



Operation: Intern Update

Operation Intern was a comprehensive, statewide marketing and outreach campaign coordinated by the Office of the Governor in an effort to link students with job and career opportunities in North Dakota by increasing awareness and promoting development of internships. Its goal is to create more North Dakota internship opportunities for students.

CAMPAIGN AND OUTREACH COMPONENTS

- The Operation: Intern integrated campaign incorporated a variety of multi-channel marketing approaches beginning with event marketing, direct mail, the website: www.ndinterns.com, radio ads, web banner ads, student posters, direct contact to businesses from students, local chamber events, and continued outreach efforts by Job Service North Dakota and Career Services offices across the state.
- More than 800 "Operation: Intern: Internship Tool Kits" were distributed to businesses across North Dakota. Kits include step-by-step materials and instructions on how to start an internship program, along with a CD presentation from current or former interns and business leaders who currently host an internship program.
- Student interns conducted follow up calls to the 800 businesses that received tool kits. These calls resulted in 152 leads. Job Service followed up on all of the leads.
- Job Service employees underwent Operation: Intern training and are coordinating with their local college campuses to continue the outreach efforts. More than 5,000 CD toolkits will be distributed to businesses through additional 1:1 contacts and local events to promote internships.
- Operation: Intern established a "Mentor Center" of North Dakota businesses currently offering internships. More than a dozen companies in a variety of business categories have named internal mentors, each available as an experienced resource to make the process of establishing an internship easier.

RESULTS TO DATE

- 3,343 students registered on NDinterns.com and 263 businesses who have posted 282 positions. *Results as of AUG-05.*
- Since the initial marketing launch (OCT-04), a 115% increase in number of internship postings, a 105% increase in number of new businesses, and a 90% increase in number of registered students have been recorded on NDinterns.com. *Results as of AUG-05.*
- NDinterns.com is now tied into TeamND, a web posting system that many of the campuses are using for internship and job positions. Currently 115 positions have been posted since implementation in August of 2005. TeamND also contains 3500 registered students and 566 registered companies.
- Job Service North Dakota filled 40 internship positions with Workforce Investment Act funding for students who met the criteria.
- A number of individual communities are taking on projects to continue promotion and development of local projects to fund and coordinate internships. (Cando, Hazen)
- Campus career centers reported increases (20% increase at NDSU) in their cooperative education programs, even with increases in tuition for these programs.
- FINDET report shows a 15% increase of student in-state retention for NDUS graduates that completed an internship over those that did not complete an internship.
- FINDET report indicates solid year-over-year growth in completed internships.