

# *Virtual Reality for Career Exploration*

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*A Public-Private Partnership for Sustainable  
Statewide Career Exploration Programming*

# A Statewide Problem with an In-State Solution

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Limited opportunities for career exploration:

- Time constraints
- Geographic limitations
- Safety & privacy concerns
- Financial hurdles

CareerViewXR has been deployed across all secondary schools

- Built in partnership with North Dakota educators and students
- Nearly 100 Virtual Career Field Trips
- Deployed across middle and high schools
- 2 Years testing multiple adoption models
- Industry-aligned & ready to scale

# Impact Metrics: Initial Usage

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- 300 VR Headsets provided to schools (Est. 30,000-50,000 uses)
- 3,600 non-VR devices registered to access experiences
- 1,140 high school students directly engaged with career coach (Region 3 Mobile Classroom)
- 1,300 grade school students engaged in RRVF immersive room (in just 2 months)
- 45 educators taking professional development and/or graduate credit
- Feedback collected from hundreds of educators

# Impact Metrics: Financial ROI

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An initial \$500K investment was made by ND in the 23-25 biennium

During the same time period:

- \$2M invested by CareerViewXR in ND content production  
**(4x ROI)**
- \$9.9M in federal funding secured for XR for VR project at BSC  
**(20x ROI)**
- 300+ VR headsets donated by CareerViewXR  
**(\$180,000 in-kind donation of equipment)**

# Impact Metrics: National Visibility

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- Multiple national awards
- 28 other states using ND-produced industry experiences
- Meetings with 8 Governors and US Congressional Delegates
- National Industry Association Presentations
- Broadcast on CSPAN
- International EdTech Conference Panelist
- Patent pending solution

# Voices from K-12

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## Students:

- *"I thought I was interested in this career, but it's not what I expected."*
- *"Oh wow, I never even knew that job existed!"*
- *"That was fun. What else do you have? When are you creating more?"*

## Educators:

- *"Their faces light up with curiosity"*
- *"They can see and experiences things they were never able to before"*

## Parents:

- *"I wish they had this when I was in school."*

# Voices from Industry

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*“Helps us ensure we are putting students on a track that is right for them.”*

*“Brings underrepresented industries to students, meeting them where they are at.”*

*“You cannot get the same ‘wow factor’ by trying to describe the career in a conversation.”*

*“This is going to transform the way students make informed decisions about their career pathway.”*

# The Roadmap to Long-Term Success

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- Awareness 23-25 (done)
- Adoption 25-27 (in progress)
- Sustainability 27-29 (pending)



# Adoption: Reaching Every Student

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- Expanding access to all elementary schools
- Design and development – RU Ready and Golden Path Solutions
- Expand career exploration partnerships
  - Junior Achievement
  - Marketplace for Kids
  - T4 Summit
  - Sanford Aspire
- Professional development for educators (Goal: 100+ trained in 2025)
- Explore mobile career exploration classroom expansion
- Deploy in nine new immersive learning rooms statewide

# An Equitable Public-Private Partnership

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Industry  
Commitments  
\$1M

Continued Access for  
High School (\$800K)

Expand Access to Higher  
Education (\$200K)

CareerViewXR  
In-Kind Contributions  
\$1M

Continued Access for  
Middle School (\$500K)

Continued Production for  
ND Industries (\$500K)

VR Career Exploration  
Budget  
\$1M (\$2M Requested)

Expansion to Elementary  
(\$1M)

Necessary Enhancements  
to RU Ready

Student/Employer  
Data Integration

Curriculum Mapping

Supportive Programming

***NOTE: ND Corn Council confirmed at \$100K,  
four industry partnerships pending,  
over 20 industry conversations started,  
all awaiting the state's level of commitment***

They Can't Be  
What They Can't See

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CareerView<sup>XR</sup>

Let's Put North Dakota  
Industries on Their Horizon