

Methods/Mediums

The campaign encompassed a mix of mediums including Google search, social media channels (LinkedIn, Facebook & Instagram) and programmatic display (targeting relevant audiences and websites). The existing toolkit on the website was expanded by developing additional pieces including print ads, posters, and flyers, as well as a direct mail distribution to 2,336 businesses throughout North Dakota. NDUS sent stakeholder groups an email message ahead of each phase of the campaign outlining its goals, audiences, the direct mail, and included a link to the toolkit.

Audience #1 Business Buy-In and Contributions

Platforms: Programmatic Display & Retargeting (February 1-April 30), LinkedIn (three flights, Feb. 1-March 31, May 1-June 30, Aug. 1-Sept. 30), and Google Search (Feb. 1-June 30, Aug. 1-Sept. 30)

Data Totals

- Clicks: 12,140
- Impressions: 2,000,496
- Avg. Combined Click-through Rate (CTR): 2.01%, exceeding all industry platform benchmarks

Audience #2 High school counselors and administrators, and students ages 18-24

Platforms: Instagram & Facebook (October-November) and Programmatic Display (October-November)

Data Totals

- Clicks: 5,642
- Impressions: 1,301,329
- Avg. Combined CTR: 0.44%

Audience #3 Post-secondary education institutions – admissions and financial aid offices

Platforms: Instagram & Facebook (May-June) and Programmatic Display (May-June)

Data Totals

- Clicks: 3,621
- Impressions: 775,701
- Avg. Combined CTR: 0.42%, exceeding all industry platform benchmarks

Website Traffic Totals

- Website landing page saw over 15,800 sessions. Nearly 91% of website sessions were from new users.
- The Career Builders landing page was the fifth most visited landing page on the NDUS website.
- Top locations: Bismarck, Fargo, and Minot, and West Fargo
- Top traffic channels: Direct (paid ads fall within this category), social, and referrals

Top Performing Ads

Collectively, businesses and communities must work together to help align our young adults in career paths that will be successful in our local communities. The Career Builders program helps make this happen.

By investing now, businesses are going to be helping the future of our young adults and state as a whole. Young adults need to be shown they can pursue careers, and financial assistance is necessary to do that.

Need New Tools for Employee Recruitment? Invest in your workforce.

Top Performing Ads

Choose a High-Demand Career in ND
Low-cost training and tuition available.

Top Performing Ads

Save Money on ND Tuition
Scholarships and loan repayment available for high-demand careers.

ND Students Can Save up to \$17,000 on Tuition
ND Scholarship & Loan Repayment Program



2022 ND University System ND Career Builders Public Awareness Campaign Summary


NORTH DAKOTA
UNIVERSITY SYSTEM

ACCESS. INNOVATION. EXCELLENCE.

N.D.C.C. 15-10-38.3

Goals & Objectives

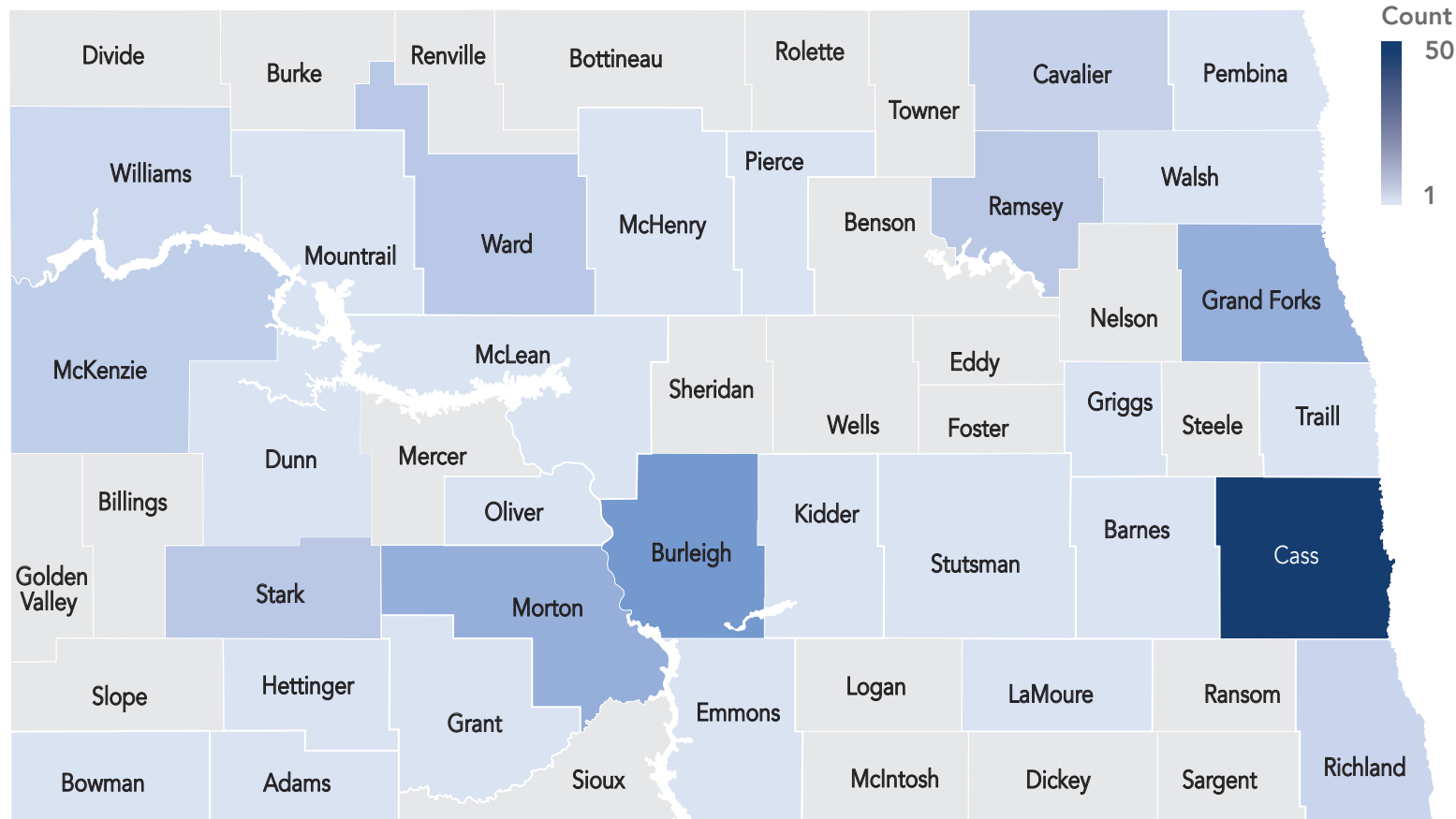
The overarching goal of the campaign was to build greater awareness of the Career Builders Scholarship & Loan Repayment Program, and increase participation among businesses and students. NDUS acquired testimonials from businesses that are participants in the program, as well as from students who were scholarship recipients, to be used in the campaign materials. The digital ad campaign was deployed on a planned and highly targeted basis. It was trackable and measurable with near real-time data. All ads and materials drove prospective traffic to the NDUS Career Builders landing page (ndus.edu/career-builders) in a cost-effective and measurable manner.

Results & Outcomes

From February 2022, when the campaign launched, through November 2022, the Career Builders Program saw a 40% increase in recipients and a 30% increase in donors. The campaign received 21,403 total clicks, served 4,077,526 impressions, reached over 1,600,000 total people, and achieved a combined average click-through rate of 0.96%. The campaign exceeded industry click-through rate benchmarks across nearly all platforms.

Recipients & Donors	February 2022	November 2022	% Change
Number of Recipients (since inception in 2019)	183	256	40%
Number of Donors (since inception in 2019)	80	104	30%

ND Career Builders Placement by Recipient Residence



Workforce Partners

There are currently 84 unique workforce partners who are donors in the scholarship program, and 23 unique workforce partners who are donors in the loan repayment program.



Target Audiences: Statewide ND

- Audience #1 (February-June, August-September): Business owners, managers, human resource professionals, and businesses employing high-need and emerging occupations.
- Audience #2 (October-November): High school counselors and administrators, and students ages 18-24.
- Audience #3 (May-June): Post-secondary education institutions – admissions and financial aid offices.

Key Industries: Healthcare, IT, Manufacturing, Welding, CDL – representing all ND counties

Audience sectors: Business owners, HR professionals in North Dakota at targeted businesses including:

GOVERNMENT – STATE, CITY, COUNTY
 AUTO DEALERS
 MECHANIC SHOPS
 FARM EQUIPMENT DEALERS
 ENERGY COMPANIES
 POWER PLANTS
 HVAC COMPANIES
 CONSTRUCTION COMPANIES
 ELECTRICIAN COMPANIES

PLUMBING COMPANIES
 DENTISTS' OFFICES
 HOSPITALS
 NURSING HOME
 AMBULANCE SERVICES
 COMPUTER COMPANIES
 TECH COMPANIES
 ECONOMIC DEVELOPMENT OFFICES
 TRADE ASSOCIATIONS

Total Budget Expended:
\$67,500

Phase 1: \$51,500
 Media Placement: \$37,500
 Printing & Other Direct Costs: \$2,600
 Agency Fees: \$11,400

Phase 2: \$16,000
 Media Placement: \$11,500
 Printing & Other Direct Costs: \$1,175
 Agency Fees: \$3,325