

Virtual Reality for Career Exploration



*A Public-Private Partnership for Sustainable
Statewide Career Exploration Programming*

A Statewide Problem with an In-State Solution

Limited opportunities for career exploration:

- Time constraints
- Geographic limitations
- Safety & privacy concerns
- Financial hurdles

CareerViewXR has been deployed across all secondary schools

- Built in partnership with North Dakota educators and students
- Nearly 100 Virtual Career Field Trips
- Deployed across middle and high schools
- 2 Years testing multiple adoption models
- Industry-aligned & ready to scale

Impact Metrics: Initial Usage

- 300 VR Headsets provided to schools (Est. 30,000-50,000 uses)
- 3,600 non-VR devices registered to access experiences
- 1,140 high school students directly engaged with career coach (Region 3 Mobile Classroom)
- 1,300 grade school students engaged in RRVF immersive room (in just 2 months)
- 45 educators taking professional development and/or graduate credit
- Feedback collected from hundreds of educators

Impact Metrics: Financial ROI

An initial \$500K investment was made by ND in the 23-25 biennium

During the same time period:

- \$2M invested by CareerViewXR in ND content production
(4x ROI)
- \$9.9M in federal funding secured for XR for VR project at BSC
(20x ROI)
- 300+ VR headsets donated by CareerViewXR
(\$180,000 in-kind donation of equipment)

Impact Metrics: National Visibility

- Multiple national awards
- 28 other states using ND-produced industry experiences
- Meetings with 8 Governors and US Congressional Delegates
- National Industry Association Presentations
- Broadcast on CSPAN
- International EdTech Conference Panelist
- Patent pending solution

Voices from K-12

Students:

- *"I thought I was interested in this career, but it's not what I expected."*
- *"Oh wow, I never even knew that job existed!"*
- *"That was fun. What else do you have? When are you creating more?"*

Educators:

- *"Their faces light up with curiosity"*
- *"They can see and experiences things they were never able to before"*

Parents:

- *"I wish they had this when I was in school."*

Voices from Industry

“Helps us ensure we are putting students on a track that is right for them.”

“Brings underrepresented industries to students, meeting them where they are at.”

“You cannot get the same ‘wow factor’ by trying to describe the career in a conversation.”

“This is going to transform the way students make informed decisions about their career pathway.”

The Roadmap to Long-Term Success

- ☒ Awareness 23-25 (done)
- ☒ Adoption 25-27 (in progress)
- ☐ Sustainability 27-29 (pending)



Adoption: Reaching Every Student

- Expanding access to all elementary schools
- Design and development – RU Ready and Golden Path Solutions
- Expand career exploration partnerships
 - Junior Achievement
 - Marketplace for Kids
 - T4 Summit
 - Sanford Aspire
- Professional development for educators (Goal: 100+ trained in 2025)
- Explore mobile career exploration classroom expansion
- Deploy in nine new immersive learning rooms statewide

An Equitable Public-Private Partnership

Industry
Commitments
\$1M

Continued Access for
High School (\$800K)

Expand Access to Higher
Education (\$200K)

CareerViewXR
In-Kind Contributions
\$1M

Continued Access for
Middle School (\$500K)

Continued Production for
ND Industries (\$500K)

VR Career Exploration
Budget
\$1M (\$2M Requested)

Expansion to Elementary
(\$1M)

Necessary Enhancements
to RU Ready

Student/Employer
Data Integration

Curriculum Mapping

Supportive Programming

***NOTE: ND Corn Council confirmed at \$100K,
four industry partnerships pending,
over 20 industry conversations started,
all awaiting the state's level of commitment***

They Can't Be
What They Can't See



**Let's Put North Dakota
Industries on Their Horizon**