

OPERATION:



INTERV

North Dakota's Future at Work

Outline

- ⊙ Background
- ⊙ Project Highlights
- ⊙ FINDET Report on Internships
- ⊙ Suggestions
- ⊙ Workforce Development
- ⊙ Questions/Dialogue/Discussion

Background

- ◎ 2003 Legislative session - \$2M budgeted by Governor
 - ◎ HB 1003 – Legislative intent to “study the use of internships and implement a program to attract students to high growth occupations in the state”
- ◎ New coordinator position in fall of 2003
- ◎ Research, coordination, development of Operation: Intern
- ◎ Launch Operation: Intern October 2004

What is Operation: Intern?

Mission:

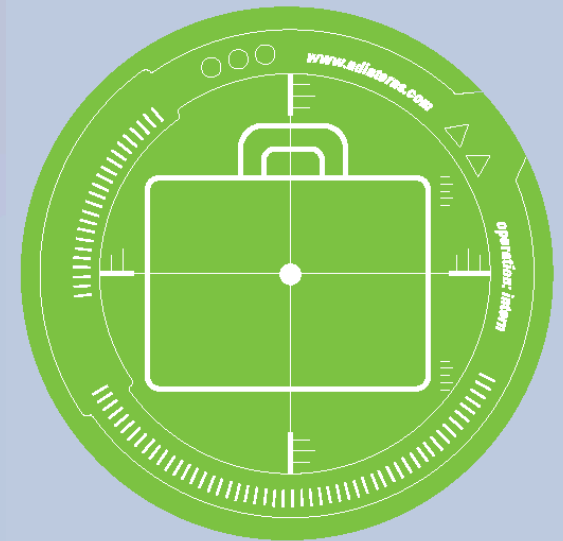
*To link students to job and career opportunities
in North Dakota by increasing awareness
of and promoting development
of internships*

Operation: Intern Message

- ◎ Students
 - ◎ Hands-on learning
- ◎ Business
 - ◎ Excellent recruiting tool, cost effective way to identify new staff
 - ◎ Great resource for projects and can fill the gap during peak workloads
 - ◎ The fresh perspective, energy and creativity students bring to the workplace
 - ◎ Public relations opportunities for your business
- ◎ Community
 - ◎ Economic Development – Retention Tool

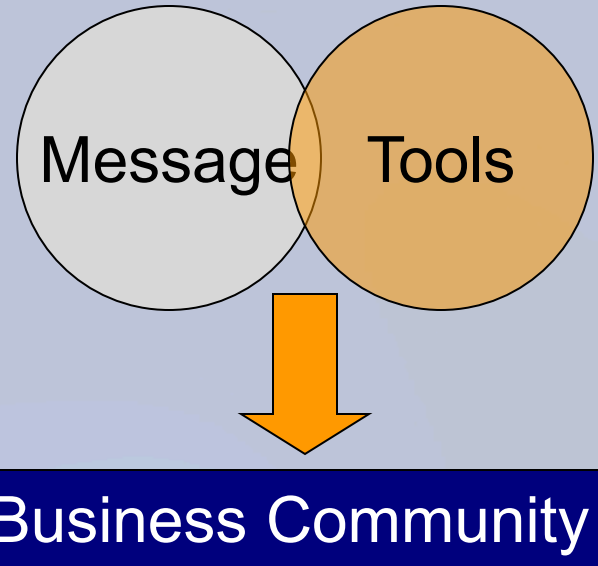
Tools, Resources, & Training

- ◎ Internship Tool kit
 - ◎ Video
 - ◎ Internship Guide
 - ◎ Field Guide
 - ◎ Program Templates and Checklists
 - ◎ University Contacts
 - ◎ Power Point
- ◎ Mentor Center
- ◎ Job Service Training



Program Delivery

- ⊙ Governor's Office – PR Efforts
- ⊙ Website
- ⊙ Radio
- ⊙ Direct Mail (800 businesses)
- ⊙ Outreach with Job Service Employees
- ⊙ Outreach with Students
 - ⊙ Student Interns provided follow up calls to businesses
- ⊙ Chamber Partnerships



Desired Outcomes

- ⊙ Increase postings and increased usage of NDinterns.com
- ⊙ Increase of number of students enrolled in internships as documented by the NDUS (*was unable to document at the time*)
- ⊙ Long term goal of direct correlation between increases in student interns and increased % of graduates who are employed in North Dakota (*was unable to document at the time*)

Highlights

- ◎ NDinterns.com results (3,343 students, 263 businesses, 282 positions) 115% increase in postings vs. baseline
- ◎ Job Service North Dakota filled 40 internship positions with available WIA funding
- ◎ Individual communities developed projects to continue promotion and development of local efforts to fund and coordinate internships. (Devils Lake Region)
- ◎ Campus career centers have reported increases in their cooperative education programs, even with increases in tuition for these programs. 20% increase 04-05 vs. 03-04 (NDSU)

Lowlights

- ⊙ Launch timing (OCT-04)
- ⊙ Sales Process
- ⊙ Mentor Center
- ⊙ At time unable to have solid baseline data
- ⊙ Metrics were not clear
 1. Are internships effective in retention?
 2. Did we make a difference statewide?

FINDET - Methodology

Follow-up Information on North Dakota Education and Training (FINDET)

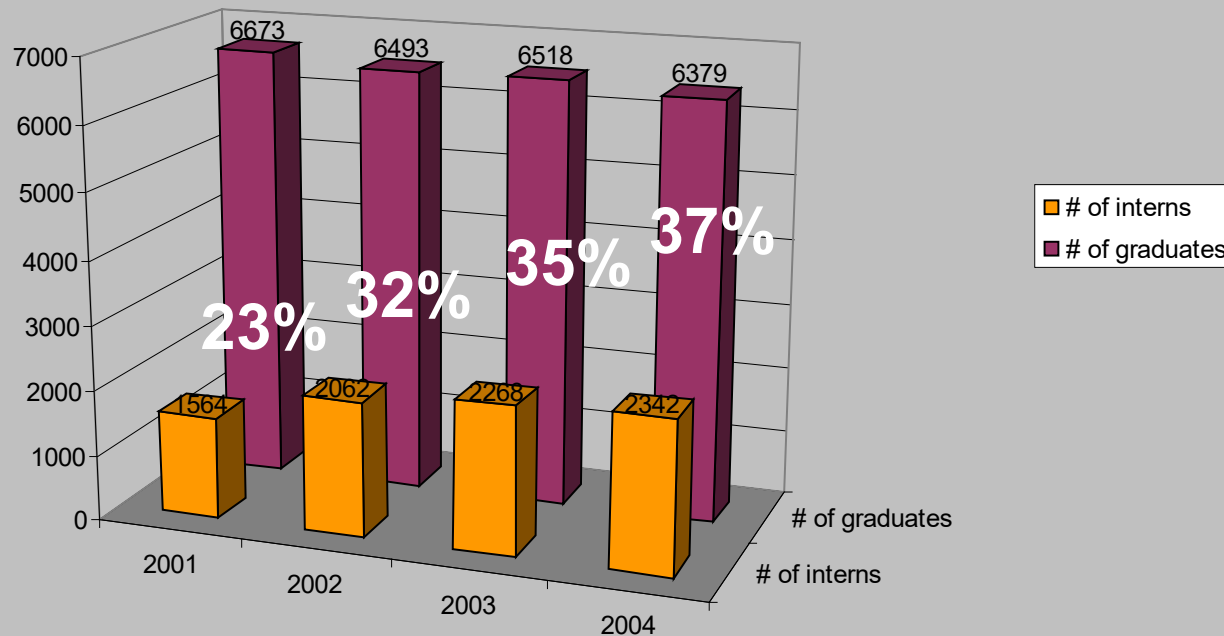
- ◎ Obtained internship class course listings (Fall 05)
- ◎ Filtering – remove invalid SS#, multiple courses/student, non graduates
- ◎ Matched with Job Service wage record files

FINDET – Results

Follow-up Information on North Dakota Education and Training (FINDET)

- ◎ Paid internships lead to a **15%** increase in retention
- ◎ **40%** of students with a paid internship were still employed with that same employer
- ◎ Unpaid internships lead to a decrease in retention

Student Internship Growth



Suggestions – With No \$'s

- ⊙ Enhance the FINDET report – information at contact point
- ⊙ Education and Awareness
 - ⊙ Data
 - ⊙ Public Relations (success stories, Cando example)
 - ⊙ Sharing of Best Practices - ROI
- ⊙ Pittsburgh Model – community engagement
- ⊙ Reverse Dollars for Scholars
- ⊙ University Scholarships – reprioritize current programs
- ⊙ Coordination – alignment of resources across the system
 - ⊙ Inventory
 - ⊙ Elimination of student barriers

Suggestions – With \$'s

1. Enhanced Tracking
2. Enhanced Marketing and Education (Round 2)
3. Economic Incentives
 - ⦿ Community Grants
 - ⦿ State Scholarships
 - ⦿ Non-Profit Grants
 - ⦿ Tax Incentives
4. Governor's Internship Program
5. University Career Centers – More outreach, additional coordination

Workforce Development

Internships are just 1 piece of the puzzle

- ⊙ Mentorship
- ⊙ Cooperative Work Experience - CTE
- ⊙ Apprenticeships
- ⊙ Education (K-12, Career/Tech Ed, 2yr, 4yr, grad) Continuing Ed
- ⊙ Workforce Training System
- ⊙ Extra Curricular Programs
- ⊙ Young Professional Networks
- ⊙ Environment
- ⊙ Image
- ⊙ Attitude

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