

**Contract No. G-047-091**  
**“Energy of North Dakota Program”**

Submitted by: North Dakota Petroleum Foundation  
Principal Investigator: Kristen Hamman/Tessa Sandstrom

**PARTICIPANTS**

<b>Sponsor</b>	<b>Cost Share</b>
North Dakota Petroleum Foundation	\$114,000 (In-kind)
North Dakota Petroleum Foundation	\$490,000 (Cash)
North Dakota Industrial Commission/OGRC Funding	<u>\$490,000</u> (Cash)
Total Project Cost	\$1,094,000

Project Schedule – 21 months  
Contract Date – March 29, 2019  
Start Date – January 18, 2019

Project Deliverables:  
Status Report: October 31, 2019 ✓  
Status Report: April 30, 2020 ✓  
Status Report: October 31, 2020 ✓  
Status Report: January 31, 2021 ✓  
Final Report: January 31, 2021 ✓

**OBJECTIVE/STATEMENT OF WORK:**

The Energy of North Dakota program will continue to pursue its mission through public outreach, education and informational opportunities. This includes the continuation of many of its award-winning outreach programs. We will also continue developing online materials and messages that are smartly scalable, relatable to a millennial audience, and able to be deployed via multiple channels. The North Dakota Petroleum Foundation operates the Energy of North Dakota program and each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. Each of these initiatives include: Bakken Rocks CookFest, Public Education Sessions, Safety and Environment – including Pick Up the Patch and Vision Zero, Teacher Seminar, Energy Career Awareness Partnership, Promotion and Public Perception, and Emerging Issues.

**STATUS**

Contract has been executed.

**May 2019**

Status report received. The report states in part:

**ND Energy Education**

- Schools visited include Williston, Watford City, Dickinson, Minot Bismarck Cavalier Wahpeton, Glen Ullin, Hebron, Devils Lake, Bottineau and Jamestown.
- NextGen ND project is a partnership with ND Petroleum Foundation, Lignite Energy Council (LEC), and ND Farm Bureau. A 15 student statewide advisory council sought input from the next generation of industry leaders and peers about their vision of ND’s future. The student panel presented at the LEC’s annual meeting in March.
- A middle school skills fair was designed and implemented. The event featured 20 class sessions that engaged 425 students in current energy workforce skilled areas.

**Community Outreach**

- Bakken CookFest: Planning and marketing work is being done for the events which are scheduled for July 16<sup>th</sup> in Bowman and July 18 in Van Hook.
- Townhalls/Public Education Sessions: Planning is underway for educations to take place at CookFest events and the NDPC's annual meeting in September.
- Blood drive was held February 2019.
- Pick Up the Patch events have started and will be held in Crosby, Belfield, Dickinson, Minot, New Town, Stanley, Tioga, Watford City, Williston, Trenton, and on US Hwy 85.

#### Promotion & Marketing

- Television and digital ads for the "We Want" campaign will run from February through May and pick back up in September.
- Social and Online Media: Facebook had 7,800 followers with 6,429 engagements in the first quarter of 2019. Twitter had more than 47,836 total impressions for the reporting period.
- Monthly Newsletter: Sent to 4,400 subscribers with an average open rate of 24%.

More details are available in the full report.

#### **October 2019**

Status report received. The report states in part:

##### ND Energy Education

- Participated in two hands-on energy classes at Market Place days in Jamestown and Cavalier.
- Held an event for the Dickinson middle schools.
- Conducted 5 energy classes daily for every 8th grade student in the Fargo Public Schools resulting in 4500 contact hours.
- Held an energy activity day for Sheyenne Middle School in West Fargo with about 100 students.

##### Teacher Education Seminar

- Seminar took place June 17-20, 2019 in Bismarck with 50 teachers attending the 4-day seminar.
- NextGen ND project held a two-day tour in July and 3 discussion meetings were held in August, September, and October.

##### Community Outreach

- Bakken Rocks CookFests were held in Bowman on July 16 and in Van Hook on July 18.
- 3 public education sessions were held in conjunction with the CookFests and Bakken 2.0 with attendance of 330.
- Planning is underway for the annual holiday "Fueling Fun Toy Drive." This drive runs from mid-November through early December.

#### Promotion & Marketing

- "We Want" television and digital ads started back up in September.
- Facebook has grown to over 7,900 followers with 6,422 engagements in the third quarter of 2019.
- Twitter had more than 30,000 total impressions.

More details are available in the full report.

#### **June 2020**

Status report received. The report states in part:

#### ND Energy Education

- Direct student contact activities for energy education, career exploration and workforce development occurred in the following communities: Bismarck, Bowman, Center, Minot, Mayville, Fargo, Bottineau and Dickinson.
- Due to the COVID-19 the communities that have cancelled, or postponed requested activities include: Williston, Dickinson, Jamestown, Watford City, Bottineau, Fargo (900 +students), Wahpeton, Bismarck and Grafton.
- A significant amount of time was invested in the Watford City T4 project (900+ students) scheduled for March 18-20, 2020 only to have it postponed. Students planning to attend were from: Watford City, Alexander, New Town, Killdeer, and Mandaree.

#### Teacher Education Seminar

- While time and resources went into planning and preparation, the Teacher Education Seminar for 2020 had to be cancelled due to COVID-19. Over 40 teachers had registered to attend the 4-day seminar and the capacity of 50 was expected. Currently, the seminar is planned to be held again in 2021.
- NextGen ND, a partnership between the ND Petroleum Foundation, Lignite Energy Council and ND Farm Bureau.
  - After summer tours, the students have held regular meetings throughout the school year. They learn about energy and agriculture in the state and discuss their ideas.
  - The students were assigned myths about each industry to de-bunk and have developed videos to illustrate their findings. The students shared their final videos via Skype on April 27, 2020.

#### Community Outreach

- Bakken Rocks CookFests were scheduled to be held in Arnegard, ND on July 14 and in Mohall, ND on July 16. They were canceled due to Covid-19.
- Charitable Drives: Fueling Fun Toy Drive ran from mid-November through early December, with 75 United Way Giving Tree program gift tags filled.
- Battle of the Bakken Blood Drive occurred during the month of February. There were over 40 blood drive locations across western North Dakota, from the last week in January through the first week in March.
- Pick up the Patch: There have been fewer May 2020 pickup events than in previous years, due to official guidance for gatherings and social distancing due to COVID-19. But a few industry members have still been able to plan some successful events.

#### Promotion & Marketing

- Television and digital ads started back up in September and ran through December. We also have been sponsoring UND Hockey and NDSU Football and Basketball radio.
- The Facebook page has grown to almost 8,000 followers at the end of the first quarter of 2020. Facebook had 7,646 engagements during Q4 2019 and Q1 2020.
- Twitter account saw an increase of followers with more than 138,500 total impressions during Q4 of 2019 and Q1 of 2020.
- YouTube impressions increased 8%, to 27,600 impressions.

More details are available in the full report.

A budget modification was requested due to COVID-19 hindering the ability to hold some events. The request was granted and included the following modifications: removal of \$16,394 for CookFest,

removal of \$5,981 for Safety & Environment, removal of \$6,000 for Education Sessions, removal of \$29,589 for Teacher Seminars and addition of \$57,964 for Advertising.

### **September 2020**

A no cost extension has been requested and granted.

### **December 2020**

Final report received. The report states in part:

#### **ND Energy Education**

- ND Energy Education activities continued to be limited due to the ongoing COVID-19 pandemic. Program organizers and contractors instead used this time to build out, organize and promote the T4 program, which is to be the primary focus of the ND Energy Education program going forward. Planning continues to host T4 in Watford City in April of 2021 and Grand Forks in May of 2021.

#### **Teacher Education Seminar**

- Plans continued for the seminar to be held again in 2021.
- NextGen ND, a partnership between the ND Petroleum Foundation, Lignite Energy Council and ND Farm Bureau. Students were being recruited for the school year.

#### **Community Outreach**

- Plans were made to hold the Bakken Rocks CookFests in Arnegard and Mohall, ND in 2021.
- Charitable Drives: In 2020 a physical toy drive was not held, but rather, individuals were encouraged to help participate by purchasing gifts online using the Salvation Army's Registry for Good or contacting their local organizers to receive a gift tag and arrange gift drops that limited too much social interaction. The NDPF worked to share information about toy drives and other needs in oil and gas producing counties via social media, emails and newsletters. Individuals were also encouraged to consider donations to local charitable organizations, including food pantries, the United Way, local Community Foundations, and the Salvation Army.

#### **Promotion & Marketing**

- Sponsorships with UND, University of Mary athletic broadcasts, sponsoring of the Theodore Roosevelt Medora Foundation and other radio programming continued during the last phase of this project.
- In Phase 4 of this project, the decision was made to abandon the Energy of North Dakota moniker and instead consolidate all its messaging and branding under the North Dakota Petroleum Foundation name and new logo. The new logo was chosen, and work went ahead to redesign the website and rebrand existing social media pages.
- The Foundation commissioned three studies that will help its mission to provide information about the oil and gas industry and how it benefits the state and local communities. The first includes the Economic Impact Study, which measures the economic impact of the oil and gas industry for 2019. The study is being completed by the North Dakota State University Department of Agribusiness and Applied Economics and Center for Social Research. The results, which will be released in early 2021, are invaluable in helping communicate the importance the oil and gas industry is in North Dakota's economy and job market. The second study is the analysis of how and where oil and gas tax dollars were spent. The study, which is a partnership between the NDPF and the /Western Dakota Energy Association, will include how oil and gas tax

dollars were distributed to various counties and cities. Those results should also be available in early 2021.

- The final study was the biennial Public Perception Study. This study was completed early in May 2020 and helps the Foundation measure the success of its programs and messaging, as well as identifies any issues or challenges that the public may be concerned about. The study showed that North Dakotans continue to have a positive perception of the oil and gas industry with 76 percent of North Dakotans statewide having a positive opinion about the industry, compared to 74 percent in 2019 and 71 percent in 2016. In addition, most (85%) residents favor oil and natural gas development in North Dakota, with 71% strongly favoring and another 14% not so strong favoring it. While one-third (34%) of residents felt North Dakota should be increasing oil and natural gas production, over half (57%) felt it should be kept about the same.

More details are available in the full final report.

This contract is now closed. Approximately \$3,400 was not used and those dollars are available for other projects.

Updated 1/10/2022