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Culver City, CA 90230

TO: Chair Wobbema and Members of the Senate Workforce Development Committee

FROM: Eddie Monnier

DATE: March 3, 2023

RE: Testimony in support of HB 1232

I am Eddie Monnier, the CEO of XAP Corporation. For the past 15 years, XAP has held North Dakota's state contract for administering the RUPrepareND.gov Career and College Planning platform. I am writing to express my support for HB 1232.

As an industry-leading technology company, we are constantly looking for ways to improve outcomes for the students, counselors, teachers, parents, and administrators who use our platform. Recently, we have been working to identify opportunities to connect with students earlier in their career journeys to help them better visualize what different careers and industries entail. We want to equip students with the knowledge, tools, experiences, and support they need to make good career decisions including knowledge of work-based learning opportunities and the benefits of aligning their career goals with in-demand careers in growing industries in North Dakota.

Virtual reality and immersive media have huge potential to dramatically improve how students visually explore career pathways. However, the technology was not previously on our radar since VR is typically accessed via virtual reality headsets, and the students accessing our content are using standard devices like Chromebooks, tablets, and mobile phones.

That perspective changed after we visited with Be More Colorful, a North Dakota based company, and learned about their CareerViewXR career exploration platform. VR content, when displayed through web-based virtual tour technologies allows viewers to easily access experiences from any device. This capability shows huge promise for augmenting the career exploration journey we provide to the students we serve. We have had several conversations with this team and are confident this solution is capable of integrating with the RUPrepareND platform and would be a great supplement to the career exploration journey we provide to all North Dakota students.

We urge you to pass HB 1232. Passing this bill will further enhance the robust solution RUPrepareND provides to students, deliver an exciting new set of tools to help with classroom discussion about career pathways, and put North Dakota on the map as a leader in providing innovative education solutions for career exploration.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'EM', with a long horizontal flourish extending to the right.

Eddie Monnier  
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