

**Contract No. G-052-102**  
**“N.D. Petroleum Foundation Outreach and Education Program”**  
 Submitted by: North Dakota Petroleum Foundation  
 Principal Investigator: Tessa Sandstrom

**PARTICIPANTS**

<b>Sponsor</b>	<b>Cost Share</b>
North Dakota Petroleum Foundation	\$ 52,750 (In-kind)
North Dakota Petroleum Foundation	\$ 959,750 (Cash)
North Dakota Industrial Commission/OGRC Funding	<u>\$1,012,500</u> (Cash)
Total Project Cost	\$2,025,000

Project Schedule – 24 months  
 Contract Date –December 22, 2020  
 Start Date – January 1, 2021

Project Deliverables:  
 Status Report: May 1, 2021 ✓  
 Status Report: September 1, 2021 ✓  
 Status Report: December 15, 2021 ✓  
 Status Report: May 1, 2022 ✓  
 Status Report: September 1, 2022 ✓  
 Final Report: December 15, 2022

**OBJECTIVE/STATEMENT OF WORK:**

The objective of this project is to administer and continue the North Dakota Petroleum Foundation’s education and outreach programs, formerly branded Energy of North Dakota through public outreach, education, messaging and informational opportunities. There will be continued development of online materials and messages that are smartly scalable, relatable to the millennial audience and able to be deployed via multiple channels. The mission is to educate the public about the North Dakota oil and gas industry and provide outreach in communities around the state to build relationships and develop understanding between the industry and North Dakota citizens. This includes the continuation of many of its award-winning outreach programs. Each of these initiatives include: Bakken Rocks CookFests, Public Education Sessions, Pick Up the Patch, Teacher Seminar, ND Energy Education & Tools Trade Torque Tech (T4), and Promotion and Public Perception messaging. The T4 program introduced students to workforce skills, needs, training and networking opportunities with industry leaders and technicians through day-long summits.

**STATUS**

Contract has been executed.

**May/September Status Reports were combined 2021**

Status report received. The report states in part:

ND Energy Education

- The ongoing COVID-19 pandemic resulted in the cancellation of several of the education opportunities at schools until April. A T4 Summit was held in Watford City on April 14 & 15, 2021. More than 900 students in grades 7 through 12 throughout the region attended the Summit and participated in hands-on activities and demonstrations hosted by industry partners, colleges and universities.

- A small T4 Summit was also held in conjunction with the Williston Basin Petroleum Conference. Students from the Bismarck-Mandan area attended the full-day session with sessions hosted by students from the University of North Dakota Engineering Department.
- The ND Energy Education program also participated in the Bismarck Larks STEM Expo held on August 7, 2021. The Larks reported a great turnout for the event and handed out 250 STEM bags and passports to kids and families.
- Teacher Education Seminar took place June 21-24, 2021 in Bismarck. Thirty-nine teachers attended and participated in two full days of presentations about all aspects of the industry and were given sample lesson plans they could take back to their classrooms. The teachers also toured the Marathon Petroleum refinery in Mandan, as well as took a day-long tour to a drilling rig and production site. The tour also included a tour of New Town and a discussion with leaders from the MHA National.

#### Community Outreach

- Bakken Rocks CookFests were held in Arnegard, ND on July 13 and in Mohall, ND on July 15. Arnegard was well-attended with an estimated 1,200 people. Mohall had an estimate of 1,000 people. Both events also featured the Bakken Basics Information Session featuring presentations about the process of drilling, producing, and transporting oil and natural gas. Both the Mule Deer Foundation and Gateway to Science set up interactive booths at both events for kids to participate in and enjoy
- NDPF worked with United Blood Services (UBS) by promoting the blood drives it was hosting in communities throughout western North Dakota and by encouraging others to participate by donating blood at the nearest UBS facility. Many of the events were fully booked.
- Pick Up the Patch events were held with several operated by industry members.

#### Promotion & Marketing

- Two impact campaigns were done – The first campaign was the 2019 Economic Impact Report – a biennial study conducted by NDSU to measure the impact the oil and natural gas industry has on ND’s economy and job numbers. Western Dakota Energy Association also partnered to compile information and data on how oil and natural gas taxes are distributed to counties and cities throughout North Dakota. Besides the information going directly to legislators and news media on March 16, a corresponding ad campaign ran from March 22 through April 19 including full-page advertisements in each of North Dakota’s daily newspapers focusing on the statewide economic impacts while individual ads were placed in each of the counties’ weekly newspapers detailing the impacts for their respective counties. In addition, ads were placed on Facebook and Instagram and targeted digital ads. The campaign reached 63,990 individuals and resulted in 805 visits to the website as a result.
- The NDPF also sponsored several organizations, including Flag Family Media, the Mule Deer Foundation, Fighting Haws and Badlands Big Sticks to support their missions and reach a wider audience through their respective members and event attendees.
- Social and Online Media: Facebook had 7,919 followers with 76,596 people reached. The NDPF Instagram has 971 followers with 634 reached from January 1 to August 19. Posts have highlighted the Impact Campaigns, Economic Impact, promoted events and missions and offered interesting factoids about oil and natural gas.

More details are available in the full report.

#### **December 2021 Status Report**

Status report received. The report states in part:

#### ND Energy Education

- T4 was held in Bowman on September 22 & 23, 2021 and Wahpeton on October 7 & 8, 2021. Both events were very successful with 939 students from Bowman, Scranton, New England, Belfield, Beach, Marmarth and Hettinger, ND; Baker, MT, and Harding County and Lemmon, SD attending the Bowman event. More than 660 students also attended the Wahpeton T4 Summit from the surrounding area, including Fargo Davies, Lidgerwood, North Sargent, Northern Cass, Wyndmere, Bismarck Career Academy, Hankinson, Lidgerwood, Milnor and West Fargo in North Dakota and Breckenridge, Campbell-Tintah, Rothsay, Underwood, Wheaton and Maple Valley in Minnesota. All students who attended a T4 Summit also received four hours of Technical Skills Training and Career Exploration.

#### Community Outreach

- Operation Warm – NDPF partnered with NATIVE, Inc. and Operation Warm to deliver coats for underprivileged students in the Bismarck-Mandan area. \$48,000 was raised to cover the cost of the more than 500 brand-new coats and 500 athletic-style shoes at an event held on November 30.
- NDPF also helped get the word out about various needs for the holidays, including non-perishable food items, toys for the angel Tree and other general contributions by partnering with Ministry on the Margins and other charities, including United Way, Salvation Army, Watford City Policy Foundation and others through western North Dakota.

#### Promotion & Marketing

- The Community Impact campaign continued with the focus on the core producing counties in western ND: Mountrail, Williams, McKenize and Dunn.
- The NDPF reached 39,503 through Facebook from September 1 through November 28 and 375 people on Instagram. Content on volunteerism and projects and events operated by the NDPF continue to receive positive engagement.

More details are available in the full report.

#### **May 1 Status Report**

Status report received. The report states in part:

#### ND Energy Education

- T4 was held in Watford City during Phase IV. This summit, which was originally scheduled for April 13 and 14, but postponed to April 20 and 21 due to inclement weather reached more than 1,400 students from the surrounding region. Two more seminars are planned for this spring, including Grafton on May 5 and Hillsboro on May 6, 2022.

#### Community Outreach

- Operation Warm – NDPF partnered with NATIVE, Inc. and Operation Warm to host a second Resource Fair on March 12 and distribute brand-new coats and shoes to children in need.

#### Promotion & Marketing

- The Community Impact campaign continued and reintroduced the campaigns targeted to Grand Forks and Cass Counties. This campaign included digital and social advertising, print ads in weekly newspapers serving the respective counties, and outdoor billboards.
- The NDPF reached 26,00 individuals through Facebook from January 1 through April 28. The highest amount of engagement occurred around the ad flight. This is due largely to increased, posting, as well as targeted advertising. In fact, the periods of highest engagement coincided

with advertising flights, showing that those ads were effective in reaching individuals and encouraging them to click on the ad to learn more.

More details are available in the full report.

### **September 1 Status Report**

Status report received. The report states in part:

#### **ND Energy Education**

- The Teacher Education Seminar was held June 27 – June 30, 2022 in Bismarck. Forty teachers attended and participated in two full days of presentations about all aspects of the industry and were given sample lesson plans they could take back to their classrooms. In addition, five representatives from out-of-state oil and gas industry associations attended to learn more about Bakken and see how they could implement similar programs in their states. The seminar also includes a tour of a drilling rig and production site in Dunn County, a gas plant, Marathon Petroleum Refinery and an optional tour of two education facilities in Bismarck. This seminar was modified to include speakers and/or topics that addressed some of the supply and demand and cost issues that were heightened because of the war in Ukraine and COVID recovery.

#### **Community Outreach**

- Bakken Rocks Cookfests were held in Trenton, ND on July 19 and in White Shield, ND on July 21. Both events featured the Bakken Basics Information Session featuring presentations by Kathy Neset, Ashleigh Day and Cody Vanderbusch of the Department of Mineral Resources and Justin Kringstad of the ND Pipeline Authority. Poor weather in Trenton resulted in lower-than-expected attendance, but White Shield had a huge turnout with more than 1,500 estimated attendees. Both the Mule Deer Foundation and Gateway to Science set up interactive booths at both events for kids to participate in and enjoy. These two organizations have been great partners and continue to help with outreach efforts.
- A Legislator and Candidate Tour was hosted on August 17, 2022 along with the Lignite Energy Council. Participants toured a Continental Resources drilling rig and production facility, a Crestwood compressor station, the MHA Interpretive Center, Coal Creek Station and Falkirk Mine. They had an opportunity to visit with local and Tribal leaders about energy and development issues.

#### **Promotion & Marketing**

- The Community Impact campaign continued, and a second phase of paid messaging ran from May 2 through May 29 targeted to Grand Forks and Cass Counties. More details on the results of this messaging are in the full report.
- The NDPF also sponsored projects and programming that supported other nonprofits and allowed the Foundation to share history and information about the oil and gas industry. Included during this time period was a sponsorship of a conservation area near the Bully Pulpit Golf Course and sponsorship of the Teddy Roosevelt show in Medora.
- The biennial public perception survey was completed. Information on the results of that study is available in the full report. In addition, the Foundation has also started work on its biennial Economic Impact Study of the North Dakota oil and gas industry. Results of that study will be completed and distributed in February or March of 2023.

More details are available in the full report.

Updated 10/31/2022