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**Meeting Minutes**  
**ND Economic Development Foundation Special Meeting**  
**Tuesday, July 16, 2013**  
**ND Department of Commerce**  
**Bismarck, ND 58503**

**WELCOME AND CALL TO ORDER:**

The meeting was called to order at 9:30 a.m. by Wally Goulet, Chairperson.

**Members Present:** Al Anderson, Elaine Fremling, Mark Nisbet, Pamela Schmidt, Steve McNally, and Wally Goulet.

**Members Present Via Phone:** Bruce Smith, Duaine Espegard, Eric Trueblood, J. Bruce Rafert, Jim Traynor, Randy Hatzenbuhler, and Tim Hennessy.

**Members Absent:** Bill Shalhoob, Bruce Thom, Chuck Hoge, Daniel Traynor, Frank Keogh, Gary Miller, Harold Newman, John Q. Paulsen, Jon Simmers, Judi Paukert, Lyn James, Robert Hovland.

**Guests Present:** Jill Schwab, Beth Zander, Sara Otte Coleman, Sandy McMerty, Tracy Finneman, Trish Helgeson, and Pat Finken.

**WELCOME & INTRODUCTIONS:**

Wally Goulet provided a welcome to members and guests and introductions were made around the room and on the phone.

Odney Advertising was asked by the Foundation to explore the idea of building ND's image with the following mission: Create quality employment opportunities, make ND a competitive partner in the global economy, and promote ND values and quality of life.

**Primary Focus:**

Recruit and attract workforce to relocate with their families to ND

**Secondary Focus:**

Retain oil and gas workers to stay in the state and move their families to ND

**The targeted audience would be:**

Primary – Ages 25-49, mechanically inclined, blue-collar technical workers with BS/2-yr STEM tech degree

Secondary – Ages 25-49, BS in STEM-related field, healthcare or education fields

Tertiary - All adults 25-54 to include females who are included in the decision to relocate

The highest percentage of employment where STEM is prominent is the state of Michigan which also has one of the highest unemployment rates in the country. States identified due to depressed labor market, large oil and gas workforces or northern climates are: Alaska, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Montana, Nebraska, Ohio, South Dakota, Wisconsin, and Wyoming. The following states identified for specific labor force are: New Mexico, Oklahoma, and Texas. Canada would be targeted due to their northern climate/oil and gas workforce.

The Foundation must develop the right message. It's not simply about selling a brand image of ND, it's about selling the idea that ND has plentiful job opportunities and is a great place to raise a family. ND must create a call to action to "act now" to take advantage of opportunities and challenge the negative perceptions of climate, things to do, and infrastructure.

Odney Advertising developed three strategic recommendations or potential directions for the Foundation to enhance ND's image:

- 1) Full campaign – digital campaign, Job Wagon, PR, social media, guerilla tactics, website and creative.
- 2) Targeted digital campaign with PR, social media, guerilla tactics, website and creative.
- 3) Job Wagon tour with targeted digital, PR, social media only in tour areas along with guerilla tactics, website and creative.

A targeted digital campaign's objective is to influence potential workers, extend messages, and drive traffic to a website for information. This objective could be achieved through a multiple flight, multi-channel, highly-targeted plan which focuses on websites, ad networks and email lists with geographic, demographic, and behavioral targeting with retargeting for users who have shown interest.

A targeted digital campaign includes: online and mobile display advertising, email marketing, pre-roll video and in-stream video advertising, online audio advertising, and paid search and keyword marketing. The creative execution would use video and rich-media when possible and follow a content calendar to ensure earned and paid digital message work together. Measuring

the campaign includes: Tracking of specific user activities, information requests, social media engagement, click-through rates, conversion rates, cost-per-click, etc.

A media relations hook could be developed through the ND Job Wagon which would be an RV branded vehicle with the campaign message/look. The Job Wagon would travel to high traffic-areas throughout a targeted geographic region as a travelling billboard. Digital, PR, media relations, and social media would promote the Job Wagon in each market.

Odney staff would post online videos, photos, and check-ins from current locations and where they are going. This concept is an all-in-one tool for providing resources at job fairs, universities, events, etc. and would be quipped for potential workers to sign up for additional communications. In state, it could visit crew camps, industry events, the North Dakota State Fair, etc.

Media relations could include a news conference to launch the campaign, editorial board visits and radio/news show appearances, pitch success stories to media, pitch specific types of job opportunities to media/business publications within target markets, and create a buzz with media according to the Job Wagon schedule.

The messaging could be leveraged through communications opportunities with:

- ND companies
- Energy companies
- ND Tourism database
- Experience ND Program
- ND Ambassador Program
- ND Universities
  - Job placement offices
  - Individual departments
  - Alumni associations
- Human Resources Association
- ND State Public Information Officers

The overall social media campaign efforts would include Facebook and Twitter and ND Job Wagon social media efforts would be generated through Facebook, Twitter, YouTube, Instagram, and Four Square.

A central website should be developed to help those interested in North Dakota resources with consistent campaign branding (repurposing Experience ND website) which would serve as an informational hub for working, living, and recreation in ND. All efforts would drive the audience to our website. The intent is to promote job opportunities and retain in-state workers.

Cost Estimates:

- Digital Media Plan
  - Cost per flight (2 months) \$470,081
  - Recommended 3 flights \$1,410,240
- ND Job Wagon
  - Operating May through October \$275,000
- PR/Social Media
  - 8-month retainer \$100,800
- Website Development
  - New Website \$20,000
  - Hosting \$30/month
- Guerilla Tactics
  - Email Marketing (3) \$150,822
  - Help-wanted Classified ads
  - Airport Signage (Dickinson/Bismarck)
  - Indoor/Bathroom Advertising
- Creative Development \$125,500
  - Includes all campaign materials detailed including flash banner ads, rich media online ads, multiple videos, email blasts, indoor advertising, airport signage, web audio files, toolkits, posters, collateral pieces and RV wrap

**Option #1**  
Full Campaign - Annually \$2,082,272

**Option #2** \$1,797,540  
Digital Campaign/PR/SM/Guerilla/Website/Creative

**Option #3** \$970,300  
RV/Targeted Digital/PR/SM/Guerilla/Website/Creative

The goal of the campaign is to attract families to ND to meet our growing workforce needs and push population beyond 1 million people. The ideas outlined in the plan can be used individually or cooperatively. Execution can be customized based on budget and input and Odney Advertising is confident that the campaign will produce results.

Members agree that STEM should be a common denominator when recruiting for the state along with the workforce needs of the oil industry. Workforce is the number one critical need for companies along with daycare and higher education.

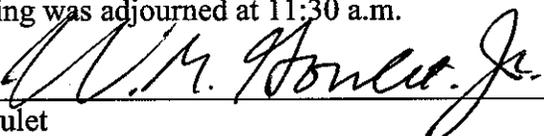
Steve McNally reported that Hess Corporation is willing to kick-start the campaign with a \$200,000 donation.

**Motion:** Steve McNally moved to proceed with the proposal made by Odney Advertising Strategic Recommendations for an ND Image Enhancement campaign and will approach the ND Petroleum Council to pursue funding. Pamela Schmidt moved to approve the motion. Motion carried.

**ADJOURNMENT:**

Being no further business, Wally Goulet adjourned the meeting.

The meeting was adjourned at 11:30 a.m.

	9/20/13
Wally Goulet Chairperson	Date
	7/16/13
Jill Schwab Recorder	Date

**FUTURE ACTION ITEMS:**

- Steve McNally will approach the ND Petroleum Council about funding for the Foundation's Image Enhancement Campaign.
- The Image Enhancement Committee will hold future meetings prior to the September 20, 2013, Foundation meeting in Fargo to come up with recommendations for the campaign.