



2023-2027 ND University System
**ND CAREER BUILDERS
PUBLIC AWARENESS
CAMPAIGN UPDATE**



GOALS & OBJECTIVES

The overarching goal of the 2023-27 ND Career Builders marketing campaign is to build greater awareness of the ND Career Builders Scholarship & Loan Repayment Program, and increase participation among North Dakota businesses.

NDUS previously promoted the ND Career Builders program via a digital marketing campaign between February and November 2022. As part of the 2022 campaign numerous promotional assets including flyers, mailers, and testimonials were developed. The current

campaign builds on these efforts by updating existing assets and running a new digital ad campaign that has been deployed on a planned and highly targeted basis, and tracked with real-time data.

All ads and materials drive prospective traffic to the NDUS ND Career Builders landing page (ndus.edu/career-builders) in a cost-effective and measurable manner.

The ad campaign began running in November 2023 and will continue through April 2027.

RESULTS AND OUTCOMES

Program Participation (Donations)

Participation from businesses (in the form of donations to the program) continues to grow. Between the conclusion of the 2022 campaign and November 2024, donor participation in the program has increased by 96%. Currently there are 204 unique donors to the ND Career Builders Scholarship & Loan Repayment Program (150 scholarship donors and 54 loan repayment donors).

Funds Committed

Since the program's inception, funding and participation numbers include:

- **\$3.7 million committed in scholarships funding** (including both private sector match and state funds)
- **364 total individual scholarship recipients** (individuals who are either graduated and working in North Dakota or who are enrolled in a program of study in North Dakota that leads to an in-demand occupation)
- **\$2.6 million committed in loan repayment funding** (including both private sector match and state funds)
- **163 total individuals** who have received loan repayment

Campaign Data to Date

	Clicks	Impressions	Clickthrough Rate	Post Reactions
Meta (Facebook & Instagram)	5,935	467,630	1.32%	101
LinkedIn	985	87,757	1.14%	125
Display	8,260	1,846,105	.45%	N/A

To date, the campaign has exceeded industry clickthrough rate benchmarks across all platforms by:

 **127.33%**
↑ above benchmark

 **89%**
↑ above benchmark

 **80%**
↑ above benchmark

Since the current campaign launched the ND Career Builders landing page on the NDUS website has been in the top five most visited pages on the site, with a total of 16,240 page views tracked.

ND Career Builders Placement by Recipient Residence

The below map shows the number of ND Career Builders participants placed in jobs by county in North Dakota. Overall, the program continues to be used broadly across the state.

NDCB Program Job Placement by Area of Residence (11/19/24)



Budget

	Budget Expended (November 2023 – December 2024)	Budget Remaining (January 2025 – April 2027)
Media Placement	\$28,700	\$47,300
Agency Fees (Labor)	\$8,098.75	\$10,901.25
Contingency & Direct Costs	\$0	\$7,000
Total	\$36,798.75	\$65,201.25

Target Audience Statewide North Dakota

Business owners, managers, human resource professionals, and businesses employing the following high-need and emerging occupations (by category):

- Education
- Engineering & Architecture
- Financial
- Healthcare
- Information Technology
- Management
- Professional/Other
- Sales
- Skilled Trade
- Social Services
- Transportation

Top Performing Ads

Recruit and Retain Employees
Invest in the ND Scholarship & Loan Repayment Program.

[Learn More >](#)

ND careerbuilders
Scholarship & Loan Repayment

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.

[Learn More >](#)

ND careerbuilders
Scholarship & Loan Repayment

Students, parents, and recruits are extremely excited when we tell them about this ND Career Builders opportunity, and it adds one more feature to our current benefits package.

[Learn More >](#)

ND careerbuilders
Scholarship & Loan Repayment

Help Keep our Talent in North Dakota. Invest in the community and your workforce.

[Learn More >](#)

ND careerbuilders
Scholarship & Loan Repayment

Recruit High-Demand Career Talent
Invest in the ND Scholarship & Loan Repayment Program.

[Learn More >](#)

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Scholarship & Loan Repayment

WORKFORCE PARTNERS

ND Career Builders has over 200 unique business partners between the scholarship and loan repayment programs, including the following:

