requests an additional amendment on page 4, line 26 with the removal of the word “*and*” between scholarship and payment. The NDUS has processes in place to verify grade point average (GPA) and full-time enrollment for each student prior to making payment to an institution, additionally, within the application, the student acknowledges their understanding that they must have a 2.50 GPA and be enrolled full-time to receive payment. Currently, high school seniors are applying for the scholarship. This amendment removes an application barrier and allows students the opportunity to apply for the scholarship ahead of confirming these requirements.

The next program addressed in HB1030 is the **Dual Credit Tuition scholarship**. This program was introduced in 2021. This scholarship provides an additional incentive for students to take dual credit in high school by rewarding them with a scholarship in college. Dual credit in high school plays a key role in preparing students for college and setting students on a pathway for success. Currently 2,619 students have benefited from this program.

- Page 6, line 9 and line 13 add language consistent in other state scholarship and grant programs, wherein “*accredited*” institutions “*with a physical presence*” in the state is added. Consistent language among programs helps to provide transparency to students and assists in the administration of the programs.
- Page 6 line 21 adds “*successfully*” to the requirements to avoid payment for dual credit coursework not successfully completed.
- Page 6 lines 22-23 add eligibility for dual credit courses taken at private or tribal institutions within the state. Students who currently take dual credit courses at one of the tribal or private institutions in the state cannot request the scholarship for those classes.
- Page 6 lines 26-29 change the payment structure from no more than 50% of the cost of the dual credit course(s) up to a maximum of \$750, to a flat rate based on the number of dual credit courses successfully completed. This change will provide transparency for the applicant and assist in administration of the program.
- Page 6 lines 30-31 again reference the eligibility of private and tribal dual credit courses.
- Lines 1,4 and 5 on page 7 are struck based on the new language proposed in subsection 3.

The **ND Scholars program** is the premier merit-based award in the state. It is provided to the top ranked ND resident students based on national test scores. The goal is to retain this high talent in the state for college. Approximately 30 new students are awarded each year. The award may be renewed for up to a total of 8 semesters if the student maintains a 3.50 GPA. The 2021 Legislative Assembly provided for an additional pathway to achieve this award by expanding from the ACT test score to other nationally recognized standardized tests. This created the option for SAT scores to also be a qualifier. The proposed edits presented in HB1030 help to clarify the ranking process as ACT and SAT scores do not use the same language and sets a minimum score for consideration.

- Page 7, subsection 2 changes language from top 95<sup>th</sup> percentile to “*achieved a composite score of 30 or higher*.” Based on appropriation levels, approximately 30 new students are awarded per year plus renewed students are funded. Over the past 5 years, we have seen an average of 354 students in the top 95<sup>th</sup> percentile and in the past two years we have not awarded below a 31 since 1991-92. Providing a cutoff will provide transparency to students and high school counselors. Additionally, ACT, Inc. will no longer calculate this number for NDUS, creating a risk for error in calculating the correct percentile.
- Page 7 line 22, “*post-secondary*” was added for clarity and lines 23-24, “*with a physical presence*” to be consistent with other scholarships and grants.



- Page 8, subsections 2, 3 and 4 address the ranking process when faced with both ACT and SAT scores. A concordance table exists to determine ACT to SAT for some of the scores used to determine ranking order. Where no equivalency exists, the equivalent is zero. This would only occur for “sum of scale scores” as there is a concordance for composite, as well as for English and math, as noted below. It is important to note that of the students in the top 95<sup>th</sup> percentile, only 4 had a SAT score in each of the past 2 years.
  - ACT “composite” = SAT “total score”
  - ACT “sum of scale scores” – no equivalency on SAT score
  - ACT “English and math” = SAT “ERW and math” score
- Page 8 line 27 is clean-up language.

The **ND Indian Scholarship** is an ethnicity-based award. Currently approximately 270 students are awarded per year. Awards are made by the ND Indian Scholarship Board annually. This section of statute has not been reviewed since 2003 and therefore, several amendments are proposed.

- Throughout Sections 8-11 on pages 9-11, you will find language updated from Indian to “*Native American*” to correct terminology not updated since 2003.
- Page 9, line 14 clarifies the program as a scholarship and lines 15-16 clarifies the role of the Board and the NDUS as the administering agency.
- Page 9, line 19 provides clarity by adding “*federally recognized*”.
- Page 9, lines 20-21 again address consistent terminology among the state scholarship and grant programs by adding “*accredited*” and “*with a physical presence*”.
- Page 9, line 27-28 words struck as the scholarship does not entitle a student to enter.
- Page 10, line 4 words struck, and “*Scholarship*” inserted for conciseness.
- Page 10, lines 6-8 amended as NDUS has processes in place to verify enrollment prior to any payments being made on behalf of the student. This change removes an application barrier and streamlines the process.
- Page 10, line 14 change granting to “*award*”, which is what the Board does, and removes “*and acceptance thereof*”. Acceptance of the award is passive and is assumed. The NDUS verifies enrollment with the institution prior to funds being issued.
- Page 10, lines 16-19 align cost of attendance language with Title IV language.
- Page 10, line 20 and line 26 adds “*clock-hour term*” to address awards issued to students enrolled in career and technical programs.
- Page 10, lines 20-21, struck “*for three quarters*” and “*for two semesters*” and changes it to “*Awards may not exceed two thousand dollars.*” Students often attend classes year-round. This change adds flexibility to how the award may be issued.
- Text struck at the bottom of page 10, lines 26-31 and top of page 11, line 1 as this is no longer current practice. The funding of the ND Indian Scholarship is provided under the NDUS budget on a biannual basis and applications are required annually, not renewed.
- Page 11, lines 2-6 provide clarifying language.



The last program addressed by HB1030 is the **ND Academic, CTE and North Dakota Scholarship**. This program provides for merit-based scholarships to qualifying high school graduates for meeting challenging academic and CTE criteria in high school. The maximum amount is \$6,000. Approximately 23% of high school graduates qualify for this award and the NDUS issues awards to an average of 5,230 students per year. The 2021 Legislative Assembly aligned eligibility requirements with Choice Ready requirements, with additional rigor built in. In this process, the end date for eligibility of the Academic and CTE scholarship payments was cut off as of 2024. The requested amendment to the eligibility date presented in HB1030 provides for ongoing eligibility for those students who have already earned the award as students have up to 6 years beyond high school graduation to access it.

This concludes my testimony related to HB1030. I respectfully request a Do Pass, with the one amendment proposed for the ND Career Builders program on page 4, line 26. I will stand for questions from Committee members.

Attachment - 2022 NDCB Public Awareness Campaign Summary

**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

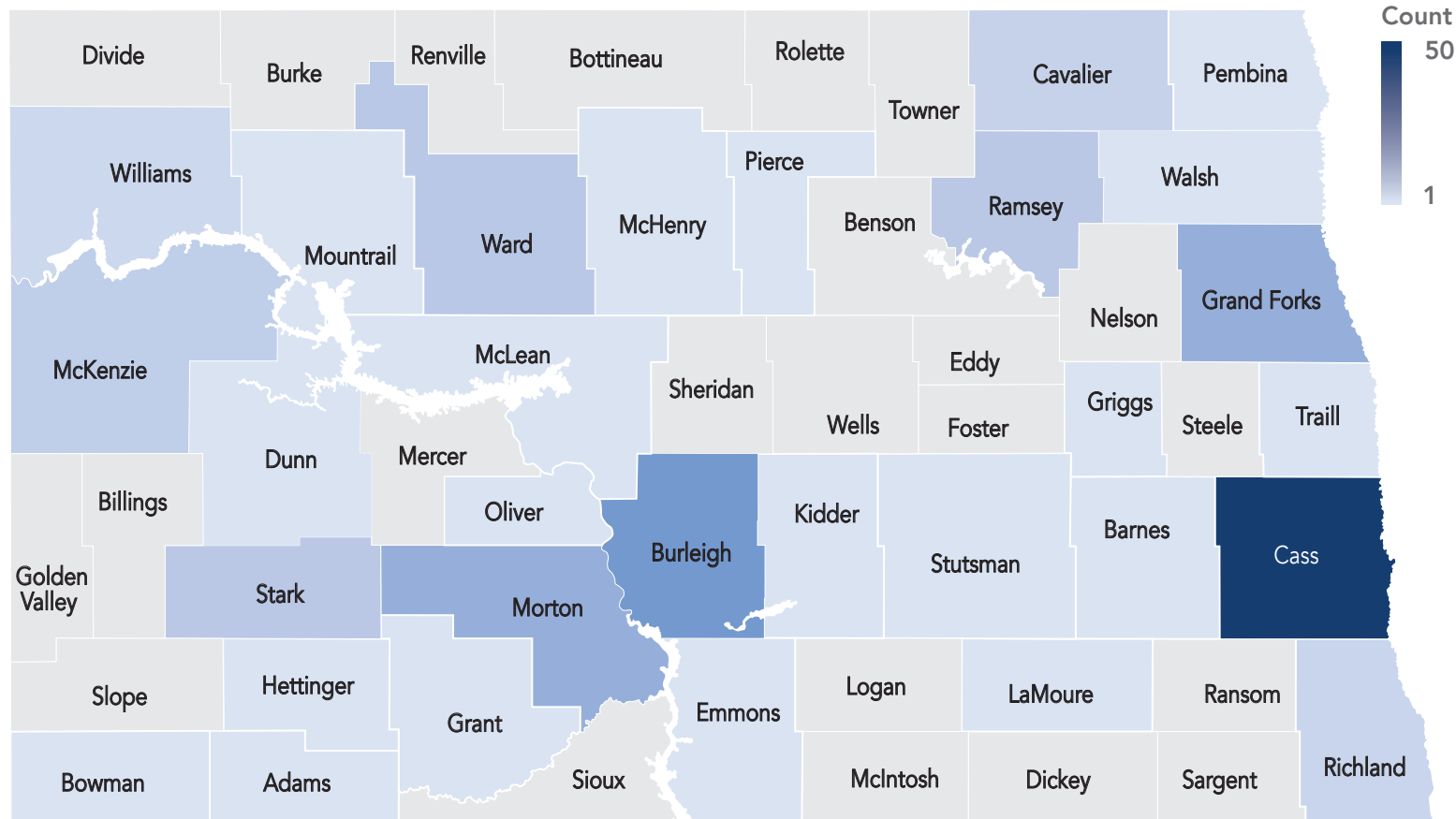
The overarching goal of the campaign was to build greater awareness of the Career Builders Scholarship & Loan Repayment Program, and increase participation among businesses and students. NDUS acquired testimonials from businesses that are participants in the program, as well as from students who were 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](https://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.



Power & Precision to Grow®



## 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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# Golden Valley Veterinary Clinic

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January 10, 2022

Re: Testimony in support of HB 1030 – Skilled Workforce Student Loan Repayment & Scholarships

I am submitting testimony in support of the Skilled Workforce Student Loan repayment program, North Dakota Career Builders.

I am the Practice Manager for Golden Valley Veterinary Clinic based in Park River, North Dakota. In 2022, we built a new mixed-animal veterinary clinic in Park River to house our growing practice. In addition to needing more space, we also needed to hire more highly training employees to serve our growing client base.

We have used the Career Builders Loan Repayment program to help us hire Licensed Veterinary Technicians (LVTs). We currently have one LVT enrolled in the program, and two more LVTs completing the paperwork to apply for loan repayments. All three technicians graduated from the NDSU Veterinary Technician program with significant student debt. They also were interested in staying in North Dakota. This loan repayment program really gave our business a benefit other out-of-state companies were not offering.

Licensed Veterinary Technicians are critical to the success of our veterinary practice. LVTs must complete a two- or four-year degree. They also go through a formal licensure program. These technical professionals do every type of skilled nursing for animals, including dental cleanings, surgery monitoring and post-surgical recovery, blood draws, hospitalized patient care, large and small animal restraint, x-rays, medication administration, fecal and other microscope slide analysis, and client education. These are highly trained and sought-after professionals.

Like many other businesses in the area, we struggle to attract highly qualified, trained technical specialists to our rural community. There is a national shortage of Licensed Veterinary Technicians and Veterinarians. And many potential candidates have large student loan balances. The Career Builders program helps us offer a competitive benefit program to potential Licensed Veterinary Technicians.

We also appreciate the loan repayment happening over three years. This really helps us retain employees we have worked hard to recruit and hire. It is our hope that after three years, these employees have established roots in our community, which will keep them here even longer.

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The Career Builders Loan Repayment Program has undoubtedly helped us recruit and retain highly qualified Licensed Veterinary Technicians. I appreciate the opportunity to share this testimony in support of the Skilled Workforce Student Loan Repayment program with your committee and I hope that you will continue to fund this critical program.

Respectfully submitted,

Britt M. Jacobson

Practice Manager

Golden Valley Veterinary Clinic

701.284.6070

goldenvalleyvet@yahoo.com



115 Vivian Street • PO Box 1 • Park River, ND 58270

January 10, 2023

### **First Care Health Center and ND Career Builders**

ND Career Builders is a great opportunity for both students and organizations. For students, it makes higher education more attainable. It allows organizations to invest in their employees by stretching their dollars and lessening the financial burden. This program is great not only for students right out of high school, but also for upskilling established employees. Especially in healthcare, so much of the workforce problem is a lack of qualified workers. In our own organization, our laboratory was short staffed for over a year, in the middle of a pandemic no less. With the ND Career Builders program, we were able to hire a laboratory assistant while he attended school to become a certified laboratory technologist. Practicing up to his scope, this employee was able to lessen the burden in the lab and help mitigate the need for expensive travel staff while also providing a long-term staffing solution.

Phone: 701-284-7500 | Fax: 701-284-6747 | [www.firstcarehc.com](http://www.firstcarehc.com)

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701-355-4458 • [www.ednd.org](http://www.ednd.org)

**Testimony of Dana Hager  
Economic Development Association of North Dakota  
In Support of HB 1030  
January 11, 2023**

Chair Heinert and members of the House Education Committee, 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 1030.

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. This 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 potential of the state's economy development will depend on their capacity to attract and retain a 21<sup>st</sup> 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 the 2019 legislative session and experienced a significant increase in participation after a statewide marketing effort funded the program again during the 2021 session. With more than 80 workforce partners and donors in the scholarship and loan program and 23 partners in the loan repayment program, the workforce side of this puzzle is utilizing the programs to attract and retain future employees.

The Career Builders Scholarship and Loan Repayment Program is an excellent partnership between the public and private sectors. The state investment must be matched by private dollars, ensuring local businesses have a significant interest in the success of this program and stretching the reach of public funds.

During a time when every tool to educate, train and retain our future workers is essential, please consider a do-pass for HB 1030. Thank you.



**HB 1030**

January 11, 2023

Seth Lumley, NDSU Student Government

[seth.lumley@ndus.edu](mailto:seth.lumley@ndus.edu) – (507) 481-5510

Chairman Heinert and Members of the Committee: My name is Seth Lumley, and I am the Executive Commissioner of Legislative Affairs for North Dakota State University's Student Government. I am here in support of HB 1030 and to bring the perspective of NDSU students on HB 1030.

NDSU Student Government is an organization of students at NDSU elected and appointed to represent the interests of the NDSU student body both externally at places like the capitol and internally through our student senate. We are comprised of members from all academic colleges at North Dakota State University to ensure students from all majors and backgrounds have a voice. Our mission is to leave the university better than we arrived through ensuring that student perspectives are heard both on campus and here at the legislature.

With the rising costs of college across the country, North Dakota has remained an optimal state for students to come and receive an education for a relatively low price. Some of the factors playing into this low cost are the abundance of scholarships and access to student loan repayment programs, both of which this bill directly benefits. Extending the skilled workforce student loan repayment program and skilled workforce scholarship program both provide enticing incentives for students to go to college and ultimately stay in North Dakota. Additionally, the other amendments made to these sections of the North Dakota Century Code, such as the elimination of the stipulation that individuals who receive funds from the skilled workforce scholarship program are ineligible for the skilled workforce student loan repayment program, advance student interests. In closing, I urge you to support HB 1030 as it will increase access to students wanting to attend college and ultimately stay in North Dakota. Thank you Chairman Heinert and Members of the Committee.



GREATER NORTH DAKOTA CHAMBER  
HB 1030  
House Education Committee  
Chairman Pat Heinert  
January 11, 2023

Mr. Chairman and members of the Committee, my name is Andrea Pfennig with the Greater North Dakota Chamber. GNDC is North Dakota's largest statewide business advocacy organization, with membership represented by small and large businesses, local chambers, and trade and industry associations across the state. We stand in **support** of House Bill 1030 as it relates to reauthorization of the Skilled Workforce Scholarship and Loan programs, otherwise known as the Career Builders program.

Recently, GNDC partnered with the NDSU Challey Institute for Global Innovation and Growth to complete a survey about the business climate in North Dakota. The survey found that 62% of respondents felt the number one factor holding businesses back is difficulty attracting and retaining qualified workers.

The results of the survey were reflected in the discussions held by our members in our policy position development process. The ability to have access to a skilled workforce is a critical issue for our members. Because of that, one of our policy goals is to support collaborative efforts between the private sector and educational institutions to better meet workforce needs.

Career Builders is a program that helps enable two and four-year educational institutions to be responsive in meeting the training needs of the business community. It is important to continue to have access to this tool as part of the workforce solution.

We urge a Do Pass recommendation on HB 1030. Mr. Chairman and members of the Committee, this concludes my comments. Thank you and I'd be happy to answer any questions.



PO Box 1091 • Bismarck, ND 58502  
701-355-4458 • www.ednd.org

**Testimony of Brad Barth  
Economic Development Association of North Dakota  
In Support of HB 1030  
March 2, 2023**

Chair Wobbema and members of the Senate Workforce Development Committee:

My name is Brad Barth, executive director of Forward Devils Lake and current vice president of the Economic Development Association of North Dakota (EDND). On behalf of EDND, I ask for your support of HB 1030 as it relates to the Skilled Workforce Scholarship and Loan programs, commonly known as Career Builders.

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 new wealth creation throughout North Dakota to develop more vibrant communities and improve quality of life.

Workforce availability is the most significant challenge facing North Dakota businesses, limiting the growth potential of the state's economy. EDND understands that the ability of North Dakota businesses to maximize the potential of the state's economy 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 on a high-demand career path in our state.

The ND Career Builders Scholarship and Loan Repayment Program was established to aid in the attraction and retention of individuals in high-need occupations. The scholarship program also encourages high school students to consider these career paths more carefully, with the knowledge that there will be a job waiting for them in North Dakota after graduation. Developers across the state using programs like this to connect businesses and education will help the task of keeping North Dakota communities open for business.

During a time when every tool to educate, train and retain our future workers is essential, Career Builders is important for the future of our state. Please consider a Do Pass for HB 1030.



Program Statistics 2/23/2023	SCHOLARSHIP	LOAN REPAYMENT
# Applicants Awarded & Active	85	86
# Graduated (Scholarship)	117	-
# Lost Eligibility (Loan Repayment)	-	5
# Paid in Full (Loan Repayment)	-	2
# Scholarship Applicants in Repayment (# & \$)	23 in repayment totaling \$89,324; \$33,900 recovered to date	-
Private Sector \$ Received by NDUS (NOT Matched to Students)	\$15,000	\$0
Committed \$ - Private Sector & State Match (Excl. those in scholarship repayment)	\$1,566,280	\$1,358,551
Average Award (Excl. those in scholarship repayment)	\$7,754	\$14,608
# Unique Donors	92	30
<p><b>Programs Enrolled (Scholarship)</b> (Exclude those in scholarship repayment)</p> <p><b>-OR-</b></p> <p><b>High-Need Occupation Filled (Loan Repayment)</b> (Exclude those who lost eligibility)</p>	<ul style="list-style-type: none"> <li>Agriculture or Ag &amp; Technology (Agronomy) (12)</li> <li>Architectural Drafting &amp; Estimating Technology (1)</li> <li>Associate Degree Nurse (1)</li> <li>Auto Body Repair &amp; Refinishing Technology (2)</li> <li>Automotive Technology (5)</li> <li>Building Construction Technology (1)</li> <li>Carpentry Residential (3)</li> <li>Caterpillar Dealer Service (14)</li> <li>CDL (4)</li> <li>Construction Management Technology (1)</li> <li>Culinary Arts (1)</li> <li>Cyber Security &amp; Computer Networks (3)</li> <li>Dental Assisting (1)</li> <li>Diesel Technology (13)</li> <li>Early Childhood Education (1)</li> <li>Electrical Technology (14)</li> <li>EMS-Paramedic EMT Technology (1)</li> <li>Energy Services and Renewable Technician (1)</li> <li>Farm &amp; Ranch Mgmt. / Agribusiness Mgmt. (5)</li> <li>Full Stack Engineering (5)</li> <li>Human Resource &amp; Organizational Leadership (1)</li> <li>Heating, Ventilation &amp; AC/HVAC/R Tech (16)</li> <li>Instrumentation and Control Technology (10)</li> <li>John Deere Ag Tech (5)</li> <li>Land Surveying &amp; Civil Engineering Technology (4)</li> <li>Lineworker (Electrical) (15)</li> <li>Massage Therapy (1)</li> <li>Meat Processing (2)</li> <li>Mechanical Maintenance Technology (6)</li> <li>Medical Billing &amp; Coding (1)</li> <li>Medical Assistant (1)</li> <li>Medical Laboratory Technician (2)</li> <li>Peace Officer (1)</li> <li>Pharmacy Technician (3)</li> <li>Plumbing (2)</li> <li>Power Plant Technology (2)</li> <li>Powersports Technology (1)</li> <li>Practical Nurse/Nursing (9)</li> <li>Precision Machining Technology (1)</li> <li>Process Plant Technology/Process Technology (6)</li> <li>Surgical Technology (3)</li> <li>Web Page Development &amp; Design (1)</li> <li>Welding / Welding Technology (20)</li> </ul>	<ul style="list-style-type: none"> <li>Accountant &amp; Auditor (1)</li> <li>Aircraft Mechanic &amp; Service Technician (1)</li> <li>Bus &amp; Truck Mechanic (1)</li> <li>Cardiovascular Technologist/Technician (2)</li> <li>Career &amp; Tech Ed Teachers (2)</li> <li>Carpenter (1)</li> <li>Childcare Worker (2)</li> <li>Civil Engineer (1)</li> <li>Construction Manager (1)</li> <li>Dental Assistant (1)</li> <li>Diagnostic Medical Sonographer (3)</li> <li>Diesel Technician (1)</li> <li>Electrician (1)</li> <li>Farm Equipment Mechanic &amp; Service Tech (3)</li> <li>Industrial Machinery Mechanic (2)</li> <li>Licensed Practical Nurse (1)</li> <li>Marketing Manager (2)</li> <li>Mechanical Engineer (2)</li> <li>Middle School Teachers (3)</li> <li>Mobile Heavy Equipment Mechanic (6)</li> <li>MRI Technologist (1)</li> <li>Pharmacy Technician (1)</li> <li>Police/Patrol Officer (1)</li> <li>Preschool Teacher (1)</li> <li>Radiologic Technologist (17)</li> <li>Registered Nurse (24)</li> <li>Respiratory Therapist (2)</li> <li>Sales Engineer (1)</li> <li>Secondary School Teacher (1)</li> <li>Teaching Assistant (1)</li> <li>Veterinary Technologist &amp; Technician (1)</li> </ul>

**ND Career Builders Private-Sector Contributors**  
**(Donors with funds remitted and/or committed to NDCB)**

Aasheim Enterprises, Inc.	Scholarship	Toasted Frog	Scholarship
American Bank Center	Scholarship	True North Equipment	Scholarship
Apex Well Servicing (USA)	Scholarship	TrueNorth Steel	Scholarship
Arthur and Edith Pearson Foundation	Scholarship	Underwood School	Scholarship
BisMan Autoworx	Scholarship	Walsh County Job Development	Scholarship
Blake Marine	Scholarship	Wild Rice Auto Parts	Scholarship
Bosch Lumber Company	Scholarship	Wold Engineering	Scholarship
Brosz Engineering, Inc.	Scholarship	YES LLC, ENETK LLC	Scholarship
Butler Machinery Company	Scholarship	20 Private-Sector Donors - No Release	Scholarship
Carrington Economic Development	Scholarship		
Cavalier Do It Best Lumber	Scholarship	Altru Health System	Loan Repayment
CHS Foundation	Scholarship	Cavalier County Health District	Loan Repayment
Churchill Pharmacy Holding, Inc.	Scholarship	City of Grafton	Loan Repayment
Clark Equipment Company dba Doosan	Scholarship	Executive Air Taxi Corporation	Loan Repayment
Comstock Construction, Inc.	Scholarship	Forward Devils Lake Development Corp.	Loan Repayment
Cottingham Insurance	Scholarship	General Equipment & Supplies, Inc.	Loan Repayment
Crossroads Repair LLC	Scholarship	Golden Valley Veterinary Clinic	Loan Repayment
D & B Motors	Scholarship	Grafton True Value & Lumber	Loan Repayment
Dakota Community Bank & Trust	Scholarship	Heart of America Medical Center	Loan Repayment
Dakota Pharmacy	Scholarship	Houston Engineering, Inc.	Loan Repayment
Dakota Refrigeration	Scholarship	Langdon Community Drug	Loan Repayment
Dale Pahlke	Scholarship	Leading Edge Equipment	Loan Repayment
DMG Inc., dba Malloy Electric	Scholarship	Legacy CPA	Loan Repayment
First Care Health Center	Scholarship	Magnum Electric	Loan Repayment
Fisher Industries	Scholarship	Mowbray & Son Plumbing and Heating,	Loan Repayment
FM Heating and Air, LLC	Scholarship	Nelson County Health System	Loan Repayment
Forward Devils Lake Development	Scholarship	Nelson International dba Nelson Leasing,	Loan Repayment
General Equipment & Supplies	Scholarship	North Valley CTE Technology Center	Loan Repayment
Great River Energy	Scholarship	Pro Mark Services, Inc.	Loan Repayment
Grotberg Electric, Inc.	Scholarship	Rugby Job Development Authority	Loan Repayment
Gusiaas Electric, LLC	Scholarship	Sanford Health – Bismarck	Loan Repayment
H.A. Thompson & Sons	Scholarship	Sanford Health – Fargo	Loan Repayment
Heat Transfer Warehouse	Scholarship	Sanford Medical Center – Fargo	Loan Repayment
Home Heating, Plumbing & AC, Inc.	Scholarship	Stantec Consulting Services, Inc.	Loan Repayment
ICON Architectural Group	Scholarship	True North Equipment	Loan Repayment
Johnston & Sons Electric	Scholarship	Walsh County Job Development	Loan Repayment
Karen Oster-Lloyd Ritchie Memorial	Scholarship	4 Private-Sector Donors – No Release	Loan Repayment
Keller Paving & Landscaping, Inc.	Scholarship		
Korber Medipak Systems NA	Scholarship		
Kountry Kids 4H	Scholarship		
Lake Chevrolet Buick GMC	Scholarship		
Leading Edge Equipment	Scholarship		
LG Homes	Scholarship		
Marathon Petroleum	Scholarship		
Marketplace Motors	Scholarship		
MDU Resources	Scholarship		
Microsoft	Scholarship		
Modern Auto Body	Scholarship		
ND Association of County Engineers	Scholarship		
ND Beef Commission	Scholarship		
ND State Electrical Board	Scholarship		
Nelson County Health System	Scholarship		
NODAK Electric	Scholarship		
North Country Marine	Scholarship		
Otter Tail Power Company Foundation	Scholarship		
Porter Farms	Scholarship		
Sanford Health – Bismarck	Scholarship		
Sanford Health – Jamestown	Scholarship		
Schmitt's Plumbing, Heating &	Scholarship		
Scott's Electric	Scholarship		
Service Tire, Inc.	Scholarship		
Shakti Moon Healing, Wellness, Beauty	Scholarship		
Sheyenne Mechanical	Scholarship		
Titan Machinery	Scholarship		



## HB1030

Senate Workforce Development Committee

March 2, 2023

Brenda Zastoupil, Financial Aid Director, NDUS

701.328.2906 | [brenda.zastoupil@ndus.edu](mailto:brenda.zastoupil@ndus.edu)

Chair Wobbema and members of the Senate Workforce Development 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 to provide supporting testimony related to HB1030.

The proposed changes impact several student financial aid programs, including the Skilled Workforce Student Loan Repayment and Scholarship program, also known as ND Career Builders, the Dual Credit Tuition Scholarship, the ND Scholars program, the ND Indian Scholarship, and the ND Academic/Career & Technical Education (CTE)/North Dakota (ND) Scholarships. The changes address several technical amendments to clean up statute as well as some important updates to help clarify the programs and add transparency for students.

**The Skilled Workforce Student Loan Repayment and Scholarship, or ND Career Builders (NDCB)**, is a workforce development program established in 2019. The program is a partnership with business to recruit and retain talent in high-need occupations within the state. The program has generated over 200 workers within in-demand occupations in the state and another 85 are in the pipeline enrolled in qualifying programs of study in the state. The program requires that a private-sector donor match, dollar for dollar, the state funds. A total of 92 unique donors for the scholarship program and 30 for the loan repayment program have committed nearly \$1.5 million in matching funds. A marketing campaign from Feb-Nov 2022 helped to build a greater awareness of the program with businesses, high school counselors and administrators, students, and post-secondary institutions. Recipients are located across the state as shown in the 2022 NDCB Public Awareness Campaign Summary attached.

- The proposed edits on page 1, line 14 and page 3, line 20 extend the program through the 23-25 biennium.
- On page 2, lines 30-31, the final sentence should have been deleted in the 2021 session but was overlooked. This sentence conflicts with subsection 8 on the following page. The goal is to allow a recipient to receive no more than \$17,000 between the scholarship and loan repayment programs, thereby allowing a business to utilize recruitment dollars as best fits the entity.
- The amendment on page 4, line 26 removes the word “*and*” between scholarship and payment. The NDUS has processes in place to verify grade point average (GPA) and full-time enrollment for each student prior to issuing payment to an institution, additionally, within the application, the student acknowledges their understanding that they must hold a 2.50 GPA and be enrolled full-time to receive payment. Currently, high school seniors are applying for the scholarship. This amendment removes an application barrier and allows students the opportunity to apply for the scholarship ahead of confirming these requirements.



The next program addressed in HB1030 is the **Dual Credit Tuition Scholarship** in section 3. This program was introduced in 2021. This scholarship provides an additional incentive for students to take dual credit in high school by rewarding them with a scholarship in college. Dual credit in high school plays a key role in preparing students for college and setting students on a pathway for success. Currently 2,759 students have benefited from this program.

- Page 6, line 9 and line 13 add language consistent in other state scholarship and grant programs, wherein “*accredited*” institutions “*with a physical presence*” in the state is added. Consistent language among programs helps to provide transparency to students and assists in the administration of the programs.
- Page 6 line 21 adds “*successfully*” to the requirements to avoid payment for dual credit coursework not successfully completed.
- Page 6 lines 22-23 add eligibility for dual credit courses taken at private or tribal institutions within the state. Students who currently take dual credit courses at one of the tribal or private institutions in the state cannot request the scholarship for those classes.
- Page 6 lines 26-29 change the payment structure from no more than 50% of the cost of the dual credit course(s) up to a maximum of \$750, to a flat rate based on the number of dual credit courses successfully completed (\$750 for 3+, \$500 for 2, \$250 for 1). This change will provide transparency for the applicant and significantly reduce administrative burden.
- Page 6 lines 30-31 again reference the eligibility of private and tribal dual credit courses.
- Lines 1,4 and 5 on page 7 are struck based on the new language proposed in the prior subsection 3 regarding the flat payment rates.

The **ND Scholars Program** is the premier merit-based award in the state. It is provided to the top ranked ND resident students based on national test scores. The goal is to retain this high talent in the state for college. Approximately 30 new students are awarded each year. The award may be renewed for up to a total of 8 semesters if the student maintains a 3.50 GPA and fulltime enrollment. The 2021 Legislative Assembly provided for an additional pathway to achieve this award by expanding from the ACT test score to other nationally recognized standardized tests. This created the option for SAT scores to also be a qualifier. The proposed edits presented in HB1030 help to clarify the ranking process as ACT and SAT scores do not use the same language. The edits also set a minimum score for consideration.

- Page 7, line 28-31 change language from top 95<sup>th</sup> percentile to “*achieved a composite score (or equivalent) of 30 or higher.*” Based on appropriation levels, approximately 30 new students are funded per year plus renewed students. Over the past 5 years, we have seen an average of 354 students in the top 95<sup>th</sup> percentile. The 95<sup>th</sup> percentile is generally down to a 28 or 29 on the national test scores. In the past two years we have not awarded below a 33. Providing a cutoff will provide transparency to students and high school counselors. Additionally, ACT, Inc. will no longer calculate this number for NDUS, creating a risk for error in determining the correct percentile internally, which further necessitates the need for a set number.

- Page 8 lines 2-3, “*post-secondary*” and “*with a physical presence*” to add clarity and to be consistent with other scholarships and grants.
- Page 8, section 2, subsections 2, 3 and 4 address the ranking process when faced with both ACT and SAT scores. A concordance table exists to determine ACT to SAT translations for some of the scores used to determine ranking order. Where no equivalency exists, the equivalent is set to zero. This would only occur for the ranking order for “sum of scale scores”. There is a concordance for composite scores, as well as for English and math. It is important to note that of the students in the top 95<sup>th</sup> percentile, only 4 had a SAT score in each of the past 2 years. The concordance tables ACT to SAT are as follows:
  - ACT “composite” = SAT “total score”
  - ACT “sum of scale scores” – no equivalency on SAT score (set to zero)
  - ACT “English and math” = SAT “ERW and math” score

The **ND Indian Scholarship** is an ethnicity-based award. It supports resident Native American students at the five tribal colleges in the state, as well as at the accredited public and private institutions. Approximately 270 students are awarded per year. Awards are made by the ND Indian Scholarship Board annually. This section of statute has not been reviewed since 2003 and therefore, several amendments are proposed.

- Throughout Sections 8-12, you will find language updated from Indian to “*Native American*” to correct terminology not updated since 2003.
- Page 9, line 26 clarifies the program as a scholarship, and lines 27-28 clarifies the role of the Board versus the NDUS as the administering agency.
- Page 10, lines 1-3 and 10-11 again provide consistency by adding “*federally recognized*”, “*accredited*” and “*with a physical presence*”, as is done in other state scholarships and grants.
- Page 10, lines 9-10 words are struck as the scholarship does not entitle a student to enter but provides them an opportunity to fund their education through the scholarship.
- Page 10, line 17 words are struck, and “*Scholarship*” inserted for conciseness.
- Page 10, lines 19-21 words are struck as NDUS has processes in place to verify enrollment prior to payments being issued on behalf of the student. This change removes an application barrier and creates a more efficient application process.
- Page 10, line 27 changes granting to “*award*”, which is what the Board does, and removes “*and acceptance thereof*”. Acceptance of the award is passive and is assumed. The NDUS verifies enrollment with the institution prior to funds being paid. Removing this language removes another application barrier.
- Page 10, lines 29-31 align cost of attendance language to federal Title IV language.
- Page 11, line 2 and line 8 adds “*clock-hour term*” to address awards issued to students enrolled in career and technical programs.
- At the top of page 11, the word “*for three quarters*” and “*for two semesters*” are struck as they are unnecessary as the following sentence clearly states that “*Awards may not exceed two thousand*



*dollars in any academic year.”* Students often attend classes year-round. This change adds flexibility to how the award may be issued.

- Page 11, lines 5-7 are struck and incorporated into the text at the end of this section. It is important to note that total cost of attendance may never be exceeded for the state scholarship and grant programs.
- On page 11 from lines 9-19, text has been struck and rewritten to reflect current practice. The funding of the ND Indian Scholarship is provided under the NDUS budget on a biannual basis and applications are required annually with a July 15<sup>th</sup> priority date.

The last programs addressed in HB1030 are the **ND Academic, CTE and ND Scholarships**. These scholarships provide for merit-based scholarships to qualifying high school graduates for meeting challenging academic criteria in high school. The maximum amount is \$6,000. Approximately 23% of high school graduates qualify for this award and the NDUS issues awards to an average of 5,230 students per year. The 2021 Legislative Assembly aligned eligibility requirements with Choice Ready requirements, with additional rigor built in. Inadvertently, within the 2021 amendments, the end date for eligibility of the Academic and CTE scholarship payments was cut off as of 2024. The requested amendment in Section 13 to the effective dates, provides for ongoing eligibility for those students who have already earned the award as students have up to 6 years beyond high school graduation to access it. The final payment year for the Academic and CTE Scholarships will be 2030. At that time, the only option will be the ND Scholarship.

A few additional edits in HB1030 include section 4 on page 7, which updates the dates to reflect when the Academic and CTE Scholarship reporting ends. The NDUS is required to report annually on the scholarships. Section 15 on page 16 repeals a section of the Native American Scholarship that is not necessary. The NDUS issues nearly 100% of all funds appropriated and because of the verification processes set up by the NDUS, enrollment is confirmed prior to issuing payments and thus, refunds are rarely received from institutions. Finally, the emergency clause in section 16 allows for the use of the NDCB funds to be paid effective upon signing, to continue to address work shortages in the state.

This concludes my testimony related to HB1030. I respectfully request a Do Pass. I will stand for questions.

**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**



ACCESS. INNOVATION. EXCELLENCE.



## Goals & Objectives

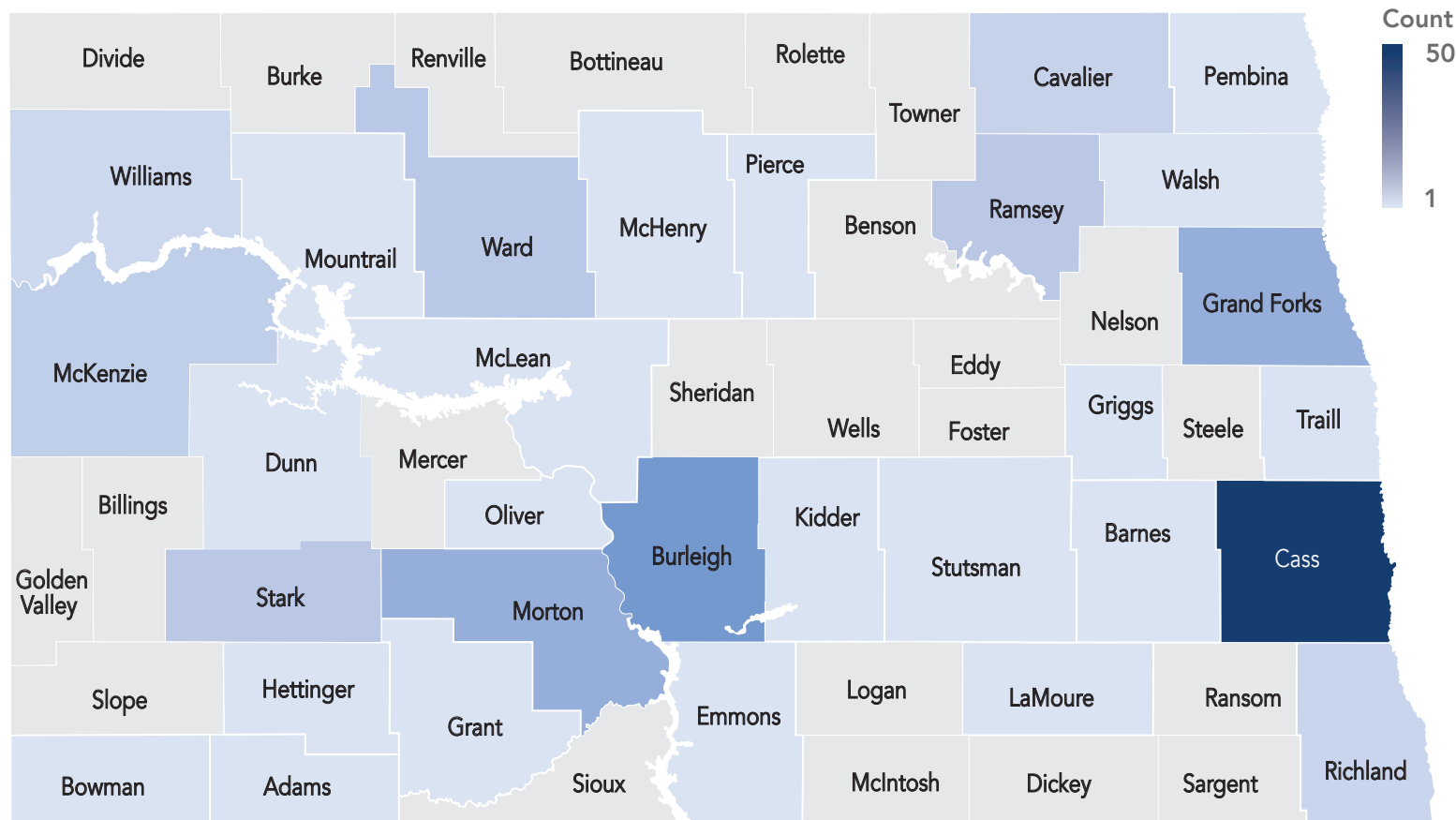
The overarching goal of the campaign was to build greater awareness of the Career Builders Scholarship & Loan Repayment Program, and increase participation among businesses and students. NDUS acquired testimonials from businesses that are participants in the program, as well as from students who were 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](https://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



**Senate Workforce Development Committee – HB 1030**

**Senator Michael Wobbema, Chair**

**March 2, 2023**

Chairman Wobbema, Members of the Committee:

My name is Brian Ritter and I am the President & CEO of the Bismarck Mandan Chamber EDC. Please accept the following testimony on behalf of our organization's more than 1,230 business members in support of HB 1030.

HB 1030 reauthorizes the Skilled Workforce Student Loan Repayment and Scholarship programs, also known as Career Builders. The Career Builders program is an important tool to educate, train and retain our future workforce and aids in attracting and retaining individuals in high-demand occupations.

Within the Chamber EDC's 2023 Legislative Agenda, support for the Career Builders Program is specifically noted given the program's past success. That's because Career Builders and other workforce development programs have effectively partnered support from the State of North Dakota with that from the private sector.

At a time when workforce is the most commonly cited challenge by our members, programs like Career Builders are a needed tool. As such, I would respectfully ask that the Committee give a DO PASS recommendation to HB 1030.



**2023 House Bill 1030**  
**Senate Workforce Development Committee**  
**Senator Michael Wobbema, Chairman**  
**March 2, 2023**

Chairman Wobbema and members of the Senate Workforce Development Committee, my name is Tim Blasl. I am the President of the North Dakota Hospital Association (NDHA) which represents hospitals and health systems across the state. I testify in support of engrossed House Bill 1030 and ask that you give it a **Do Pass** recommendation.

Hospitals support the bill because it helps with our number one challenge: workforce. The scarcity of health care professionals in all disciplines - not only physicians, advanced practice providers and nurses but also medical imaging techs, physical therapists, psychologists, and many others - challenges our hospitals in both rural and urban areas. To the extent that we can make it easier for health care professionals to become trained and ready to work in North Dakota, it helps hospitals provide the care that patients need close to home. The skilled workforce student loan repayment and scholarship program in this bill would help recruit and retain health care workers in North Dakota if those workers know they will not be saddled with student loan debt in order to get the necessary training.

I do not have the magical answer to solve the workforce shortage, but providing scholarships and student loan repayment to those interested in going into a skilled worker position is definitely part of the solution.

Please give the bill a **Do Pass** recommendation. Thank you.

Respectfully Submitted,

Tim Blasl, President  
North Dakota Hospital Association



GREATER NORTH DAKOTA CHAMBER  
HB 1030  
Senate Workforce Development Committee  
Chairman Mike Wobbema  
March 1, 2023

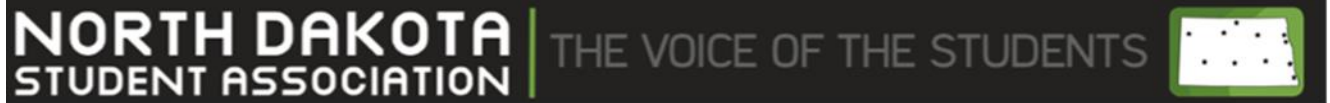
Mr. Chairman and members of the Committee, my name is Andrea Pfennig with the Greater North Dakota Chamber. GNDC is North Dakota's largest statewide business advocacy organization, with membership represented by small and large businesses, local chambers, and trade and industry associations across the state. We stand in **support** of House Bill 1030 as it relates to reauthorization of the Skilled Workforce Scholarship and Loan programs, otherwise known as the Career Builders program.

Recently, GNDC partnered with the NDSU Challey Institute for Global Innovation and Growth to complete a survey about the business climate in North Dakota. The survey found that 62% of respondents felt the number one factor holding businesses back is difficulty attracting and retaining qualified workers.

The results of the survey were reflected in the discussions held by our members in our policy position development process. The ability to have access to a skilled workforce is a critical issue for our members. Because of that, one of our policy goals is to support collaborative efforts between the private sector and educational institutions to better meet workforce needs.

Career Builders is a program that helps enable two and four-year educational institutions to be responsive in meeting the training needs of the business community. It is important to continue to have access to this tool as part of the workforce solution.

We urge a Do Pass recommendation on HB 1030. Mr. Chairman and members of the Committee, this concludes my comments. Thank you and I'd be happy to answer any questions.



## HB 1030

March 1<sup>st</sup>, 2023

Jason Fincel, North Dakota Student Association

(605) 290-2722 | jasonfincel@ndus.edu

Chair Wobbema and Members of the Committee: My name is Jason Fincel and I am the Chief Administrator of the North Dakota Student Association. I am writing to you on behalf of our organization in support of House Bill No. 1030.

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.

The North Dakota Student Association serves as a means for students to speak as a unified and collective body on matters that pertain to them. In pursuit of that objective, the NDSA passed a resolution on Saturday, November 5th, 2022, NDSA-09-2223: A Resolution in Support of the NDSA's Legislative Priorities for the 23-25 Biennium. One of the priorities that are enumerated by the resolution is the increase of access to financial aid for NDUS students. Moreover, the NDSA passed NDSA-08-2223: A Resolution in Support of NDUS Scholarships on Saturday, November 5th, 2022. This resolution states that the NDSA recognizes how scholarships and grants significantly ease the financial burden of students seeking a quality education. Finally, the NDSA also passed NDSA-12-2223: A Resolution in Support of HB 1003: Higher Education Budget Allocation for the 23-25 Biennium on Saturday, January 21st, 2023. This resolution was based on the notion that the NDSA supports the increased ability of NDUS students to have

access to a competitive, affordable and valuable higher education degree which will increase the quality of the workforce of the state of North Dakota.

House Bill No. 1030 provides funding for the financial support of NDUS students in a variety of academic programs. Given increasing inflation and lowered student enrollment rates, the potential for increased tuition costs have increased. As a result, scholarships for students will continue to be essential for many to afford a higher education degree. House Bill No. 1030 will help students achieve their academic potential and to pursue a career in their chosen field. House Bill No. 1030 invests in the future workforce of North Dakota and creates an incentive for students from around the region to attend an institution of higher learning in North Dakota and incentivizes them to begin their professional career in North Dakota. The financial best interest of higher education students is inextricably linked to the economic well-being of North Dakota and its workforce. This bill is in alignment with the goals of the NDSA and the best interest of the students for which the NDSA advocates for. On behalf of the North Dakota Student Association, I urge the committee to provide a DO PASS recommendation on House Bill No. 1030.