



Public Labor Exchange 101

Partnering with High Growth
Industry to Recruit Workers



All in a day's work

- This is about what we do on a daily basis...with a slight twist
- That has created positive perceptions of the otherwise generic public labor exchange system
 - in the minds of key industry leaders and policy makers



Connecting to a high growth industry

- An industry that would not have considered looking to the public workforce system for help.



Petroleum industry growth

- Higher oil prices spurred increased demand for production
- Industry struggling to find employees
 - Area of low population density
 - Bad image from boom/bust in the 1980s
 - Many left the industry or retired
 - Fish stories



Company recruiting

- Newspaper ads across the country
- Individual company recruiting wasn't working



Job Service ND got involved

- Employers came together as an industry
- Petroleum Council approached the Governor
- Governor called in Job Service ND



Job Service plan

- Quantify the demand
 - List job openings on jobsnd.com
- Determine extent and nature of recruitment



Job Service plan

- Letter from the Governor
 - Sent to petroleum company leaders
 - Message – List your job openings on jobsnd.com
- Then JSND will recruit
 - Across the state through One Stops, job fairs, advertising
 - Dislocated workers



Job Service in action

- Internal marketing throughout ND's One Stop network
 - Posters, intranet, website
- Staff had to know about and understand these jobs
 - Eastern part of ND not familiar with the petroleum industry; but that's where the people are
- Radio campaign sponsored jointly
 - Eastern ND, western MN



Keeping our fingers crossed

- ND unemployment 3.3%
 - Population of 642,200
- Oil and gas production and extraction taxes comprise 4% of state revenues
- Montana has better geology and lower taxes
- Employers have established training in WY



Hard work showing results

- Last report, 214 of the 277 openings filled
- Employers found website easy to use; through America's Job Bank, attracted employees from out of state
- Industry very pleased with results
- Press conference with Governor



Support for the future of the public labor exchange

- Appreciation and recognition of the value of public labor exchange
- We're a valued part of economic development
- Creates public relations opportunity in the face of consolidated funding where many haven't understood or experienced the value of the public labor exchange