

TECHNICAL REVIEWER RATING SUMMARY

G-019-A

North Dakota Petroleum Council Oil and Gas Education Program

Submitted by North Dakota Petroleum Council

Principal Investigator: Ron Ness

Request for \$72,000; Total Project Costs \$243,000

Duration: 36 months

Rating <u>Category</u>	Weighting <u>Factor</u>	Technical Reviewer		Average Weighted Score
		<u>19A-01</u> Rating	<u>19A-02</u> Rating	
Objective	9	5	5	45.0
Availability	9	4	4	36.0
Methodology	7	4	5	31.5
Contribution	7	4	5	31.5
Awareness	5	4	4	20.0
Background	5	5	5	25.0
Project Management	2	4	3	7.0
Equipment Purchase	2	2	5	7.0
Facilities	2	3	3	6.0
Budget	2	4	5	9.0
Average Weighted Score		208	228	218
Maximum Weighted Score				250

OVERALL RECOMMENDATION

FUND	X	X
FUNDING TO BE CONSIDERED		
DO NOT FUND		

1. *The objectives or goals of the proposed project with respect to clarity and consistency with North Dakota Industrial Commission/Oil and Gas Research Council goals are: 1 – very unclear; 2 – unclear; 3 – clear; 4 – very clear; or 5 – exceptionally clear.*

Reviewer 019A-01 (Rating: 5)

The Oil and Gas industry in North Dakota has a negative image inherited in the 70's and early 80's to overcome plus the challenge of getting out information to students, parents and educators about the quality careers available with the industry in North Dakota. There is a wide spread general lack of information about the industry and the career opportunities the industry provides.

The goals of the proposed project are very clear and consistent with the North Dakota Industrial Commission/Oil and Gas Research Council goals of:

- Preserve and create jobs involved in the exploration, production and utilization of North Dakota's oil and gas resources;
- Ensure economic stability, growth, and opportunity in the oil and gas industry; and
- Promote Public Awareness of the benefits and opportunities provided by the North Dakota oil and gas industry.

In order to maintain its current level of exploration and production and to meet future growth projections the oil and natural gas industry must have both public support and access to an available and skilled workforce.

The success of the industry is dependent upon its ability to attract and retain the needed talent in North Dakota and from surrounding states. Getting information to students, parents, and career influencers about the quality careers in the oil and gas industry is important to helping students make career decisions which will allow them to stay in North Dakota.

Educators, as well as, parents and students, do not have information about the careers which are available and in many cases have misconceptions and a negative image about the industry.

This proposed project presents a comprehensive approach to addressing the industry image and career promotion needs for the industry. Teachers and students who are knowledgeable about the oil and gas industry, its importance to the State of North Dakota, and careers it has to offer will be strong advocates and champions both for the industry and insuring that the career opportunities the industry has to offer are considered when making career choices. Teachers and students will be a positive influence on behalf of the industry with parents and their PEERS.

The three-phased approach to addressing the issue of industry image, ongoing information sharing with policy makers and educators, and career promotion makes this proposal exceptionally appealing.

Reviewer 019A-02 (Rating: 5)

A number of the education objectives of the Oil and Gas Research Council are met by this application and go directly to the priorities of the OGRC. As presented this application targets three areas—policy makers, teachers (who influence students and the students' parents), and to a limited extent the general public. The combination of the three efforts into one application should help keep a consistent message and at the same time allow for coordination between the efforts. It is noted that Kent Ellis participates in both the ECAP and Seminar. This reviewer was curious if the *Oil and Gas Tidbits* effort included the teachers who had attended the Seminars.

2. *With the approach suggested and time and budget available, the objectives are: 1 – not achievable; 2 – possibly achievable; 3 – likely achievable; 4 – most likely achievable; or 5 – certainly achievable.*

Reviewer 019A-01 (Rating: 4)

The approach, timeline and budget available should make the project achievable. The North Dakota Petroleum Council and Bismarck Public Schools have evolved this approach over a period of years and now demonstrate considerable successful experience in the implementation of the components of this proposal. The qualifications of the staff associated with the management of the project are exceptional.

Reviewer 019A-02 (Rating: 4)

Influencing students to seek a career in the North Dakota oil and gas industry has a number of challenges. This effort is a good approach. Having the strong commitment of the partners to this program is a valuable part of ECAP. The applicant is to be commended for having the Career & Technical Education Department develop a “measurement of success” for the ECAP program. The excitement generated in the news media regarding the Bakken formation should also generate interest in a career in North Dakota. The timeline and budget appear to be achievable.

3. *The quality of the methodology displayed in the proposal is: 1 – well below average; 2 – below average; 3 – average; 4 – above average; or 5 – well above average.*

Reviewer 019A-01 (Rating: 4)

The proposal, both in terms of quality and methodology, demonstrates a thorough understanding of the issues facing the oil and gas industry and outlines specific achievable outcomes to address them. Considerable coordination with a number State agencies, private sector partners and secondary and postsecondary education went into development of the proposed project. Since the Teacher Education Seminar is designed and approved to provide two credits f suggests that the Seminar content, information, and overall value has had considerable review and evaluation from third parties.

Reviewer 019A-02 (Rating: 5)

ECAP and the Seminar have been in place for a number of years and have been evolving over time. The quality of these programs is above average and the applicant has outlined for all three parts of this application that the Petroleum Council will continue to monitor ways to further improve the programs.

4. *The scientific and/or technical contribution of the proposed work to specifically address North Dakota Industrial Commission/Oil and Gas Research Council goals will likely be: 1 – extremely small; 2 – small; 3 – significant; 4 – very significant; or 5 – extremely significant.*

Reviewer 019A-01 (Rating: 4)

The technical contributions of the proposed work to specifically address North Dakota Industrial Commission/Oil and Gas Research Council goals include:

- Preserve and create jobs involved in the exploration, production and utilization of North Dakota’s oil and gas resources;
- Ensure economic stability, growth, and opportunity in the oil and gas industry; and
- Promote Public Awareness of the benefits and opportunities provided by the North Dakota oil and gas industry.

The North Dakota Petroleum Council’s proposed project recognizes that key audiences are educators, students, parents and policy makers in addition to the general public.

The proposal builds on the proven critical success factors of the Energy Career Awareness Partnership, the Teacher Education Seminars, and the educational outreach publication “Oil and Gas Tidbits”. This approach creates an awareness and understanding about the industry, its challenges, its contributions to the State, the career opportunities it provides to the teachers and students who are

directly reached. The approach of incorporating an educational outreach component will help insure that there is continued public support for the industry and that students have access to the career information they need to make choices which will allow them to stay in North Dakota.

Reviewer 019A-02 (Rating: 5)

There is little science involved in this application although science is talked about at the Teacher Seminars. The technical aspects of communicating an educational message are well laid out. The combination of all three educational efforts into one application should allow a coordinated effort of getting the educational message conveyed to North Dakotans about the great opportunities for employment right here in North Dakota.

- 5. The principal investigator's awareness of current research activity and published literature as evidenced by literature referenced and its interpretation and by the reference to unpublished research related to the proposal is: 1 – very limited; 2 – limited; 3 – adequate; 4 – better than average; or 5 – exceptional.*

Reviewer 019A-01 (Rating: 4)

The North Dakota Petroleum Council's proposal demonstrates a thorough understanding of the current research activity and published literature as reference by the its long standing history of being proactive in addressing the industry career promotion needs, implementing the Teacher Education Seminars, developing an educational outreach publication and taking a lead in conducting industry sector workforce needs assessments. The North Dakota Petroleum Council's reference to current and projected workforce needs of the industry and the impact that the Bakken formation, along with the current level of rigs in the State suggests that they are on top of the developments within the industry.

Reviewer 019A-02 (Rating: 4)

Mr. Ness is current on the needs of the oil and gas industry and has an understanding of what materials are available to enhance the work, through this application, of educating the public about the industry.

- 6. The background of the investigator(s) as related to the proposed work is: 1 – very limited; 2 – limited; 3 – adequate; 4 – better than average; or 5 – exceptional.*

Reviewer 019A-01 (Rating: 5)

The background of the investigator related to the proposal is exceptional. The North Dakota Petroleum Council has successfully led the oil and gas industry in a proactive response to their industry image and career promotion needs since 2002. They have a successful track record that is being copied by other industries.

Reviewer 019A-02 (Rating: 5)

The background and expertise of both Mr. Ness and Mr. Ellis are exceptional. The assistance of Mr. Helms, Mr. Hoerauf and MABU further add to the expertise.

- 7. The project management plan, including a well-defined milestone chart, schedule, financial plan, and plan for communications among the investigators and subcontractors, if any, is: 1 – very inadequate; 2 – inadequate; 3 – adequate; 4 – very good; or 5 – exceptionally good.*

Reviewer 019A-01 (Rating: 4)

The project management plan and financial budget to conduct the project proposal is adequate. . The background and qualification of staff, and detailed budget to back up the proposal were all provided. North Dakota Petroleum Council communicates regularly with partners and stakeholders..

Reviewer 019A-02 (Rating: 3)

Although there is no milestone chart, the applicant does lay out standards of success and is, in fact, working with the Career & Technical Education Department to develop measures of success during the timeframe of this application for the ECAP program and will be developing measures of success for the *Tidbits*. It is also noted that there is a Steering Committee in place consisting of the partners to oversee the ECAP effort.

8. *The proposed purchase of equipment is: 1 – extremely poorly justified; 2 – poorly justified; 3 – justified; 4 – well justified; or 5 – extremely well justified. (Circle 5 if no equipment is to be purchased.)*

Reviewer 019A-01 (Rating: 2)

Training/Equipment/Staff Development was listed in the program budget at \$6,000. There was not detailed budget back up to determine if equipment is being purchased or not.

Reviewer 019A-02 (Rating: 5)

Other than one comment about equipment in the budget there is no discussion on purchase of equipment. However, a \$6,000 expenditure out of a budget \$243,000 is very small. Therefore, I have given this a rating of 5.

9. *The facilities and equipment available and to be purchased for the proposed research are: 1 – very inadequate; 2 – inadequate; 3 – adequate; 4 – notably good; or 5 – exceptionally good.*

Reviewer 019A-01 (Rating: 3)

It is assumed that the Energy Career Awareness Partnership activities are delivered across the State in secondary classrooms and by participation in career days and career fairs. The proposal did not identify where the location is for the Teacher Education Seminars.

Reviewer 019A-02 (Rating: 3)

Nothing is said about facilities and equipment being available. This reviewer believes that adequate facilities and equipment can be found and based on prior work of ECAP and the Seminars that has been the case.

10. *The proposed budget “value”¹ relative to the outlined work and the financial commitment from other sources is of: 1 – very low value; 2 – low value; 3 – average value; 4 – high value; or 5 – very high value. (See below)*

Reviewer 019A-01 (Rating: 4)

The proposed project has a financial commitment from other sources equal to 70%. The proposal did not identify the yearly goals of the ECAP or Teacher Education Seminars participation. Based on the three year budget and past ECAP activities and Teacher Education Seminar participation, the proposal would have and average to high value.

Reviewer 019A-02 (Rating: 5)

The strong support from the partners in these educational efforts gives this proposal a very high value.

Section C. Overall Comments and Recommendations:

Please comment in a general way about the merits and flaws of the proposed project and make a recommendation whether or not to fund.

Reviewer 19A-01 (FUND)

I would recommend that this project be considered for funding. Creating a favorable image for the Oil and Gas Industry with educators and students is essential to the industries short-term and long-term

success. The industries ability to meet their talent needs from within North Dakota and surrounding states will be critical to sustain their current level of activity plus address future expansion plans.

Students, parents, educators, and policy makers are all target audiences for the three components of this proposal. Improving the information about the industry and the career opportunities available within the industry will have long term benefits for the industry in North Dakota. The Energy Career Awareness Partnership has been and will continue to be a successful way of getting information to students and parents about the career opportunities in the oil and gas industry. The Teacher Education Seminars and the Educational Outreach Program provides an approach that insures that the awareness about the industry and the careers it offers is sustained and built upon over time.

Reviewer 19A-09 (FUND)

This is an important part of the mission of the Oil and Gas Research Council and this reviewer recommends fund. Participation from the private sector in these programs is strong and shows that they also value this work.