

Contract No. G-047-091
“Energy of North Dakota Program”
Submitted by: North Dakota Petroleum Foundation
Principal Investigator: Kristen Hamman

PARTICIPANTS

Sponsor	Cost Share
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
Final Report: October 31, 2020

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 16th 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.

Updated 6/3/2020