

# trainND: A Strategic Investment in North Dakota

Presented to the Interim Workforce Committee  
December 1, 2009

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# What is Workforce Training?

- Short-term
- Customized to meet employers' needs
- Contractual basis with employers
- Provides **what** (training) is needed, **when** it is needed, **where** it is needed
- Primarily non-credit
- Crucial element of the community college mission

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# Today's Business Environment

- Global
- Competitive
- Knowledge-based
- Driven by innovation
- Seeks creativity
- Rewards ability to adapt or change
- Technology-infused
- Diverse workforce

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“Remaining competitive in a global economy increasingly requires workers who are **more productive** and **resilient** than in earlier times; this means they must be **learners for life**, capable of returning to higher education to retool for changes occurring in the knowledge base and skill requirements.”

- National Center for Public Policy and Higher Education:  
*Engaging Higher Education in Societal Challenges of the 21<sup>st</sup> Century*

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# ND Roundtable on Higher Education

NDUS should focus our mission and talents to:

- Promote expansion and diversification of ND's economy
- Enhance the quality of life of the state's citizens
- Engage at every level with the needs and problems of the state and its citizens
- Become academically competitive, nationally and internationally
- Be accessible and responsive to all citizens of the state

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# Evolution of trainND

- Statewide task force on workforce formed in 1998
- Researched best practices in other states
- Recommendations enacted into legislation in 1999
  - Develop a world-class workforce training system
  - Create four service regions
  - Assign primary responsibility to four community colleges: WSC (northwest), LRSC (northeast), NDSCS (southeast), and BSC (southwest)
  - Establish local advisory boards
  - Supported by state, training revenue, college

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The logo for 'trainND' is centered within a white rectangular box. The word 'train' is in a black, lowercase, sans-serif font. The 'ND' is in a larger, bold, black, uppercase, sans-serif font. To the right of the 'ND' is a circular icon composed of four colored segments: orange (top-left), blue (top-right), green (bottom-left), and red (bottom-right).

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# What are the Results?

	<u>2000</u>	<u>2009</u>
Businesses Served	518	1,527
Employees Trained	7,463	11,028

	<u>2002</u>	<u>2009</u>
Satisfaction Levels:		
Businesses	95.5%	98.0%
Employees	94.0%	98.0%
Responsiveness	98.1%	99.3%

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# Objective for 2013

The number of businesses served by trainND will increase by at least 4%.

This results in 1,589 businesses served across the state of North Dakota.

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Deanette Piesik, Executive Director  
Williston State College

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# Mission

TrainND provides training for North Dakota business and industry, enhancing their ability to compete globally.

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# Our Values

Timely: Relevant training meeting customer needs

Responsive: Geographically situated to be agile

Adaptable: Customized as needed to support ROI for customers

Innovative: Hybrid and blended training delivery and imaginative solutions through collaboration

Needs-based: Specific training that meets and exceeds customer expectations

Network: Draw upon extensive network of resources

Dependable: Determine needs, develop a plan, and deliver

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# Awareness Campaign

- Brand Recognition
  - New Name
  - Mission
  - Logo
  - Website
  - Tag Line
- Unified Message

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# NW Objectives for FY 2010-2011

- Provide customized training to 265 regional businesses
- Train 4,500 employees (unduplicated)
- Contact 400 businesses in the region
- Meet budgeted training revenue as outlined in the Biennial Business Plan
- Maintain a 96% or higher satisfaction level for the training provided to business and industry

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# Northwest Region

## Petroleum Safety and Technology Center

- General Safety Classes
- Technical training for oil and gas industry
- New partnerships
- New programs
- Oil and gas companies served
- Number of sessions for oil and gas industry

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Northeast

Edie Armey, Director  
Lake Region State College

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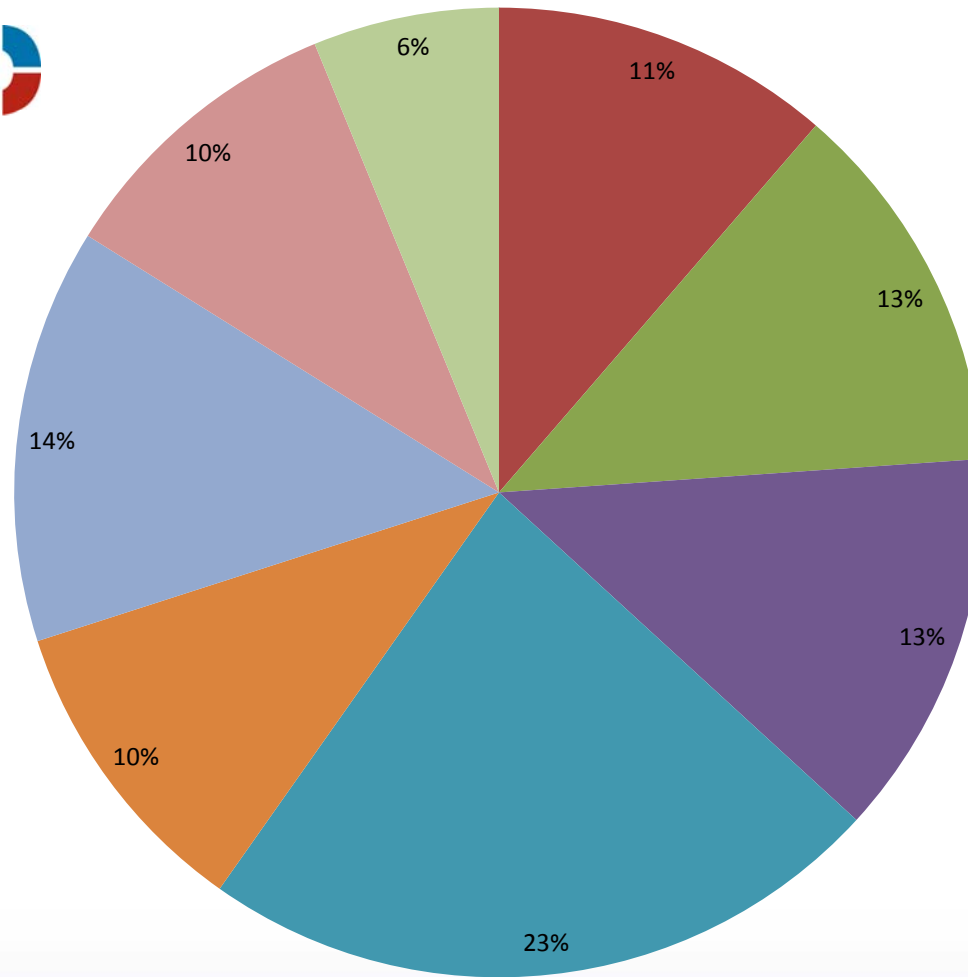
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## Company Size by Number of Employees

1 to 4 5 to 9 10 to 19 20 to 49 50 to 99 100 to 249 250 to 499 500 plus

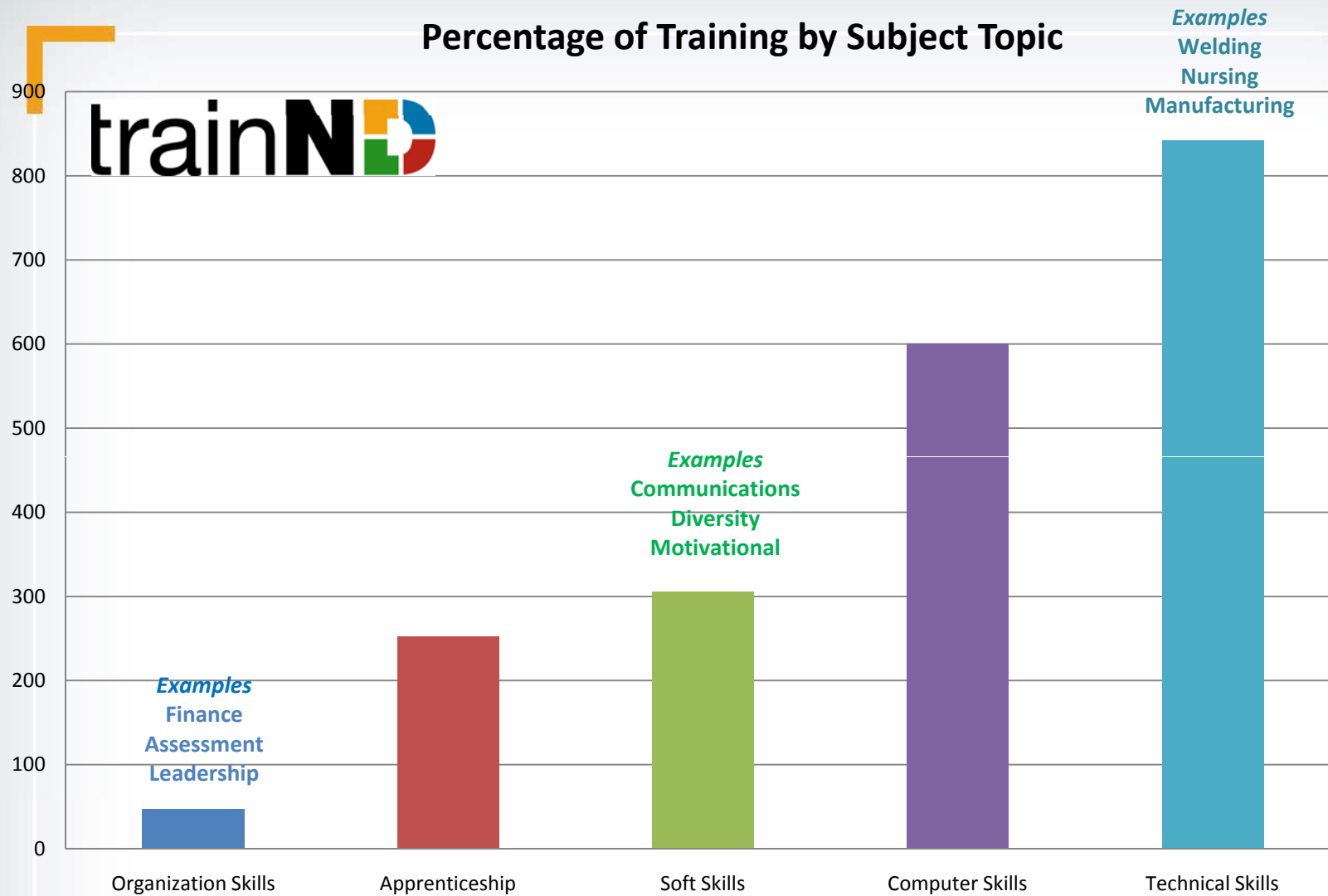
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## Percentage of Training by Subject Topic



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# NE Objectives for FY 2010-2011

- Provide workforce training to **225** businesses
- Provide training to **1,800** employees (unduplicated )
- Provide **15,000** training hours per fiscal year
- Make **400** contacts to businesses
- Meet our direct training/service revenue goal of **\$247,500**
- Earn a **98%** satisfaction rating from clients and participants
- Maintain a **100%** client satisfaction rating for responsiveness

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Southeast

TeriAnn Gullickson, Director  
North Dakota State College of Science

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# SE Objectives for FY 2010

- Convert 60% of one-time customers into loyal relationship-based customers
- Increase customer recruitment by 20%
- 100% satisfaction levels of customers (employers) and participants
- Generate training revenue at 5 times the state investment
- Generate 10% more revenue than expense

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# Needs Assessment & Evaluation

- Customized Training “Process”
- Participant Evaluation
- Creative Methods

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Southwest

Carla Braun Hixson  
Bismarck State College

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# trainND Partnerships

- Regional - CDL & Welding
- Vendors - DDI Curriculum
- Community - Dickinson Business Partners
- Business support - Welding Trailer



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# SW Objectives for FY 2010-2011

- Provide training solutions to 225 businesses
- Minimum of 450 business contacts and assessments of needs
- Train 3,000 employees (unduplicated)
- At or above 30% of businesses, requesting repeat training
- Direct training revenue goal of \$1,057,310
- Maintain a 98% or higher satisfaction level of training events
- Earn 100% level of satisfaction for responsiveness
- Training events at 450 per year

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Greg Redekopp, Employee Development Coordinator  
Basin Electric Corporation

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# Opportunities

- Meeting the needs of the state's growing energy sector
- Serving North Dakota's rural communities
- Becoming even more flexible, responsive, and creative in the current economic environment
- Maintaining and expanding partnerships with business and industry

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