

March 11, 2025

Chairman Nathe and Members of the House Appropriations – Education and Environment Division:

My name is Matt Chaussee, and I am the CEO of CareerViewXR (by Be More Colorful). We're a North Dakota-based business who is working to help retain our state's students, while simultaneously supporting industries within the state in their efforts to attract workers to North Dakota.

As part of that work, we are also driving a major statewide workforce initiative to promote career awareness, using virtual reality to expose ND students to ND career pathways. We have spent the last two years driving adoption of the CareerViewXR platform and growing a broad base of support for an industry-funded model, through a strong public-private partnership approach that connects education and industry.

We've observed very promising results, with a rapidly growing list of industry and education partners like North American Coal, Sanford, ND Dental Foundation, CTE, DPI, and multiple Higher Education institutions, all willing to provide either a programmatic commitment, financial support, or both, to ensure CareerViewXR remains accessible to middle and high schools across the state.

A critical component for building a successful public-private partnership model is the state's willingness to match the financial commitments we secure from the private sector. By supporting CTE's request for expansion of immersive media programming, you are supporting talent pipeline development that instills confidence in our industry partners by ensuring every North Dakota student, early in their education, can experience the amazing career opportunities available on their horizon, right here in North Dakota.

I want to underscore that our organization is not requesting support from the state to sustain what is already in place. We have successfully deployed CareerViewXR in middle and high schools throughout North Dakota and we understand that it is our responsibility to maintain that access through demand, driven by partnerships between industry and education leaders across the state. This testimony is offered in support of CTE's budget request to expand immersive media programming to elementary schools, meeting a longstanding, and yet woefully unfulfilled, need for earlier and more diverse career exploration.

The letters of support that follow clearly demonstrate the importance of expanded support for this initiative to provide immersive career exploration across all grades. Your support will boost confidence in the private sector, allowing us to continue growing the momentum needed to build a successful industry-funded model that ensures sustainability, supported by meaningful connections between education and industry.

Please do not hesitate to contact me with any questions. I look forward to sharing the impact of our efforts and our goals to continue supporting North Dakota's workforce development needs for many years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Chaussee".

Matthew Chaussee

CEO/ Co-Founder

CareerViewXR (by Be More Colorful, LLC)

matt@bemorecolorful.com



January 10, 2025

Dear Mr. Chaussee, *Matthew*

On behalf of NACCO Natural Resources, I am writing to express our support for CareerViewXR and the critical role it plays in building a skilled and prepared workforce for North Dakota's future. As one of the state's leading companies in natural resources and energy solutions, we know firsthand how important it is to provide students with meaningful career awareness and exploration opportunities that align with real-world industry needs.

CareerViewXR is a powerful tool for introducing students to the diverse and meaningful career pathways available in our state. By providing immersive and engaging experiences, the platform not only educates students about career options but also inspires them to envision their future here in North Dakota. We strongly believe that early exposure to career pathways is a game-changer, not only for our students but for industries like ours that depend on a strong pipeline of talent. By supporting this initiative, the state would empower students to begin their career journeys earlier, aligning their education with future workforce needs and ensuring North Dakota remains competitive in retaining and attracting talent.

At NACCO, we recognize the importance of public-sector involvement in ensuring the program's long-term success and sustainability. While we are proud to contribute as an industry partner, a strong partnership between private industry and the state is essential for maximizing the impact of CareerViewXR. This collaboration would help provide broader access to career exploration tools, enabling students from all corners of North Dakota to discover the opportunities that await them in key industries like energy and mining.

We are particularly encouraged by the proposal to expand CareerViewXR to elementary schools, which would introduce career exploration at a formative stage. Providing students with early, diverse exposure to career options lays the foundation for informed decision-making and helps build a workforce that is better prepared to meet the challenges of tomorrow. Programs like CareerViewXR are vital not only for preparing students but also for addressing the workforce needs of North Dakota's most critical industries.

We look forward to collaborating with you and other stakeholders to advance this initiative and ensure it continues to benefit students, schools, and industries across the state.

Thank you for your vision and dedication to North Dakota's future workforce.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D Straley', with a long horizontal flourish extending to the right.

David Straley
VP, External Affairs
NACCO Natural Resources

NACCO Natural Resources
5340 Legacy Drive, Suite 300
Plano, TX 75024
972.448.5400
nacco.com





DEPARTMENT OF CAREER AND TECHNICAL EDUCATION

State Capitol, 15th Floor, 600 East Boulevard Ave., Dept. 270, Bismarck, ND 58505-0610
701-328-3180 www.cte.nd.gov cte@nd.gov

To Our Valued Industry Supporters:

The North Dakota Department of Career and Technical Education (NDCTE) is dedicated to ensuring that every student in our state has access to meaningful career pathways and the resources needed to succeed. In partnership with schools, educators, and industry leaders, we have worked to align educational opportunities with workforce needs to address the growing demand for skilled talent across North Dakota.

Currently, career exploration in North Dakota is supported by solutions integrated with RUReadyND, the statewide system for college and career readiness. These tools include immersive technologies that allow students to explore careers aligned with our state's most critical industries. The availability of North Dakota-specific content through platforms like CareerViewXR has provided students with unique opportunities to virtually engage with career pathways in industries such as healthcare, energy, and manufacturing. This resource is currently accessible to middle and high schools statewide through June 30, 2025, but needs your support to continue.

Your support as an industry partner would both sustain and expand these efforts. By investing in these initiatives, you can provide ongoing access for our secondary students, help drive the development of educator-facing resources to strengthen connections between education and industry and demonstrate private sector support that justifies our requested expansion of immersive career exploration into the elementary school level. Your support enables us to provide earlier and more diverse career awareness opportunities to help build your talent pipeline.

NDCTE remains committed to supporting these efforts by promoting the inclusion of immersive technologies in curriculum and providing professional development for educators. These efforts ensure the tools are used effectively, to support students for a Choice Ready future, equipped with the awareness, knowledge, confidence, and skills needed for success in their chosen paths. This is not just about preparing students for high school graduation, it is about creating a continuous journey from elementary through postsecondary education, crafting a well-prepared workforce, ready to support your needs.

The impact of your partnership would be profound. By supporting these immersive career exploration tools and their integration into schools, you are not only investing in education but also in the future of your industry within our state. Together, we can ensure that North Dakota's students are prepared to meet your industry's challenges and opportunities of tomorrow.

Thank you for considering how your support can strengthen these initiatives. Please feel free to contact me to discuss how we can work together to build a stronger, more connected future for education and industry in North Dakota.

Sincerely,

A handwritten signature in dark ink, appearing to read "Wayde Sick", is written over a light blue horizontal line.

Wayde Sick
State Director and Executive Officer

Kirsten Baesler
State Superintendent

Dr. Donna Fishbeck
Chief of Staff

Laurie Matzke
Assistant Superintendent



600 E. Boulevard Ave, Dept. 201
Bismarck, ND 58501-0440

Phone: (701) 328-2260
Fax: (701) 328-2461

nd.gov/dpi

December 31, 2024

To Our Education and Workforce Industry Champions,

As the State Superintendent of Public Instruction for North Dakota, I am deeply committed to ensuring that our education system prepares students for meaningful, skills-based careers that meet the evolving demands of industries across the state. To achieve this goal, we must continue to invest in tools and partnerships that make career exploration accessible, relevant, and impactful for students.

One innovative example of this work has been the development of immersive career exploration technologies, including platforms like CareerViewXR that feature authentic North Dakota-focused content. These tools have allowed students to step virtually into industries vital to our state's economy, from advanced manufacturing to healthcare to energy and more, providing them with a firsthand understanding of the opportunities that exist right here in North Dakota. With over 90 immersive experiences created—many of which highlight the unique career pathways within our state—these platforms inspire students to envision their future while addressing critical workforce needs.

My commitment extends to expanding the use of these platforms to include elementary students, ensuring that career exploration becomes a foundational part of every student's educational journey. By introducing immersive technologies at an earlier stage, we can ignite curiosity and build a stronger pipeline of talent equipped to meet the demands of tomorrow's workforce.

This effort aligns closely with our Choice Ready initiative, which ensures that every student graduates equipped with the skills, knowledge, and confidence needed to succeed in their chosen path, whether that be higher education, technical training, military service, or direct entry into the workforce. Choice Ready is not just a high school goal—it is a journey that begins in elementary school and continues throughout a student's K-12 experience. Partnerships like that career awareness are essential to embedding career exploration into the curriculum at every level, making it an integral part of preparing our students for the future.

Sustaining and expanding access to these resources requires collaboration. Industry partnerships are key to ensuring that schools have the support needed to adopt and effectively utilize such tools. By investing in these initiatives, you can directly contribute to the development of a well-prepared workforce that aligns with your industry's needs. Your support will also help create new North Dakota-specific content, ensuring that students gain exposure to careers that are both attainable and essential to our state's expanding economy.

The Department of Public Instruction is committed to supporting professional development efforts to help educators effectively integrate these tools into their classrooms. We are also working to encourage the inclusion of immersive technologies in school curricula, ensuring that educators are empowered to deliver innovative and impactful learning experiences. These efforts will not only enhance the adoption of such platforms but also ensure their long-term sustainability and relevance in our schools.

ND Center for Distance
Education
Fargo, ND
(701) 298-4830

ND School for the Deaf /
RCDHH
Devils Lake, ND
(701) 665-4400

ND State Library
Bismarck, ND
(701) 328-2492

ND Vision Services /
School for the Blind
Grand Forks, ND
(701) 795-2700

Kirsten Baesler
State Superintendent

Dr. Donna Fishbeck
Chief of Staff

Laurie Matzke
Assistant Superintendent



NORTH DAKOTA DEPARTMENT OF
PUBLIC INSTRUCTION

600 E. Boulevard Ave, Dept. 201
Bismarck, ND 58501-0440

Phone: (701) 328-2260
Fax: (701) 328-2461

nd.gov/dpi

This technology makes a difference. Students are not only gaining awareness of potential careers but are also becoming better equipped to make informed decisions about their futures. With your involvement, we can ensure that every K-12 school in North Dakota—and even our colleges and universities—has the opportunity to benefit from these innovative solutions.

North Dakota's schools operate in an environment that prioritizes flexibility and choice, empowering educators to select tools that best meet their needs. The impact of platforms that offer localized, immersive career content cannot be overstated. By partnering with this initiative, you help to bridge the gap between education and industry, creating opportunities for students while addressing the workforce challenges that impact us all.

Your support is not just an investment in technology; it is an investment in the future of North Dakota. By contributing to initiatives that connect students with real-world career opportunities, you will help build a stronger, more resilient talent pipeline that benefits schools, students, and industries statewide. Together, we can ensure that North Dakota remains a leader in workforce readiness and innovation.

Thank you for considering how you can play a role in this important work. I invite you to reach out if you would like to explore how your partnership can support the creation and deployment of tools that prepare students for a bright future here in North Dakota.

Sincerely,

Kirsten Baesler
State Superintendent

ND Center for Distance
Education
Fargo, ND
(701) 298-4830

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26 December 2024

To Whom It May Concern,

On behalf of Bismarck State College, I am writing to express our enthusiastic support for CareerViewXR and its transformative approach to career awareness and workforce development in North Dakota. CareerViewXR's immersive platform aligns perfectly with BSC's mission of creating student success through public and private partnerships in service to the region as North Dakota's Polytechnic Institution.

At Bismarck State College, we are committed to ensuring your investment in the CareerViewXR platform will result in meaningful connections to help recruit into your industry and support the growth of your future talent pipeline. By supporting our access to the platform, you are enabling us to connect directly with K-12 schools within our region and across the state, helping them implement this critically important tool within their curriculum to help ensure every North Dakota student, upon graduation, is Choice Ready.

Additionally, by supporting our access to CareerViewXR, you are providing our institution with an opportunity to engage with your future workforce through exciting educational outreach initiatives, including:

- Serving as a hub for career exploration, fostering stronger connections between students and local employers.
- Aligning students to our polytechnic programming within high-demand fields featured in the CareerViewXR content library, ensuring BSC's responsiveness to workforce needs.
- Creating a greater student awareness of high-demand industries and career options within the region.

Two unique benefits of this partnership for Bismarck State College include:

1. Supporting BSC's Pillar program of Healthcare by using CareerViewXR's healthcare-focused content to connect students with local healthcare systems, supporting both their professional aspirations and the state's critical workforce needs.
2. Supporting BSC's Pillar program of Energy and Manufacturing by allowing students to recognize and understand the various careers in energy and advanced manufacturing

through CareerViewXR, which aligns directly with North Dakota's economic priorities and BSC's Polytechnic programming.

For many years, we have known that providing students with earlier and more diverse opportunities for career exploration is a critically important yet insufficiently addressed component of developing a productive and engaged workforce. CareerViewXR provides this essential missing piece of the puzzle, providing career awareness opportunities that help us ensure we are admitting and educating students who are best aligned with our programs.

Your support of this initiative helps us to help you by creating graduates who have the skills and confidence needed to succeed in the workforce and, more importantly, feel fulfilled with their chosen career path.

We are proud to support CareerViewXR and strongly encourage you to support the statewide deployment of the platform by committing to an industry partnership. We look forward to ensuring your investment will have a long-lasting impact on our students, your industry, and the communities we serve together.

Sincerely,



Daniel Leingang, Ph.D.
Vice President for Academic Affairs
Bismarck State College
Daniel.Leingang@bismarckstate.edu
701.224.5525



January 2, 2025

To Whom It May Concern,

On behalf of North Dakota State College of Science (NDSCS), I am writing to express our enthusiastic support for CareerViewXR and its transformative approach to career awareness and workforce development in North Dakota. CareerViewXR's immersive platform aligns perfectly with our mission of NDSCS: The Science of Learning by Doing. The CVXR's approach to career exploration directly supports our mission in creating opportunities for people to have an immersive experience to amazing careers that we offer at our Institution.

At North Dakota State College of Science, we are committed to ensuring your investment in the CareerViewXR platform will result in meaningful connections to help recruit into your industry and support the growth of your future talent pipeline. By supporting our access to the platform, you are enabling us to connect directly with K-12 schools within our region and across the state, helping them implement this critically important tool within their curriculum to help ensure every North Dakota student, upon graduation, is Choice Ready.

Additionally, by supporting our access to CareerViewXR, you are providing our institution with an opportunity to engage with your future workforce through exciting educational outreach initiatives including:

1. Industry Awareness Programs

NDSCS can launch industry awareness programs to highlight high-demand industries and the career opportunities they offer. These programs can include guest lectures, site visits, and industry-specific workshops led by professionals in fields such as construction, technology, healthcare, manufacturing, and renewable energy. By exposing students to cutting-edge technologies and innovations, NDSCS can inspire them to pursue careers in these growing sectors. Additionally, collaboration with industry partners can lead to the development of specialized training programs and certifications that align with current workforce needs, ensuring that graduates are well-prepared for the job market.

2. Accessible and Inclusive Learning Opportunities

CareerViewXR's platform makes career exploration accessible to all students and career seekers, regardless of their physical location or learning style. By providing access to virtual job tours and interactive experiences through any internet-connected device, including VR headsets, CareerViewXR ensures that students from various backgrounds and abilities can participate in meaningful career exploration activities. This inclusivity supports NDSCS's mission of empowering student success and delivering comprehensive technical education. Additionally, the high-interaction, engaging experiences offered by CareerViewXR help to bridge the gap between education and industry, allowing students to visualize themselves in different career roles and understand the skills and competencies required, thus enhancing their readiness for the workforce.

Two unique benefits of this partnership for North Dakota State College of Science include:

1. Career Exploration Hub

NDSCS can establish itself as a premier career exploration hub for southeast North Dakota by organizing regular career fairs, industry panels, and hands-on workshops. These events can bring together students, local employers, and industry experts to provide students with direct insights into various career paths. Additionally, NDSCS can expand their career counseling services, resume-building workshops, and mock interviews to better prepare students for the workforce. By continuing to strengthen partnerships with businesses and industries, NDSCS can ensure students have access to internships, apprenticeships, and job shadowing opportunities, giving them real-world experience in their chosen fields.

2. CareerViewXR Platform

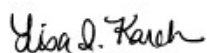
NDSCS can leverage CareerViewXR, an immersive career exploration platform, to broaden students' awareness of high-demand industries and career options that are offered at our Institution. By integrating CareerViewXR into the curriculum, educators can take students on virtual tours of various workplaces, from advanced manufacturing facilities to healthcare centers. This platform allows students to experience a day in the life of professionals in different fields, helping them make informed career choices earlier that could save students time and money in the end. CareerViewXR can also be used during career fairs and outreach events to showcase unique job sites and provide interactive, engaging experiences for prospective students and career seekers.

We have known for many years that providing students with earlier and more diverse opportunities for career exploration is a critically important, yet insufficiently addressed, component for developing a productive and engaged workforce. CareerViewXR provides this essential missing piece of the puzzle, providing career awareness opportunities that help us ensure we are admitting and educating students who are best aligned with our programs.

Your support of this initiative helps us to help you, by creating graduates who have the skills and confidence needed to succeed in the workforce and more importantly, feel fulfilled with their chosen career path.

We are proud to support CareerViewXR and strongly encourage you to support the statewide deployment of the platform by committing to an industry partnership. We look forward to ensuring your investment will have a long-lasting impact on our students, your industry, and the communities we serve together.

Sincerely,



Executive Vice President of Academic Affairs
North Dakota State College of Science
p: 701-671-2112 e: lisa.karch@ndscs.edu

January 6, 2025

To Whom It May Concern,

On behalf of Lake Region State College, I am writing to express our enthusiastic support for CareerViewXR and its transformative approach to career awareness and workforce development in North Dakota. CareerViewXR's immersive platform aligns perfectly with LRSC's mission: Enhance lives and community vitality through quality education. CVXR reveals in-demand career opportunities in a variety of industries within the state, and more importantly, the Lake Region area, strengthening community vitality.

Additionally, by supporting our access to CareerViewXR, you are providing our institution with an opportunity to engage with your future workforce through exciting educational outreach initiatives including:

- Connecting local high school students with local educational and career opportunities during high school visits and college fairs.
- Providing students with an in-depth look at a variety of high-demand careers connected to programs offered at LRSC.
- Offering equitable access with an innovative method of career exploration to local, in-demand industries, not previously possible.
- Broadening students' awareness of career opportunities within their own communities.

Two unique benefits of this partnership for LRSC include:

1. We assist current students with meaningful, local career exploration. Some students struggle with identifying career opportunities locally, increasing the risk of leaving their communities for employment opportunities elsewhere or discounting the value of higher education altogether. CVXR helps students discover in-demand careers locally, capitalizing on the value of their education.
2. CVXR's innovative platform helps us highlight a variety of career opportunities that align with LRSC's career and technical programs often overlooked by students. Students often attribute a Career and Technical program to a single career. In reality, our programs prepare students for a variety of different careers within an industry. Through the CVXR platform, we are able to highlight the many rewarding, in-demand career opportunities our programs prepare students for.

We have known for many years that providing students with earlier and more diverse opportunities for career exploration is a critically important, yet insufficiently addressed, component for developing a productive and engaged workforce. CareerViewXR provides this essential missing piece of the puzzle, providing career awareness opportunities that help us ensure we are admitting and educating students who are best aligned with our programs.

Your support of this initiative helps us to help you, by creating graduates who have the skills and confidence needed to succeed in the workforce and more importantly, feel fulfilled with their chosen career path.

We are proud to support CareerViewXR and strongly encourage you to support the statewide deployment of the platform by committing to an industry partnership. We look forward to ensuring your investment will have a long-lasting impact on our students, your industry, and the communities we serve together.

Sincerely,



Casey Zehrer
Assistant Vice President for Student Affairs
Lake Region State College
casey.zehrer@lrsc.edu
701-662-1608