

**House Appropriations Committee
Representative Don Vigesaa, Chair**

Jan. 25, 2023

HB 1232

Good morning, Chairman Vigesaa and members of the House Appropriations Committee. My name is DJ Campbell and I am the Executive Director of Human Resources for Sanford Health Bismarck. Thank you for the opportunity to share information with you today on this important topic.

I am here today to ask for your support of HB 1232. The purpose of this legislation is to appropriate from federal funds to the N.D. Department of Career and Technical Education for the purpose of purchasing career exploration virtual reality software capable of integrating with the RUReady career resource network.

According to Job Service North Dakota, healthcare has the most open positions in the state with almost twice as many openings compared to other industries. At Sanford Health, we have made the decision to focus our attention on organically growing talent right here in North Dakota. We have made significant advancements and investments in our educational partnerships including, employing K-12 coordinators in North Dakota to help students explore and get excited about a potential career in healthcare. Unfortunately, there are limits to what we can show and expose these students to due to privacy, safety, and quality concerns. For example, we will never be able to show a student the inside of an operating room or the many roles involved in a surgery.

Be More Colorful has created an innovative solution to our problem by leveraging virtual reality to create experiences and field trips, in areas and industries, that a student may not be able to explore otherwise. Bringing this tool to our k-12 partners gives our North Dakota students this opportunity. The opportunity to explore a career they have never heard of nor imagined themselves in.

I can also see this tool aiding in our recruitment efforts and as a way to retain our current workforce. Career exploration starts early, but never ends through the employment lifecycle. As we have seen, people of all ages are looking for changes, not just those entering the workforce. As we look to reimagine our workforce, I ask that this committee support HB1232.

Thank you for your time and your consideration. Please feel free to reach out to me anytime for additional information.

DJ Campbell,
Executive Director Human Resources
Sanford Health Bismarck
DJ.Campbell@SanfordHealth.org
701-323-8984