

NORTH DAKOTA BUSINESS CLIMATE STUDY 2006: Action Item Classification

▲ GREEN = Legislative
⊙ BLUE = Administrative
Σ RED = Study, Additional Information, or Other

WORKFORCE

1. ▲ Better prepare students of institutions of higher education for jobs in ND through internships and other creative partnerships between institutions of higher education and businesses.
 - Including: creation/improvement of an internship program or programs for students aimed at targeted industries (growing industries and areas of job shortages).
2. ▲ Better prepare K-12 students for jobs in ND (including jobs in the trades). Consider utilizing joint power agreements (JPAs) between school districts.
 - Including: creation of a program aimed at promoting partnerships between K-12 (but especially middle and high schools) and local businesses and providing early career counseling/education in K-12 (that includes jobs in the trades).
3. ▲ Undertake marketing to recruit workers
4. ▲ Σ JSND unemployment and workforce services
 - a. Who are the recurring unemployed customers?
 - b. Why are these reoccurring customers unemployed?
 - c. Workforce training improvement

ATTRACT AND RETAIN YOUNG PEOPLE AND YOUNG FAMILIES











1.   Target marketing and offer incentives to young people and young families
2.  Continue to hold focus groups for young professionals and students
3.   Recruit students to ND institutions of higher education
 - a. Recruit students from out-of-state
 - b. Recruitment focus on identified countries that are targeted importers of ND products and services

IMAGE (Internal and External)

1.  Support and fund tourism marketing, media relations, and internal image campaign


2.   Expand message training for service sector employees
 - Consider South Dakota's program in Black Hills


3.   Consider authorizing incentives for tourism facilities


TRANSPORTATION


1. **Σ** Review findings of the transportation study already underway (Upper Great Plains Transportation Institute study report to Transportation Committee)
2. **Σ** Find ways to do a better job of getting oil, electricity, coal, ag products and containers out of the state (check activities of Agriculture and Natural Resources Committee and Electric Industry Competition Committee)
3. **Σ** Enhance capacity at selected airports
 - a. Consult with Aeronautics Commission to better establish needs
 - b. Is this primarily a funding issue?
4. **Σ** Attract businesses that use energy
 - a. Check activities of Agriculture and Natural Resources Committee
 - b. Consult with DOC regarding possible gaps and whether aware of concerns raised with energy is used as a recruitment issue



HIGHER EDUCATION

1.  Initiate a program to fund evaluation of the commercial prospects for new technologies
 - a. Relates in part to #2 below
 - b. DOC & SBHE will report to committee regarding commercialization and intellectual property
 - c. BPUC (business product utilization commission concept)




2.  Centers of Excellence:
 - a. Fund follow-up/monitoring capacity for DOC to insure impact of COEs
 - b. Require COE peer-review at the front-end of the COE application process

3.  Explore means to increase communication with and input from businesses.
 - Make universities accountable to businesses in the community

4.  Seamless, lifelong learning

5.   Demand-driven education that is responsive to job market needs

TRADE AND OTHER

1.  Utilize the Bank of ND to help ND businesses bridge the gap from no exports to exports, thus helping them to qualify for export credit insurance
2.  Utilize the North Dakota Development Fund to make business loans for trade mission costs
3.  Recruit foreign students to be export assistants in ND export companies