

Thursday, April 20, 2006  
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## **NORTH DAKOTA BUSINESS CLIMATE STUDY 2006: Potential Action Items**

### Focus Group Action Items That Got the Highest Rating From the Business Congress Breakout Groups

#### WORKFORCE

1. Establish internship programs in target industries
2. Undertake marketing and offer incentives to recruit workers from outside of ND

#### ATTRACT & RETAIN YOUNG PEOPLE

1. Conduct targeted marketing and offer incentives to young people and young families
2. Continue to hold focus groups for young professionals

#### IMAGE

1. Support, fund tourism marketing and media relations
2. Expand message training for service sector employees

#### TRANSPORTATION

1. Review findings of the study already underway
2. Find ways to do a better job of getting oil and electricity out of the state
3. Enhance capacity at selected airports

#### UNIVERSITIES

1. Initiate a program to fund commercialization of new technologies
2. Fund follow-up/monitoring capacity for DOC to insure impact of Centers of Excellence

### Potential Additions from the breakout group moderators

1. Consider combining the internship program with the state program to foster all forms of business/education partnerships
2. Consider providing more information on trades to school counselors who advise students on career counseling
3. Consider authorizing incentives for tourism facilities
4. Consider expansion of freight rail improvement program
5. Consider offering incentives for students to take targeted course
6. Consider recruiting faculty in targeted disciplines
7. Under Transportation, coal and agriculture commodities should be included with moving oil and electricity out of the state.
8. Under Workforce, you could add the following:  
“Workforce training programs need to be examined and possibly reengineered to be market driven and flexible. This may include consolidation and streamlining of existing programs.”
9. Under Image, you could add the following:  
“Create incentives for the development of new and the enhancement of existing destination tourism facilities by using an APUC-type funding model.”

Prospective Additions from Washington State Global  
Competitiveness Strategy

1. Telecom and Internet infrastructure made universally available
2. Water availability increased through recycling and conservation
3. Comprehensive marketing strategy
4. Building grassroots and political consensus around strategy
5. More funding for university research
6. Increase technology access for small, minority owned and women owned businesses
7. Grants for innovation zones

8. Incumbent worker training
9. Incentives for students, faculty and universities to steer them to priority issues
10. Review investments in education areas
11. Seamless, lifelong learning
12. Monitoring system to track student progress
13. Teacher prep programs
14. More math in high school
15. Meet international standards for curriculum and set performance measures
16. Demand driven education
17. Skills and trades training
18. Align state education investments with market demand