

Contract No. G-019-040
“North Dakota Petroleum Council Oil and Gas Education Program”
Submitted by **North Dakota Petroleum Council**
Principal Investigator: Ron Ness, President

PARTICIPANTS

Sponsor	Cost Share
ECAP Matching Contributions	\$135,000
North Dakota Petroleum Council & API Chapters & Landman’s Association	\$ 36,000
North Dakota Industrial Commission	<u>\$ 72,000</u>
Total Project Cost	\$243,000*

*In-kind services are also provided by the North Dakota Petroleum Council staff, Petroleum Council membership, Department of Mineral Resources, Energy Career Awareness Partnership and Forest Service staff support.

Project Schedule – 36 months
Contract Date – January 20, 2010
Start Date – June 1, 2009
Completion Date – June 30, 2012

Project Deliverables:
Status Report #1: February 1, 2010 ✓
Status Report #2: July 15, 2010 ✓
Status Report #3: June 30, 2011 ✓
Final Report: June 30, 2012

OBJECTIVE/STATEMENT OF WORK:

The overall objective of this project is the continuance of three education and outreach programs regarding the oil and gas industry. The three programs are: 1) Energy Career Awareness Partnership (ECAP); 2) Teacher Education Seminar and 3) *Oil & Gas Tidbits*. These education efforts have a proven track record of success and have been nationally recognized and modeled by other industries in North Dakota. These education programs provide targeted education to students, teachers, parents, policy-makers and the general public.

ECAP is a year-round program that puts someone in classrooms across the state on a regular basis to make presentations, conduct seminars, attend trade-shows and hold training sessions about careers in the energy industry. ECAP encourages students to consider career opportunities in North Dakota’s energy industry when they begin thinking about what career paths and courses to take in high school and college. The ECAP expenses are for three school years – salary benefits for 3 years along with related travel and materials.

The Teachers Education Seminar is a 4-day course that consists of classroom and field experiences. As a result of the Seminar the teachers gain a better understanding of the complexity of the oil and gas industry and develop a factual basis and background of the substantial costs and risk required to explore, produce and refine a barrel of oil. In addition the Seminar educates teachers about the economic benefits and career opportunities provided by the North Dakota oil and gas industry enabling them to educate their students about the industry. This proposal includes funding for four years – 2009, 2010, 2011 and 2012.

The *Oil and Gas Tidbits* is a quarterly one-page educational newsletter. This publication is designed to provide short articles on the use of new technology and items of interest to policymakers across the state to educate them about the oil and gas industry. This funding includes 10 issues of the *Oil & Gas Tidbits* from January 2010 through June 30, 2012 (30 months)

STATUS

Contract has been executed.

The first status report has been received. The first status report states that the following has been accomplished under each aspect of the project:

ECAP – Approximately 6,200 students in grades 9 – 12 had some level of contact with ECAP during the last six months. ECAP materials were also visible to approximately 386 teachers and administrators. ECAP was involved in more than 25 events in various locations across ND between the months of July and December, 2009 including: school career fairs, a state IT program meeting, career/training fairs, local energy information, community education, adult career education, business development, Governor’s workforce, youth workforce, advisory groups, and career expos.

Teacher Education Seminar – The four-day Teacher Education Seminar was held in June, 2009. Participating educators gained a better understanding of the North Dakota oil and gas industry components. 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 will be held June 7-10, 2010. Seminar activity during the past six months has focused on coordinating the 2010 event.

Oil & Gas Tidbits – The dollars for this project includes funding for 10 issues of *Tidbits* between January 2010 and June 2012.

The first status report outlines the goals for the second phase of the project.

The second status report has been received. The second status report states that the following has been accomplished during the time period of January 1 – June 30, 2010:

ECAP – Materials about careers, post-secondary training, safety programs and general energy information were visible to approximately 500 school teachers and administrators during this time period. ECAP was involved in 35 events across the state – one particular event during this time frame was the Boy Scouts of America Northern Lights Council centennial celebration held in June. At that event Boy Scouts had an opportunity to learn about the oil industry and play a game that simulated drilling for oil in the Bakken region.

Teacher Education Seminar – The four-day Teacher Education Seminar was held in June, 2010 with 40 educators participating. Based on feedback and course evaluations the participating educators gained a better understanding of all the stages of oil exploration, production and refining as well as an awareness of the many industry professionals that play a part in moving oil from the ground to the consumer.

Oil and Gas Tidbits – During this time period two issues were published and distributed to more than 1,375 individuals and were posted on the Petroleum Council’s website.

The second status report outlines the goals for the third phase of the project. They include:

- Increasing outreach to educate the general public on our oil industry's benefits and importance,
- Evaluating the need for additional education and outreach for students and teachers to use in the classroom, and
- Engaging industry members in building partnerships to increase oil and gas industry presence and educational efforts within the state.

The third status report has been received and states that the following has been accomplished during the time period of July 1, 2010 – June 30, 2011:

The Energy Career Awareness Partnership (ECAP) under the leadership of Kent Ellis continued its activities to distribute materials about careers, post-secondary training, safety programs and general energy information activities. During this time period more than 2,600 students in grades 4 – 12 has some level of contact with ECAP not including the hundreds who attended 10 career fairs. In addition materials were distributed to more than 600 school teachers and administrators. ECAP was involved in and made presentations at dozens of events including school career fairs, classroom presentations, community outreach and education, adult career education, career/training fairs, business and economic development groups, Marketplace for Kids, Governor's Youth Council and advisory groups across the state.

Teacher Education Seminar – The four-day Teacher Education Seminar was held in June, 2011. Based on feedback, course evaluations pop quizzes and lesson plans submitted for their classrooms, educators gained a better understanding of all the stages of oil exploration, production and refining. They developed a factual basis/background of the substantial cost and risk required to explore, produce and refine a barrel of oil. 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 applied on a daily basis in the industry.

Oil and Gas *Tidbits* – During this time period four issues were published and distributed to more than 1,400 individuals and were posted on the Petroleum Council's website.

The third status report outlines a new goal along with the ongoing goals for the fourth phase of the project. They include:

- Educating the public about the advanced drilling and completion technologies used to develop the Bakken play,
- Increasing outreach to educate the general public on our oil industry's benefits and importance,
- Evaluating the need for additional education and outreach for students and teachers to use in the classroom, and
- Engaging industry members in building partnerships to increase oil and gas industry presence and educational efforts within the state.