



**COHORT 7: 2021-2022  
ANNUAL REPORT**

Created for T. Denny Sanford and Governor Noem  
March 2022



# BUILD DAKOTA

SCHOLARSHIP FUND



## Cohort 7 Annual Report

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## 1. BUILD DAKOTA ADMINISTRATION BOARD

The Build Dakota administration board was appointed by Governor Noem. In 2021, it transitioned from a 7-member board to a 5-member board. It consists of community leaders with diverse backgrounds in targeted, high-need industries:

### Build Dakota Scholarship Administration Board Members and Staff



Dana Dykhouse, Chair  
CEO  
First Premier Bank  
Sioux Falls, SD



Diana VanderWoude, Vice Chair  
VP of Academic Affairs  
Sanford Health  
Sioux Falls, SD



Scott Knuppe  
Facility Manager  
Caterpillar, Inc.  
Rapid City, SD



Greg Carmon  
Owner  
Midwest Railcar Repair, Inc.  
Brandon, SD



Derek DeGeest  
President  
DeGeest Corporation & LestaUSA  
Tea, SD



Deni Amundson  
Program Manager  
Build Dakota Scholarship  
Wall, SD

## 2. TARGETED AREAS OF STUDY

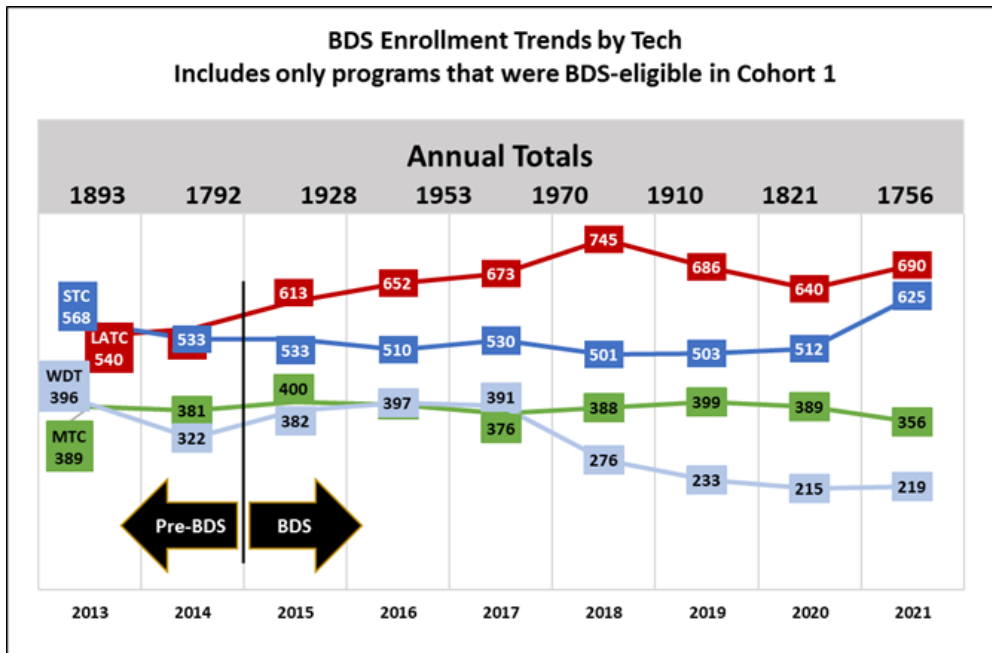
Based on recommendations from the Department of Labor and Regulation and technical colleges, nine high-need areas were determined for the 2021-2022 (Cohort 7) school year:

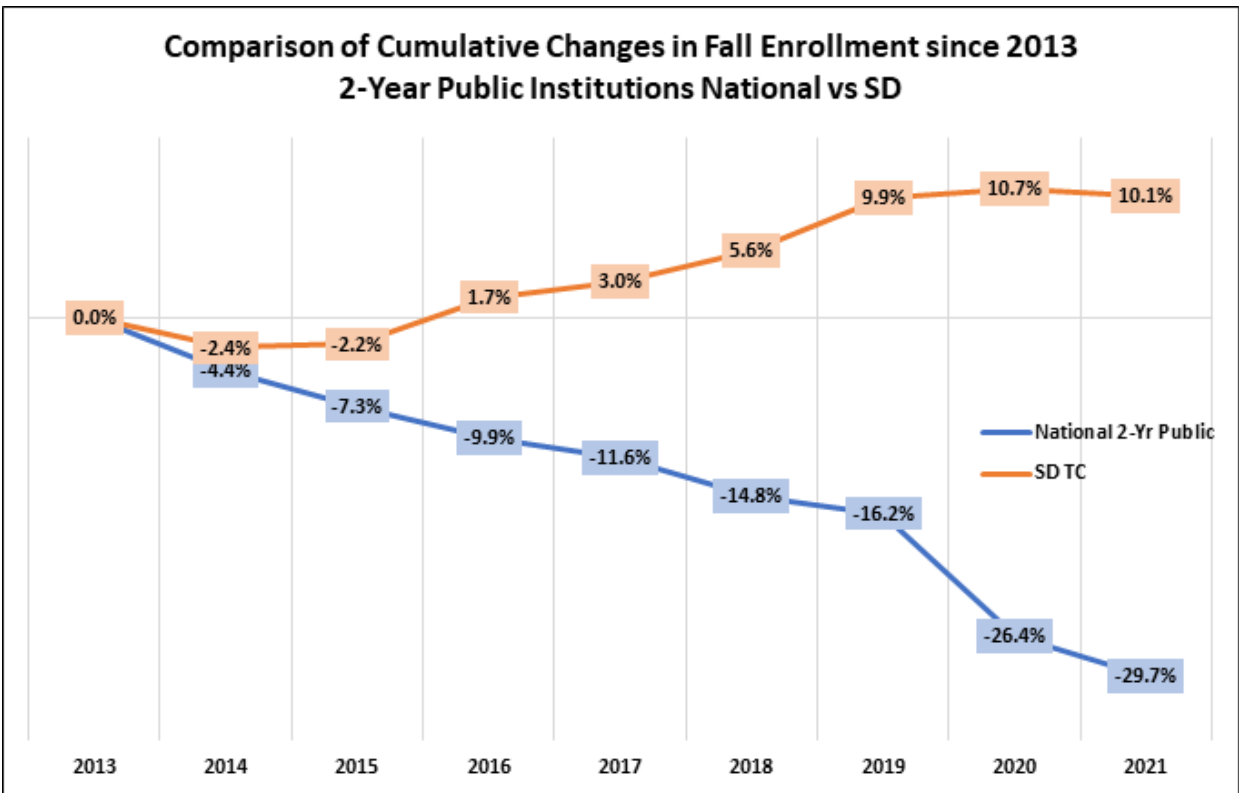
Trade	Applicants	Awards	Awards In-State	Awards Out-of-State
Agriculture	27	4	4	0
Automotive	192	61	53	8
Building Trades/Construction	221	85	76	9
Energy Technician	44	5	3	2
Engineering Technician	63	18	16	2
Healthcare	533	170	164	6
IT/CIS	97	14	14	0
Precision Manufacturing	62	28	26	2
Welding	96	35	31	4
Cohort 7 Total	1335	420	387	33
Cohort 6 Total	1189	308	285	23
Cohort 5 Total	1170	399	359	40
Cohort 4 Total	1150	351	318	33
Cohort 3 Total	1028	287	249	38
Cohort 2 Total	1257	297	256	41
Cohort 1 Total	917	298	261	37

- New Programs for Cohort 7:
  - Dental Assisting
  
- Total Percentage of Applicants Receiving Awards:
  - Cohort 1: 32%
  - Cohort 2: 24%
  - Cohort 3: 28%
  - Cohort 4: 31%
  - Cohort 5: 34%
  - Cohort 6: 26%
  - Cohort 7: 32%
  
- Total Out-of-State Recipients:
  - Cohort 1: 12%
  - Cohort 2: 14%
  - Cohort 3: 15%
  - Cohort 4: 12%
  - Cohort 5: 10%
  - Cohort 6: 8%
  - Cohort 7: 8%

- Age of Recipients:
  - Cohort 1: 80% 17-25; 12% 26-33; 8% 34 and over
  - Cohort 2: 84% 17-25; 10% 26-33; 6% 34 and over
  - Cohort 3: 82% 17-25; 9% 26-33; 9% 34 and over
  - Cohort 4: 84% 17-25; 9% 26-33; 7% 34 and over
  - Cohort 5: 86% 17-25; 10% 26-33; 4% 34 and over
  - Cohort 6: 86% 17-25; 8% 26-33; 6% 34 and over
  - Cohort 7: 80% 17-25, 11% 26-33, 9% 34 and over
- Gender of Recipients:
  - Cohort 1: 28% Female; 72% Male
  - Cohort 2: 27% Female; 73% Male
  - Cohort 3: 27% Female; 73% Male
  - Cohort 4: 34% Female; 66% Male
  - Cohort 5: 37% Female; 63% Male
  - Cohort 6: 46% Female; 54% Male
  - Cohort 7: 40% Female; 60% Male
- AAS Degree vs Diploma:
  - Cohort 1: 85 Diploma; 213 AAS Degree
  - Cohort 2: 49 Diploma; 248 AAS Degree
  - Cohort 3: 58 Diploma; 229 AAS Degree
  - Cohort 4: 66 Diploma; 285 AAS Degree
  - Cohort 5: 96 Diploma; 303 AAS Degrees
  - Cohort 6: 92 Diploma; 216 AAS Degrees
  - Cohort 7: 113 Diploma; 307 AAS Degrees

### 3. ENROLLMENT IN TARGETED AREAS OF STUDY





**Comments from technical colleges regarding enrollment, programs and general school updates:**

**Lake Area Technical College:**

It's been a whirlwind of activity at Lake Area Tech with the implementation of five new program opportunities.

**The Precision Machining program** at the Women's Prison in Pierre is a pilot collaboration between the South Dakota Department of Labor and Regulation, Lake Area Tech, and the Women's Prison. Currently, 9 inmates are enrolled in the Precision Machining program, which began in January 2022. Upon completion of the one-semester program, participants will earn a certificate and will be eligible to continue on to an Associate of Applied Science degree in Precision Machining.

The Professional Fixed-Wing Pilot program's **Unmanned Aerial Systems Pilot option** will prepare graduates to pursue careers operating large unmanned aerial vehicles, commonly referred to as drones, beyond the visual line of sight and in controlled air spaces. The program option has been designated an Unmanned Aircraft Systems-Collegiate Training Initiative program by the Federal Aviation Administration.

The **Registered Nursing full-time online option** begins Fall 2022. The e-degree hybrid RN program is offered in the fall semester each year. Upon completion of this program, graduates are eligible to take the NLCEX-RN (National Council Licensure Examination for Registered Nurses) The program lasts 11 months over two semesters and one summer and builds on the student's LPN degree.

Another nursing opportunity began in January 2022 with the start of **a Practical Nursing part-time on-campus program**. The new opportunity provides on-campus students the same hands-on and classroom experiences, on a part-time basis to better fit home and family obligations. The program begins in the spring semester each year and runs 22 months.

The **Electric Vehicle Automotive Technology option** for Automotive graduates is now being offered. Graduates of an ASE Education Foundation Master Level accredited automotive technician program may enroll in the new one-year Electric Vehicle option that begins Fall 2022. Upon completion of this option, graduates will be able to develop diagnosis and repair procedures for electric and hybrid vehicles; demonstrate electric vehicle and hybrid safety and service procedures; describe electric vehicle and hybrid batteries and service as well as electric vehicle and hybrid electric motors, generators, and controls; and describe regenerative braking systems as well as electric vehicle and hybrid powertrains and power steering.

While not a program or option, the new **Trap and Skeet Club** joins Drone Racing and eSports as the newest club offering for Lake Area Tech students. Students interested in learning more about the new club or other clubs may visit with the Student Activities Coordinator in the student services center, aka The NET.

In addition, Lake Area Technical College is in the midst of our \$40M **I'm IN Capital Campaign**. LATC's current campus is "over capacity". As a result, a comprehensive building and expansion plan to serve more students and produce more graduates was developed. These plans include needed space for the healthcare, business, advanced manufacturing, diesel technology, custom paint and fabrication, and aviation maintenance, professional fixed-wing pilot and drone programs. The diesel addition is scheduled to break ground in Spring 2022. The archway complex will house advanced manufacturing, business and general education, this facility is expected to begin Summer 2022.

The I'm IN Campaign has been well received, is highly supported by industry partners, and was endorsed by South Dakota Governor Kristi Noem. **House Bill 1031** was proposed during the 2022 South Dakota legislative session; the bill would appropriate \$7.5M to the Board of Technical Education to construct an advanced manufacturing laboratory space and classrooms on the campus of Lake Area Technical College. HB1031 received support in both the House and the Senate.

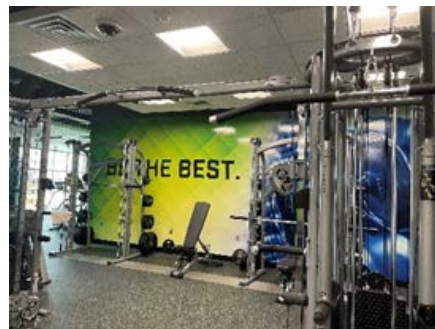
The I'm IN Capital Campaign will enable LATC to "change lives and launch careers" for many South Dakotans, as we provide a pathway to rewarding careers and good lives for our citizens. The goal of the I'm IN Campaign is to successfully complete the expansion plan without placing any burden on our current or future students by using bonding dollars and we are well on our way of securing funding to do just that.

### **Mitchell Technical College:**

Mitchell Technical College is excited to be adding a 35,332 sq. ft. addition to the Nordby Trade Center. The new space will allow MTC to bring our Diesel Technology program under one roof. The light truck portion of the Diesel program is currently not located on MTC's main campus.

Increased enrollment and lengthy wait lists have led to the need for more lab space in the Diesel Technology area. The Build Dakota Scholarship can be credited in why we have had such a significant increase in our program numbers.

Mitchell Technical College is always seeking ways to improve the student experience, this year we opened a new Student Lounge and on campus workout facility.



Mitchell Technical College is continuing our Build Dakota partnership with the Yankton Sioux Tribe. MTC will partner with Sinte Gleska University in 2023.

### **Southeast Technical College:**

The Build Dakota Scholarship program creates more inquiries from prospective students to Southeast Technical College. Our 10-day census count in Fall 2021 showed increases in applicants and, more importantly, enrollees for many of our Build Dakota programs, including the following: Information Technology Security, System Administrator, Automotive Technology, Diesel Technology, Construction Management Technology, Electrician, HVAC, Plumbing, Welding, Civil Engineering Technology, Land Surveying Technology, Registered Nurse, and Surgical Technology.

Overall, we received 381 Build Dakota Scholarship applications and awarded 108 total scholarships, 90 (83%) of which were sponsored by industry partners. For Fall 2021, our total headcount was 2,381 compared to 2,426 in Fall 2020, so only a 1% decline amid the ongoing pandemic and facing our toughest competitor, industry, and a low unemployment rate.

For Cohort 7, Southeast Tech added one new program to help meet the workforce needs of our region: Paramedic Science. In November 2021, we received approval from The Higher Learning Commission on our additional location applications for the Huron Community Campus and the Sanford Stevens Center. We offer Nursing and Medical Assistant (a non-Build Dakota) programs in Huron. In partnership with Sanford Health, we offer Paramedic Science. The Stevens Center location provides the equipment and facilities for Paramedic Science, where our programmatic courses are taught while all general education and supporting courses are delivered on our main campus.

When the 2022 state legislative session ended, Southeast Tech, along with all the technical colleges, had received broad support. We secured new, ongoing funding to implement a 6% salary increase for employees. In addition, our Per Student Allocation increased by 6%, helping to offset rising costs for students. Also, Instructor Salary Support increased by 6%, and our Maintenance and Repair funding increased. This year, of course, we are most excited about the \$4.5 million for Southeast Tech's new Health Sciences Clinical Simulation Center that will be matched by local, private, and industry support.

In addition, even amid COVID-19 and the consequences of it, our admission funnel has remained consistent and strong, demonstrating the market demand for technically trained workers. To this end, our increased collaborations with industry and area high schools has resulted in building critical pathways for students to Southeast Tech, including the following:

- Avera Academy – In partnership with Avera and the Sioux Falls School District (SFSD), high school seniors can take college classes at STC and explore career options at Avera.
- Brandon Valley High School – This partnership offers an intro level EMT course at Brandon.
- Classroom to Careers – In partnership with Sanford Health, SFSD, City of Sioux Falls, and First PREMIER Bank, Washington High School juniors and seniors can earn high school and college credit.
- Harrisburg High School – This partnership offers certificates and credit-based learning for CNA and Construction Management.
- McCrossan Boys Ranch – This partnership offers students basic Construction Management courses at McCrossan Boys Ranch.
- Teachwell Strive – We work in partnership with Teachwell Solutions and South Dakota's Division of college life.



- UpSkill— In partnership with the S.D. Department of Labor, UpSkill offers funding to individuals affected by COVID-19.

**Western Dakota Technical College:**

- Western Dakota Tech’s Nursing Program will open another satellite site in Phillip for Fall 2022 in addition to our current main campus and Whitewood satellite sites.
- The WDT Scholarships Office has been selected as a presenter for the national Jenzabar Annual Meeting in which we will present on the streamlining the administration of our scholarship program.

**4. RECRUITMENT OF INDUSTRY PARTNERS**

The technical colleges have developed industry partner programs to maximize the Build Dakota Scholarship funds and offer more scholarships than are otherwise available through Build Dakota specific funds. The industry partner programs assist students by working with businesses willing to pay a portion of the full-ride scholarship and again an employee who will fulfill their scholarship work commitment following graduation.

**Comments from technical colleges regarding success and challenges of recruitment and retention of industry partners:**

**Lake Area Technical College (Stretch-the-Million):**

The interest of companies continues to grow each year. Many of our Stretch-the-Million partners are returning year-after-year, but we are also seeing many new companies stepping up to the plate. The workforce challenges that South Dakota were experiencing in recent years were stressed further by the COVID-19 pandemic.

Our biggest challenge continues to be the process of aligning students with interested industry. This scholarship is a truly life-changing event that comes with a major commitment. We want all parties involved to fully understand the opportunity (and responsibility) of participating as an industry partner and as a Build Dakota scholar.

We have evolved our matching-making process over the years. Instead of LATC coordinating interviews between applicants and STM partners, we give our industry partners access to BDS applications for the programs they signed up for potential partnership(s) in. From there, STM partners determine who they want to visit with more and carry out their own vetting process.

This year, we offered an info session for industry partners prior to our annual fall Career Expo on campus. The goal was to explain the program to anyone who was new or needed a refresher. We also reviewed the sample contract and answered questions.

We continue to work with economic development organizations across the region to identify industry partners and promote awareness throughout these communities. Our admissions staff, business partner specialists and Foundation staff continually look for ways to share the information about Build Dakota and other workforce scholarships.

We also promoted the opportunity with special social media campaigns and radio spots.

### **Mitchell Technical College (Double Edge):**

Mitchell Technical College has utilized 3 application processes over the first 7 cohorts. We do feel that our current application software and process best fits our student and scholarship needs. The software allows students a one stop process for the Build Dakota along with all of our foundation scholarships. MTC provides virtual scholarship workshops to help applicants understand the importance of application process. These workshops are a modified Build Dakota Road Show format.

MTC has experienced challenges with the growth of the scholarship. The biggest challenge is making strong partnership matches. The time from the application deadline (March 31<sup>st</sup>) to the time high schools host award ceremonies (early May) is short. In that time employers must review, interview and agree to an industry partnership student. This has led to some industry partnerships ending prior to the 3-year work commitment.

MTC continues to promote the Build Dakota Scholarship at all levels. Marketing material, social media, direct digital, presentations, virtual scholarship advising sessions, Build Dakota Road Shows along with recruiter/student interaction have all been utilized to promote the scholarship. The focus for cohort 8 has been placed on quality applications.

### **Southeast Technical College (Sponsor-a-Scholar):**

The Build Dakota Scholarship program is an incredible opportunity for students to receive a debt-free education and a path to success in their chosen field. As the program continues to evolve, Southeast Technical College has typically seen an increased interest from industry partners. Our biggest challenge currently is competing with industry. That is why our Career Services Coordinator, Paula Hawks, communicates regularly with employers about the advantages of Build Dakota, investing in students now to reap the benefits of a skilled, educated workforce for the long-term.

We continue to involve our faculty to a greater extent. Their first-hand knowledge of employers in their industries is priceless and exactly what we need to garner more commitments for industry sponsors. Our faculty and academic leadership also are encouraging employers to work with employees to allow them to complete their educations before offering them full-time jobs.

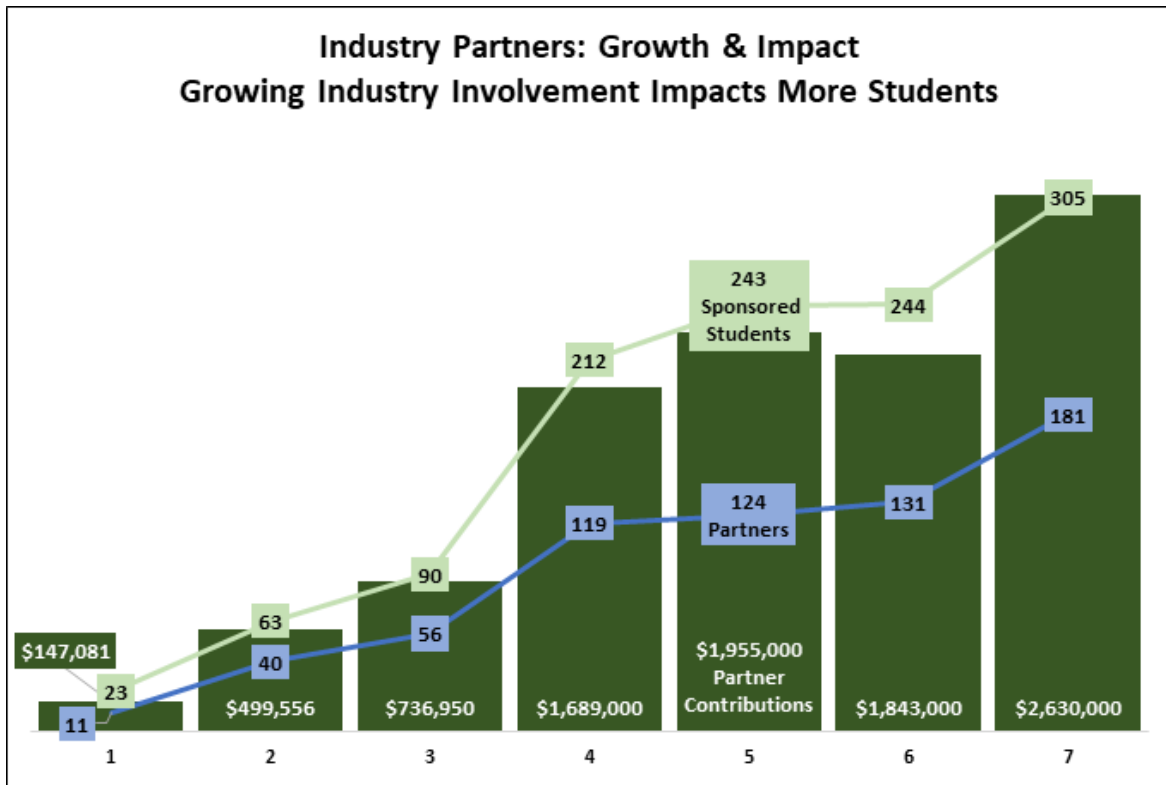
We have a fair number of small businesses who are willing to sponsor a single student to fill a need. Often, it is a one-time need or a long-term position that doesn't come open much. Those sponsors tend to be one-and-done sponsors, but we also have many year-to-year sponsors who have invested significantly in our programs and students. Challenges continue with our Computer Information Systems (CIS) programs like Computer Programming, Network and System Administrator and Information Technology Security due to lack of sponsors in these areas.

We have noticed a lot more students bringing sponsors to us. We have also fielded a larger number of employers reaching out to our Career Services Coordinator for more information regarding "...this full-ride scholarship I've been hearing about." Currently, for Cohort 8, we have about 58 sponsors who have signed agreements to sponsor students for the 2022-23 academic year.

**Western Dakota Technical College (Have Your Pick):**

The grant program with Elevate Rapid City was able to help bring in more industry partners. The grant program will be continuing for another year in which Elevate Rapid City helps over half the cost of sponsorship. Affordability for small businesses is still our biggest challenge. We are developing testimonials regarding the benefits current industry sponsors have seen and will be working on more communication on the comparing cost of sponsorship versus normal recruiting and on-boarding costs for a company.

**COMBINED EFFORTS!**



## 5. MARKET BUILD DAKOTA SCHOLARSHIP AND OPPORTUNITIES FOR TECHNICAL CAREERS

- Lawrence & Schiller leads the overall marketing campaign, collaborating with state partners to promote the program with less expense.
  - **South Dakota Department of Education:** All of the Division of Career and Technical Education career development specialists and directors share the Build Dakota message and promotional materials with high school administrators, counselors and teachers. They also regularly invite the Build Dakota program manager to conventions, workshops and webinars to make sure Build Dakota remains on the forefront of discussion.
  - **South Dakota Department of Labor and Regulation:** Each of the 16 Department of Labor offices across the state have provided education on Build Dakota as well as promotional flyers to distribute to job-seekers. Dual website cross promotion has also been very effective.
  - **South Dakota Governor's Office of Economic Development:** Representatives from this office and local communities have been instrumental in promoting the program.
  - **South Dakota Technical Colleges:** Each technical college promotes Build Dakota in many capacities. Their admissions representatives deliver flyers and talk to interested parties as they travel across South Dakota and the surrounding states. Campus visitors are also provided an overview of the scholarship. The technical colleges have added Build Dakota to their own marketing campaigns, flyers, websites, commercials and billboards. Large marketing pieces were designed by Lawrence & Schiller and delivered to each campus to increase awareness for visitors.

### 2021 Marketing Highlights:

2021 was a year of new for Build Dakota marketing, with a fresh new website, brand ambassador program and promotional videos to name just a few.

Since site launch June 25, 2021, compared to the previous year, the website has seen a **97% increase in pageviews**, **99% decrease in bounce rate** and an increase in **goal completions by 62%**. On average, users are visiting almost **4 pages per visit**, spending **1 minute and 43 seconds per session**, showing they are interested in the website content and eager to learn more.

Through the Brand Ambassador Program, we've worked with ambassadors from the four technical colleges to create authentic content that resonates with our audience. Through this, we've created an Instagram account which has gained 56 followers, and on Facebook, the ambassador posts have reached **15,538 users**, with an average of 80 engagements across posts.

For our 2021 scholarship media campaign, channels included Facebook + Instagram ads, display banners and paid search efforts. These efforts combined gained a total of **1,258,819 impressions** throughout the campaign. Additionally, this campaign saw a high conversion rate at **18.10%**, meaning that 18% of users who saw the ads took an action such as calling the technical colleges. Paid search was the highest converting channel with **83% (1,271) of total conversions** (1,521) coming from this effort.

## 6. INCOME/EXPENSES

Information submitted by:

- Cassie Stoesser, Controller, South Dakota Community Foundation

1/1/2015 - 12/31/2015- Revised					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 9,750,000.00	\$ -	\$ 42,062.23	\$ 4,106,487.00	\$ 5,685,575.23
SD Community Foundation - (Endowment)	\$ 4,994,364.83	\$ 5,000,000.00	\$ (587,998.66)	\$ 59,613.33	\$ 9,346,752.84
SD Department of Education Account	\$ -	\$ 159,029.85	\$ -	\$ 59,590.46	\$ 99,439.39
1/1/2016 - 12/31/2016					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 5,685,575.23	\$ 5,025,694.86	\$ 20,932.25	\$ 4,650,688.06	\$ 6,081,514.28
SD Community Foundation - (Endowment)	\$ 9,346,752.84	\$ 10,000,000.00	\$ 1,458,245.91	\$ 96,885.55	\$ 20,708,113.20
SD Department of Education Account	\$ 99,439.39	\$ 132,664.00	\$ 1,173.03	\$ 88,932.99	\$ 144,343.43
No administrative fee on Sanford fund. During 2016, administrative fee on endowment fund was reduced over 13%, from 0.75% to 0.65%					
1/1/2017 - 12/31/2017					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 6,081,514.28	\$ 10,032,202.04	\$ 27,389.30	\$ 4,234,601.05	\$ 11,906,504.57
SD Community Foundation - (Endowment)	\$ 20,708,113.20	\$ 5,000,000.00	\$ 3,667,909.17	\$ 177,695.30	\$ 29,198,327.07
SD Department of Education Account	\$ 144,343.43	\$ -	\$ 1,601.77	\$ 86,687.46	\$ 59,257.74
1/1/2018 - 12/31/2018					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 11,906,504.57	\$ 87,238.09	\$ 53,279.83	\$ 4,641,735.92	\$ 7,405,286.57
SD Community Foundation - (Endowment)	\$ 29,198,327.07	\$ 9,000.00	\$ (1,717,883.93)	\$ 187,936.86	\$ 27,301,506.28
SD Department of Education Account	\$ 59,257.74	\$ 93,540.13	\$ 1,044.17	\$ 42,344.95	\$ 111,497.09
1/1/2019 - 12/31/2019					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 7,405,286.57	\$ 130,104.34	\$ 29,361.89	\$ 5,576,757.14	\$ 1,987,995.66
SD Community Foundation - (Endowment)	\$ 27,301,506.28	\$ -	\$ 3,561,312.18	\$ 188,603.31	\$ 30,674,215.15
SD Department of Education Account	\$ 111,497.09	\$ 100,000.00	\$ 1,264.49	\$ 105,092.42	\$ 107,669.16
1/1/2020- 12/31/2020					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 1,987,995.66	\$ 12,461,500.77	\$ 5,704.01	\$ 4,467,679.52	\$ 9,987,520.92
SD Community Foundation - (Endowment)	\$ 30,674,215.15	\$ 2,100,000.00	\$ 4,409,018.01	\$ 2,369,788.33	\$ 34,813,444.83
1/1/2021- 12/31/2021					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ 9,987,520.92	\$ 392,099.29	\$ -	\$ 4,756,404.35	\$ 5,623,215.86
SD Community Foundation - (Endowment)	\$ 34,813,444.83	\$ -	\$ 2,730,432.43	\$ 181,465.78	\$ 37,362,411.48
2014 - 2021					
ACCOUNT	BEG. BALANCE	CONTRIBUTIONS	INV. EARNINGS	EXPENSES	BALANCE
SD Community Foundation - (Sanford)	\$ -	\$ 37,878,839.39	\$ 178,729.51	\$ 32,434,353.04	\$ 5,623,215.86
SD Community Foundation - (Endowment)	\$ -	\$ 27,109,000.00	\$ 13,515,671.53	\$ 3,262,260.05	\$ 37,362,411.48

## 7. LESSONS LEARNED

- Continually adapting to individual circumstances of scholars in the education and employment phases of the program.
- Staff changes at the technical colleges create challenges for the program and having a Build Dakota Program Manager to create consistency is important.

### Comments from technical colleges regarding lessons learned for Build Dakota on each campus:

#### **Lake Area Technical College:**

With many Build Dakota scholars now in the employment phase, we are working through issues of what constitutes a default and what role we play to safeguard the initial financial commitment made by the STM partner.

Recently, we have seen a trend with defaults related to the increase in pay across many sectors. Students leave their partner due to an offer received from another company. We have always done our best to inform students, parents and industry about this. It has prompted our industry recruitment and matching making process to include our graduate placement report to bring attention to average wage in the industry for recent graduates.

Our outreach and award strategy for Build Dakota scholarship awarding remains intact. We consistently award approximately 90% of our scholarships in partnership with a Stretch the Million industry partner. Our method remains to be industry focused. A challenge is helping applicants understand that they don't need to "come to us" with an industry partner ready to go. Our job at Lake Area Tech is to engage with industry to vet and select their own recipient(s).

#### **Mitchell Technical College:**

With an increase in industry partnerships, we are evolving to better help industry partners find a good student match. MTC is helping set up shadowing and industry tour options before a commitment is made.

MTC continues to promote Build Dakota eligible programs at a high level. We are now spending more time advising students and parents in the scholarship process. We do see several students who are scholarship shopping. Those students may not have a high interest in the program they are applying to, leading them to leave the program before graduation. Making sure each student has the facts about the program and scholarship will increase the student's success.

MTC assigns a student success coach to each scholarship recipient. If the student adjusts quickly to their postsecondary experience the contact with a coach is minimal. The coach is in place to assist with any issues that may arise.

#### **Southeast Technical College:**

Beginning with Cohort 5 and continuing the practice through today, Southeast Technical College moved the administrative leadership for its Build Dakota program from the Foundation to Enrollment Management, which includes Admissions, Financial Aid, Marketing and Student Success. This change has meant a more strategic approach to recruiting students for high-need programs eligible for Build Dakota, incorporating scholarship messaging into the Admissions communication funnel, and adding a multi-channel approach to marketing the scholarship application process.

Furthermore, our Career Services Coordinator, Paula Hawks, secures industry sponsors, collaborates with their Human Resource contacts on the sponsor/student matching process, and communicates with students about scholarship decisions and how to complete their student agreements. In addition, we host a Build Dakota Signing and Registration Day to celebrate students' awards with their families, sponsors, faculty, staff, and special guests. In 2019, we hosted our first in-person Build Dakota Signing and Registration Day; in 2020, because of COVID-19, we hosted a virtual Signing and Registration Day; and, for Cohort 7, we excitedly hosted an on-campus Signing Day again.

Additionally, Southeast Tech has one Student Success Advisor (SSA), Emily Olson, assigned to all Build Dakota Scholars. Emily teaches their Student Success Course and tracks and has many "touches" like grade checks, registration appointments, etc. with Build Dakota Scholars. These proactive measures also include connecting students with student support services to ensure they meet the scholarship requirements and persist to graduation. In addition, Emily remains Build Dakota students' SSA throughout their student journey until Deni Amundson assumes tracking responsibilities for them during their three-year employment commitment.

### **Western Dakota Technical College:**

Based on feedback on Cohort 7, we will be implementing an interview component for the BDS recipient selection process for Cohort 8. This will help identify better those students who have a true passion for the field. Participation by BDS recipients in other campus areas, such as BDS Professional's program has led to increased retention.

Build Dakota Scholarship information was shared extensively with Admissions to aid in use as a recruiting tool. Since WDT Scholarships Office does not participate in the scoring, only facilitation of application scoring process, offers to provide feedback on application essay drafts by scholarships office staff has also been an example of quality of student service to help with recruitment efforts.

## **8. FUTURE FOCUS**

- The Build Dakota administration board, program manager and technical colleges will continue to promote and expand technical college industry partner programs.
- Continue to work with technical colleges to increase the quality of applicants and maintain a low default rate.

### **Comments from technical colleges regarding individual goals for Build Dakota on each campus:**

#### **Lake Area Technical College:**

Build Dakota is an amazing opportunity for industry looking to "grow their own" pipeline of talent – whether upskilling current employees or pursuing new employees right in their own backyard. Additionally, it has been a great conversation starter in all of our programs around how industry can develop relationships with local students, parents and educators.

We also encourage community leaders to engage youth in developing a plan that includes a commitment to return to their hometown after receiving their training through a technical college.

Lake Area Tech is an industry-facing technical college; industry is at the heart of everything we do. Build Dakota provides an additional opportunity to continue this relationship building between education and industry.

The Build Dakota opportunity has become integrated across our entire organization:

- Business Partner Specialists “market” to businesses
- Foundation continues its role as scholarship administration and execution
- Marketing/Student Services continue integration of BDS into student recruiting programs and materials
- Admissions Specialists “market” to students regarding programmatic and career opportunities
- And, for students (and industry) not involved in Build Dakota eligible programs; we adapted the Build Dakota scholarship/employment concept through our Workforce Scholarship program.

### **Mitchell Technical College:**

MTC will see growth in our Diesel Power program with the expansion to our Nordby Trade Center. We will seek additional Double Edge partners to help fill an expanding program.

We will work with companies to “look within” for future employees. This could be current employees that need a skill to take a promotion in a high need area or a family member of an employee. We feel that having the additional link to an industry partner will push the success rate even high.

### **Southeast Technical College:**

Since President Robert Griggs’ tenure began in 2016, a top priority for Southeast Technical College has been involving business and civic leaders through industry sector breakfasts. Although COVID-19 meant “pausing” these events, our Foundation has rebooted efforts on this front and hosted a handful of sector breakfasts in the last year. The goal of these events is to engage industry in a setting that allows for open discussion regarding their greatest needs. From these discussions, two new programs that are Build Dakota eligible have emerged: (1) Dental Assisting (new for Cohort 8), and (2) Paramedic Science, as previously mentioned.

In addition, our Foundation successfully concluded a capital campaign after raising more than double its goal. With an initial target of \$6.2 million, the three-year New Opportunities in Workforce Development (NOW) campaign launched in fall 2018 and ended on Dec. 31, 2021, after raising more than \$13 million in new pledges and gifts. This includes more than 1,300 individual gifts from more than 300 donors. The NOW campaign’s four goals were as follows: (1) Grow industry sponsors and scholarships to support an increase in enrollment; (2) Fund needed support services to significantly improve recruitment and retention of first-generation and diverse students; (3) Strengthen industry connections, apprenticeships, internships, and annual unrestricted funds to meet industry needs; and (4) Financially support the new renovation for the Veterinarian Technician and Dental Assisting programs, as well as other smaller projects.

As corporations continue to grow their operations and struggle to meet their workforce needs –they seek “front door” access to Southeast Tech, our resources and, most importantly, our graduates. Build Dakota is almost always part of these discussions, and Paula Hawks, our Career Services Coordinator, plays a critical role of this process facilitating industry sponsorships and coordinating 13 Career Fairs annually.

Ongoing goals for Southeast Tech’s Build Dakota program include the following: (1) strive for 100 percent of Build Dakota students sponsored; (2) Increase the number of businesses who sponsor students; (3) Remain consistent with holistic advising of Build Dakota Scholars and having them assigned/tracked by one Student Success Advisor; and (4) Moving to a tiered sponsorship model for industry sponsors. For the first six years of Build Dakota, Southeast Tech’s financial commitment from sponsors remained unchanged. With the ongoing support for the Build Dakota program by Mr. Sanford, First PREMIER, and the Governor’s Office, STC evaluated its sponsorship requirements and realigned them, so businesses are more closely providing a 50% match depending on the programs they sponsor.



### **Western Dakota Technical College:**

We will be improving our Build Dakota Scholarship program by focusing on

- Refining integration of interviews into BDS Selection process
- Utilizing the new Scholarship Outreach Specialist to increase applicants while Asst. Director of Scholarships implements strategy to increase Industry Sponsors
- Guide BDS Recipients participation into WDT Professionals Program to aid in enhancement of soft skills employers are seeking

Strategies will be developed to increase percentage of potential applicants for Build Dakota Scholarship that follow-through and apply for the scholarship.

### **Comments from technical colleges regarding industry demand vs number of viable applicants:**

#### **Lake Area Technical College:**

Our application pool for certain program areas, such as health care and advanced manufacturing, struggles to meet the demand expressed by our industry partners each year. We have made this same statement for the past four years: “for every precision machining student attending Lake Area Tech, there were three to four companies willing to provide a full ride scholarship and generous job offer.” In the upcoming cycle; we are seeing the continued need across all of our Build Dakota programs. Each year, it’s always a puzzle to have the “right” number of applicants and the “right” number of companies wanting to interview them to earn a full-ride scholarship.

In Cohort 7, Building Trades Technology applicants were scooped up very quickly.

We never make any promises when working with interested partners; however, we work hard to assist in the partnership recruitment and interview process. We always award our Stretch the Million (STM) partners’ requests first. We will then award scholarships to students who do not have a partner based on program capacity and other identified goals through the use of our rubric system.

#### **Mitchell Technical College:**

Mitchell Tech has increased enrollment in several of our Build Dakota programs. Enrollment waitlists are common in our Electrical Construction & Maintenance, Welding/Manufacturing, Architectural Design and Building Construction, Diesel Power, Radiologic Technology and Nursing programs. Industry demand in many of the same program areas is at an all-time high. Employers at our job fair have commented on the high-quality employees they have hired out of Mitchell Tech. The statement is, “how can we get 5 more”. Mitchell Technical College continues to struggle to get industry partners in the Information Systems IT area. Many of our graduate’s work in government, banking or educational settings, most entities are not willing to enter into a financial partnership. Due to the lack of employer commitment in this area, we have lowered the scholarship numbers in Information Systems.

Over the past seven years we have seen an increase in the number of industries seeking students to partner with. Build Dakota has helped increase the number of scholarships we award through our Workforce Recruitment Program. Employers who need to hire from our non-Build Dakota programs are utilizing WRP to stay competitive in hiring.

### **Southeast Technical College:**

As of March 2022, our state's economy remains strong. In fact, South Dakota was the only state that did not post any loss in cumulative revenue since the start of the pandemic through February 2021 compared to the prior 12 months, according to the Pew Trust. Furthermore, WalletHub ranked South Dakota first in economic recovery from the pandemic.

With Sioux Falls' thriving economy, low unemployment rate (2.8% as of Jan. 2022; S.D. Dept. of Labor & Regulation) and affordable quality of life, the city ranks at the top of many places to live, including the following: Policy Genius placed Sioux Falls in the top five of their list of Best Cities for Young Professionals in 2022; GoodHire compiled their research to determine the top 155 most affordable cities in the U.S. for 2022, and Sioux Falls came in at the top spot; and more accolades can be viewed at <https://www.experiencesiouxfalls.com/about/media/accolades>.

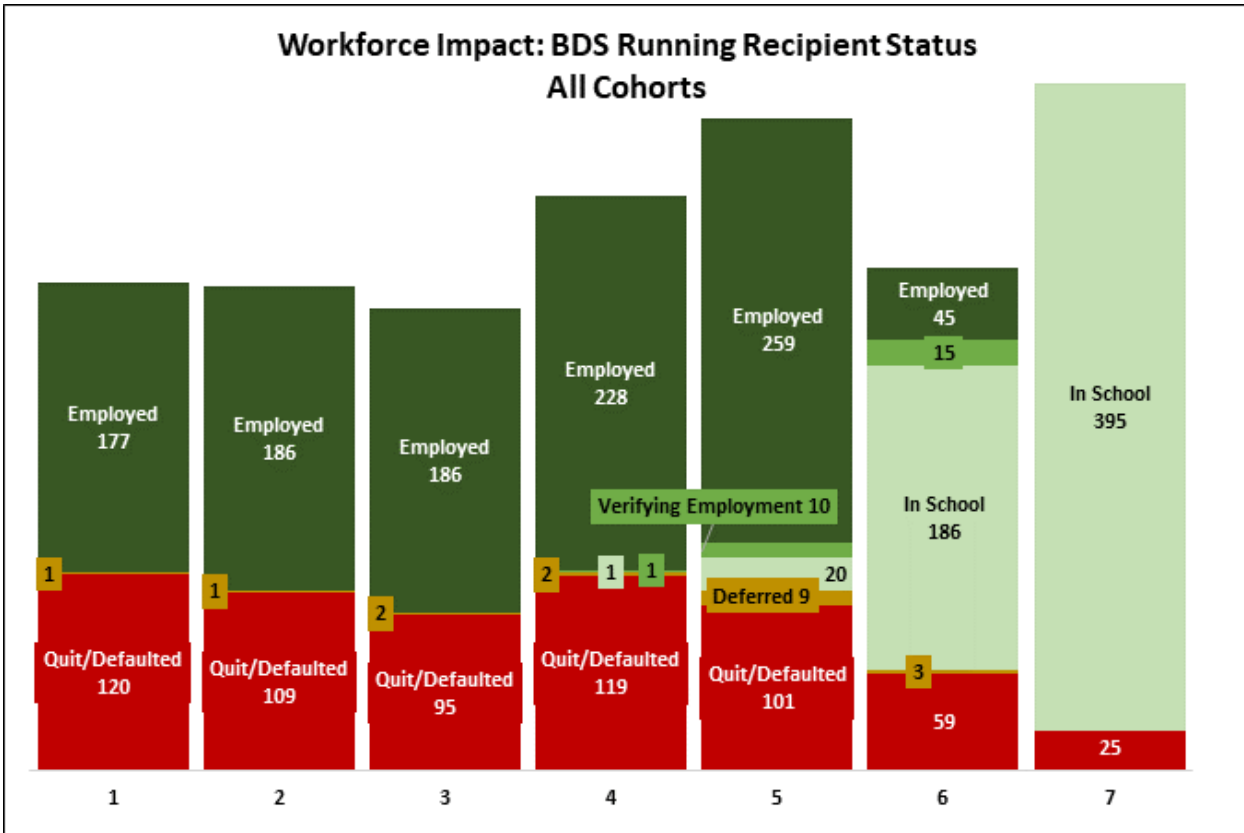
This means our industry partners want more Southeast Technical College graduates! We have more than 500 industry leaders representing nearly 300 companies and organizations that sit on one of our 32 academic advisory boards. Our graduate outcome rate is 99%, and 40 of our programs boast 100% placement. Even before the pandemic, the request for more graduates was common, but now several industry partners are anxious to hire to keep pace with inflation and market demands.

For this reason, Southeast Tech continues to explore ways to expand programming pathways for students and to increase capacities in our most popular programs. Some of these new efforts include launching a Human Resources Management AAS, a Risk and Investment Management Diploma, an Allied Health Certificate, and a Mechanical Systems AAS. The latter associate degree allows for our plumbing students in a diploma program and our HVAC students in a diploma program to combine the two and earn their AAS. This stackable option provides students programming options and better meets industry demands.

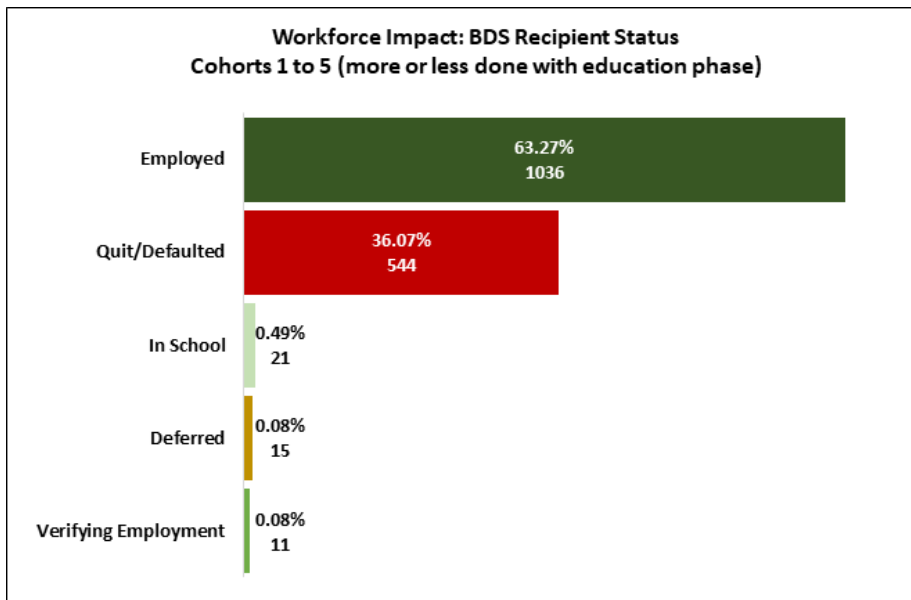
### **Western Dakota Technical College:**

Healthcare fields, especially nursing, are in very high demand. We have also seen an increase in industry sponsors for our Automotive Program BDS recipients, indicating an increase there as well.

9. COHORT SNAPSHOT- March 2022



- (Dark Green) Currently employed or employment obligation completed.
- (Orange) Employment obligation deferred.
- (Light Greens) Graduated and going through the verification process or still attending school making progress towards completion.
- (Red) Currently in debt conversion or repaid funds in full directly to the school prior to converting to a debt. All repaid funds are recycled into future scholarships.



## 10. STUDENT SUCCESS STORIES FROM THE TECHNICAL COLLEGES

### Lake Area Technical College:



#### **Htoo Paw, Cohort 4 Medical Lab Technician**

**"She is a very valuable part of the lab team.**

She works independently in all the lab departments including Chemistry, Hematology, Urinalysis, Microbiology and Blood Banking. She also competently helps to orient new employees in the lab.

She has worked in all different shifts in the hospital lab, and helps care for patients in the ER, on the floors as well as outpatients. **We are very grateful to have her."**

– Ruth Anne Brott, Lab Director  
Huron Regional Medical Center



### **Q&A with Htoo**

What do you like most about your job?

**I like the environment where I'm working**

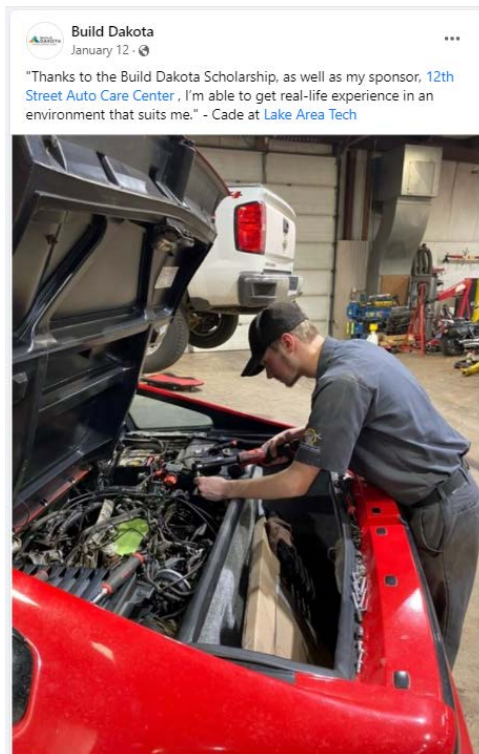
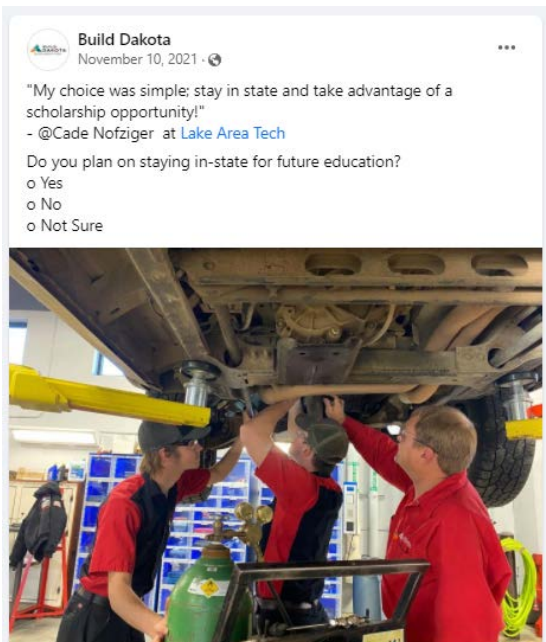
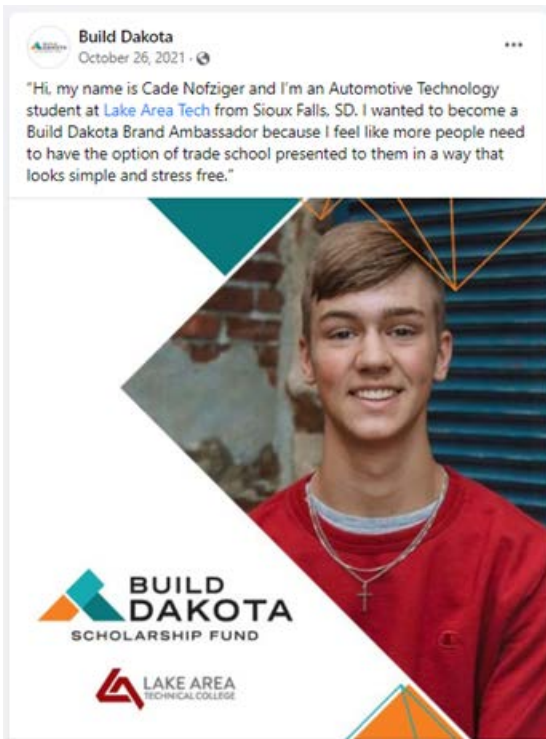
How has the Build Dakota Scholarship impacted your life?

**It decreased my financial strain so I could focus on my education**

Would you recommend others pursue this scholarship?

**Yes**

**Cade Nofziger, Cohort 6**  
**Automotive Technology**  
**Industry Partner: 12<sup>th</sup> Street Auto, Sioux Falls**





**Mitchell Technical College:**

***Colton Spader, Electrical Construction & Maintenance 2022 Graduate***

As college drew nearer, I received a call saying that I had been selected for the Build Dakota Scholarship. That was VERY exciting news to me! I gratefully accepted it and it changed my life. Having the Build Dakota Scholarship has allowed me to stay relaxed through college due to not having to worry about paying for college or working extra hours to help pay for it. Having this scholarship has motivated me to keep good grades and show up to every class on time so that I did not risk losing it. Having good attendance and good grades is very important to me. Having this scholarship has made me push myself beyond what I knew I could accomplish, and for that I will be forever grateful that I was selected for this scholarship. Thank you!

Being awarded the Build Dakota scholarship has meant so much to me throughout the two years I have attended Mitchell Technical College. Coming into college, I was worried about how I was going to be able to pay for college. I was really hoping that I would be awarded the scholarship so that I did not have to find a job during college. I wanted to have my free time to study and keep my grades up as well as have time to make some new friends and go hunting. I Was selected to be in a commercial to represent the ECM program. It was cool, and I was honored to do so.

Going forward with my job search, I am better prepared for the Electrical Construction and Maintenance field. I have learned so much throughout the last two years in my program. I have challenged myself and pushed hard to excel and get good grades. I have also taken in as much information and knowledge as I possibly could. I am ecstatic that I selected the electrical program here at Mitchell Technical College, and even happier it happened to be a Build Dakota program.

***Dillan Kostrzewski, Telecommunications (WiFi & Broadband Technology) 2020 Graduate***

I graduated from Telecommunications in 2020 and received the Build Dakota Scholarship. I was having a hard time deciding what program I wanted to be in and receiving this scholarship helped me make that decision. I enjoyed my time at Mitchell Tech and really feel like the Telecommunications program fit me well. When I was a student, I was excited to graduate and work in the Telecom Industry. Now I have been employed at Vantage Point in Mitchell, SD for 4 years. I worked there 2 years while I was a student and I have been there ever since! Build Dakota provided a scholarship and great career!



***Karter Moschell, Electrical Construction and Maintenance, Class of 2023***

I would like to start this essay off by expressing my sincere gratitude to the Build Dakota program for providing me with the means to have a more stress-free and seamless transition into my college career. The support I have received has been immensely helpful and I will be forever grateful for the opportunity I have been provided with.

While I have received the great gift that is a debt-free college tuition, I have still decided to maintain an occupation while attending school. Not having to worry about school expenses along with others such as rent and internet has allowed me to get a head-start in building my own wealth while furthering my education. This has allowed me to build a healthier and stressless relationship with college life as well as the transition into my adult life. Many students can become overwhelmed by the weight of their tuition and other expenses while also entering their adult lives and I am thankful that I am able to minimize this stress through Build Dakota.

In truth, the idea of college had become an increasingly scary idea prior to receiving this scholarship. Looking at my financial standing and the overwhelming idea of accumulating student debt had left me hesitant to pursue further education. Receiving the Build Dakota scholarship lifted an unimaginable weight from my shoulders and renewed my desire for further education. While college has not been without its fair share of trials and tribulations, I know that college without this scholarship would have been a new kind of challenge all together.

I would like to end this essay by reinstating my gratitude to the state of South Dakota and the Build Dakota program itself for providing me with this once in a lifetime opportunity. My family and I are forever grateful to this great state, and I plan to give back to South Dakota for as long I can for supporting me through this ever-changing time in my life. My name is Karter Moschell, and once again, thank you.

**Southeast Technical College:**



**Brycen Zephier**

*Plumbing – sponsored by the Yankton Sioux Tribe*

*Highlight: A Dream Becomes Reality for Military Vet*

After high school, Brycen Zephier, joined the National Guard. His Military Occupational Specialty (MOS) was plumbing. Still, post-military, he knew a diploma coupled with his MOS would mean greater job opportunities. Enter Southeast Technical College’s renowned plumbing program, Build Dakota, and the Yankton Sioux Tribe.

“To me, Build Dakota means opportunity,” Brycen explained. “It has given me a chance to do something meaningful and important. The impact is huge not only for me but for my community. Receiving this scholarship means I can go back home after college and help my community (Wagner, S.D.) and tribe since we do not have many plumbers.”





**April Jenson**

*LPN – sponsored by Sanford Health*

*Highlight: A Dream Becomes Reality for Single Mom*

Student success stories like April Jenson's, age 40 and a single mom, are plentiful at STC. April, who worked in the medical field for years, decided nursing school would be too difficult while raising her children and working full-time. So, she became a Medical Assistant but never felt fulfilled. This went on for years. Then, she applied for Build Dakota.

"When I found out my employer sponsored me, I broke down," April said. "My children understand I need to do homework and go to class, and they are my biggest cheerleaders. I have rented my entire life, and my dream is to buy a home. My kids will be grown by the time this happens, but I will have a backyard for my grandchildren."

**Western Dakota Technical College:**



I received the Build Dakota Scholarship this last May, and it has been the biggest blessing, and not even in terms of having free money. This scholarship has pushed me to continue having great grades and has given me opportunities that I would not have had without this blessing. Living in Rapid City, housing is hard, managing full-time school and full-time work to get by is hard, managing and maintaining a car is hard, and above all, still maintaining my family life is hard. The Build Dakota has lifted a huge weight off my shoulders; school is one less bill I must worry about, and instead, I can focus on being successful in college and in life. Thank you to everyone who has supported me and thank you to the Build Dakota Scholarship.

- Jasmine Hiatt, Paramedic

The Build Dakota Scholarship has been so great for me! I knew I wouldn't be able to work full time, pay for school, and everyday bills, as well as take on the RN program. Receiving this scholarship, instead allowed me to greatly reduce my work hours so I can concentrate more on my classes. I also know I have a great Organization investing in my future, PLUS guaranteed a job for 3+ years as soon as I graduate. I couldn't be more grateful!

-Lindsey H. Class of May 2022 LPN to RN program

