

Image Information Program Status Report

SUBMITTED TO:

Legislative Council Economic Development Committee
State Capitol
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Section 48 of Senate Bill 2018 asked for a status report as follows:

SECTION 48. IMAGE INFORMATION PROGRAM - REPORT TO LEGISLATIVE COUNCIL. During the 2005-06 interim, the commissioner of commerce shall report to the legislative council on the status of the image information program. The report must include information regarding what information the program provides to state agencies and state agencies' employees, the manner in which the information is provided, the state agencies reached through the program, whether the program has been expanded to provide information to the private sector, whether the program should continue, and whether there are potential changes that could be made to better enhance the state's and private sector's ability to present a positive image of the state.

Background

The idea for the Image Information Program came out of the 2004 Business Congress and was passed as a legislative directive during the 2005 session for the Department of Commerce to implement. The Department of Commerce formed a committee in the fall of 2005 to design the initial stage of a North Dakota image information campaign/workshop, led by marketing staff. A new marketing/communications FTE was brought on in January 2006 and the bulk of presenting and content was made part of this position.

Current Status

A 75-minute interactive workshop titled KnewView was developed and the first session was held in March with Department of Commerce staff. Since that initial session, approximately 250 employees have attended from Bismarck Job Service/Job Service North Dakota, Tax Department, Bank of North Dakota and the Secretary of State's Office. Presentations are scheduled with the Department of Transportation and the Governor's Office. More are also planned but not yet scheduled with the Bank of North Dakota, Tax Department and the Department of Labor.

Information the program provides

The 75-minute interactive session provides an overview of North Dakota's five targeted industries, education, wages, unique businesses both large and small within the state, plus a wealth of positive facts and trivia about the state.

Manner in which the information is provided

The presentation is given at each state department's location. Participants are heavily involved in answering questions, writing exercises and opportunities to develop responses to commonly asked questions about North Dakota. At this time, Department of Commerce marketing staff is responsible for giving the presentation.

Information is also provided via a KnewView section on the LUVND.com website and through a regular e-mail titled "Who Knew" sent out to stakeholders.

State agencies reached through the program

Initially six agencies were chosen as the first targets for the program because of their level of contact with customers both in and outside North Dakota. Those agencies include: Department of Commerce, Tax Department, Department of Transportation, Secretary of State, Bank of North Dakota and Job Service North Dakota. After these are completed a plan will be developed for other agencies.

Expanded to the private sector?

Following a press conference June 28 and media coverage of the Knew View image information campaign, several calls have come in from the private sector asking for access to the workshop. Examples include NDPERS (first annual conference), Lake Region State College, Washburn Economic Development, Great River Energy, and the Bowman Chamber of Commerce.

Program should continue?

We recommend that the program be continued because of the overwhelming positive response the Department of Commerce has received from attendees, media coverage and individual requests for the materials presented.

Potential changes that could be made to better enhance the state's and private sector's ability to present a positive image of the state

We recommend the program be continued and serious consideration be given to expanding the program to the private sector. This will result in additional administrative and travel time necessary.