



Ron Ness  
President

Marsha Reimnitz  
Office Manager

120 N. 3rd Street • Suite 225 • P.O. Box 1395 • Bismarck, ND 58502-1395  
Phone: 701-223-6380 • Fax: 701-222-0006 • Email: ndpc@ndoil.org

## North Dakota Petroleum Council's Oil & Gas Education Program

Contract number: G-019-40

Phase I Report: February 1, 2010

Applicant: North Dakota Petroleum Council

Principal Investigator: Mr. Ron Ness, President

## **Program overview**

The objective of the North Dakota Petroleum Council's Oil & Gas Education Program is to increase North Dakotans' understanding of the oil and gas industry. This program has three primary components which provide targeted education to students, teachers, parents, policy makers and the general public: Energy Career Awareness Partnership (ECAP), Teacher Education Seminar, and Oil & Gas *Tidbits*. The following includes a brief explanation of program component activities from July 1 – December 31, 2009.

### **ECAP**

ECAP activities during the first semester of the academic year tend to focus on regional career fairs and working with school counselors to prepare juniors and seniors for post-secondary training. ECAP serves as a means to distribute materials about careers, post-secondary training, safety programs, and general energy information through school activities. Approximately 6,200 students in grades 9 – 12 had some level of contact with ECAP during the last six months. Our materials were also visible to approximately 386 school teachers and administrators. Some of these materials were used in the North Dakota Petroleum Council's Oil Can! events in Killdeer and Stanley, ND. The program is coordinated by Kent Ellis, owner of Aurora Land Services and former teacher and School-to-Work Coordinator.

ECAP was involved in more than 25 events in various locations across North Dakota between the months of July and December 2009, including: local energy information, school career fairs, community education, adult career education, a state IT program meeting, career/training fairs, business development, Governor's workforce, youth workforce, advisory groups, and career expos.

ECAP has been an important tool in helping foster better energy education outreach and bringing the information directly to students. ECAP is effective in demonstrating the value of North Dakota's energy industry and the career opportunities that exist.

### **Teacher Education Seminar**

Held in June, the four-day Teacher Education Seminar expands participating teachers' knowledge of the North Dakota oil and gas industry, from its prehistoric beginnings to the final product. The seminar covers various aspects of the industry including history, geology, physics, engineering, production issues, refining and marketing, employment needs, and the impact of oil tax on state tax revenues, policy decisions and the state's budget surplus. Educators have numerous hands-on activities including oil rig, oil well, and refinery tours.

Participating educators gained a better understanding of the North Dakota oil and gas industry components. Teachers better understood all of the stages of oil exploration, production and refining, and gained an awareness of the many industry professionals that play a part in moving oil from the ground to the consumer. They developed a factual basis/background of the substantial cost and risk required to explore, produce and refine a barrel of oil. Their gained understanding of the industry's impact on North Dakota, paired with the knowledge of what skills companies are looking for in employees, allows them to also educate students on the possibility of a career in the oil and gas industry. The educators' hands-on experiences and completed activities provided them a foundation for integrating similar activities into their classrooms based on understanding how subject areas such as geology, science, math and history are utilized daily in North Dakota's oil and gas industry.

Participants evaluated the seminar and were asked to submit a lesson plan detailing how they will implement what they learned in the classroom. The next Teacher Education Seminar is scheduled for June 7-10, 2010. Seminar activity during the past six months has focused on coordinating the 2010 event.

### **Oil & Gas Tidbits**

The third element of the Oil & Gas Education Program is our quarterly, one-page, educational flyer titled *Oil & Gas Tidbits*. This publication is designed to provide short articles on the use of new technology and other items of interest to North Dakota policy makers, educators and industry members to educate them about the oil and gas industry. This grant includes funding for 10 issues of *Tidbits* between January 2010 and June 2012.

### **Looking ahead**

As the second phase of this project gets underway, several new goals are at the forefront of plans for the Oil & Gas Education Program including:

- conducting mail- and Internet-based surveys of key stakeholder groups involved with ECAP activities to identify topics of interest/concern and determine the value of such activities;
- increasing outreach to educate the general public on our oil industry's benefits and importance; and
- evaluating the need for additional education and outreach for students and teachers to use in the classroom.

Additional goals include engaging industry members in building partnerships to increase oil and gas industry presence and educational efforts within the state.

With the completion of phase one, the Oil & Gas Education Program has proven to be a valuable tool for educating teachers, students, industry members, key stakeholders, policy makers and the general public. This program has reached more than 57,000 teachers, students, school administrators and parents since its inception in 2002. Financial support from the Oil and Gas Research Council has been instrumental in the development and implementation of the Oil & Gas Education Program. In addition, there have been many partners, along with Petroleum Council members, who have played important roles in sharing our message and educational efforts during the first phase.

Education is critical to the future success of the energy industry in North Dakota. The growing demand for workers makes programs such as ECAP and the Teacher Education Seminar even more important as we educate students about the wide variety of job opportunities in our energy industry.

## **Oil & Gas Education Program Budget**

*Phase I: July – December 2009*

### ECAP Expenses

Salary/benefits (6 months)	\$ 16,556	
Travel	\$ 2,965	
Lodging	\$ 712	
Food	\$ 612	
Conference Fees	\$ 300	
Printing	\$ 105	
<b>Total ECAP Expenses</b>		<b><u>\$ 21,250</u></b>

### Teacher Seminar Expenses

Printing/postage/material production	\$ 1,176	
Facilities/food/lodging	\$ 6,330	
Transportation	\$ 1,400	
Energy education materials/handouts/kits	\$ 1,100	
Facts & Figures	\$ 495	
Prizes/honorariums	\$ 1,415	
Administrative costs (eight days staff time)	\$ 6,000	
<b>Total Seminar Expenses</b>		<b><u>\$ 17,916</u></b>

### Oil & Gas Tidbits Expenses

This grant provides funding for issues between January 2010 and June 2012

**Total Tidbits Expenses** **\$ 0**

**TOTAL PROJECT EXPENSES** **\$ 39,166**

*Respectfully submitted by Mr. Ron Ness, North Dakota Petroleum Council President*