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## **OneWorkSource Creates New Web Series**

### *“North Country Works” Goes Live*

**(Plattsburgh, NY, August 2020)** – “The ‘North Country Works’ web series is the collaborative brainchild from the staff at the North Country Workforce Development Board (NCWDB).” - Joshua Kretser, North Country Workforce Development Board/OneWorkSource. The NCWDB recently launched the “North Country Works” web series on the OneWorkSource YouTube channel.

The “North Country Works” web series features best practices from the OneWorkSource such as current tips for applying for Unemployment Insurance as well as other helpful information from the staff at the regional OneWorkSource centers. Viewers will also learn firsthand from regional workforce professionals regarding what they are looking for in their workforce as well as trainings being offered. The “North Country Works” web series will also feature testimonials from clients who have utilized OneWorkSource services.

“The videos are an additional communication tool for our customers so they can familiarize themselves with services offered at the OneWorkSource Centers, especially now that our services are only offered by appointment due to the pandemic,” said Sylvie Nelson; Executive Director, North Country Workforce Development Board.

“With unemployment levels at an all-time high, this virtual information and access to services, provided in the “North Country Works” web series, is more important than ever. Businesses and organizations worldwide have been finding creative solutions to provide their services to their communities. The ‘North Country Works’ web series allows OneWorkSource staff to continue to assist residents of the Adirondack Coast with employment related solutions at a time when they are needed most,” Kretser said.

The “North Country Works” web series will connect residents in the Adirondack Coast region to employment training in new fields through the OneWorkSource as well as grant opportunities to pay for certifications, degrees and other supportive services. The web series will also connect those looking for employment with valuable employment information from the region’s top workforce professionals. As a new workforce landscape is forged in this region, tune in to “North Country Works” to stay informed about employment and training opportunities and trends as well as what Adirondack Coast employers are now looking for in their workforce.

“Once the OneWorkSource Centers were forced to close, due to the COVID pandemic, we wanted to find a way that we could continue to assist the residents of the Adirondack Coast region. Since many people have been mostly confined to their homes, we thought that if residents were unable to access the expertise of our OneWorkSource staff in person, then we would provide our services to them via the web,” said Kretser

This is made possible thanks to the North Country Workforce Development Board (NCWDB) the organization responsible for workforce development services in Clinton, Essex, Franklin and Hamilton counties. The NCWDB connects business, government, high schools, higher education, labor and community organizations to create innovative workforce and education solutions. It is the connection between education and workforce, between school and career and between classroom and the workplace. The NCWDB initiatives thrive on the synergy created when business and community needs overlap. The result is a win-win situation: Businesses develop the workforce they need, and Adirondack Coast residents gain access to career opportunities and higher incomes. As a workforce intermediary, the NCWDB convenes local leadership around education and workforce priorities, brokers employer partnerships, connects youth and adults with education and employment opportunities and measures program impact in terms of both quality and scale. The NCWDB provides employment-related services to local businesses and job seekers through a network of region-wide OneWorkSource Career Centers. Businesses look to the OneWorkSource Career Centers for skilled employees, expertise in job training and supportive services. Job seekers, both adult and youth, receive referrals and placement in quality jobs, education and training programs. Established under the Workforce Investment Act, the OneWorkSource centers bring employment and training services to one location, making it easier for job seekers to find gainful employment and for employers to find trained employees. The OneWorkSource Career Centers’ services include providing a list of job vacancies, career options, relevant employment trends, instruction on how to conduct a job search, how to write a resume, how to interview with an employer as well as referrals to training programs. The OneWorkSource centers are required to meet the needs of job seekers (including people with disabilities), provide career development services for youth and adults and support to employers in recruiting, staffing and training a viable workforce. While services are coordinated centrally, they are delivered through a network of organizations ranging from community-based non-profits to governmental agencies to vocational schools, community colleges and universities.

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If you would like more information about this new initiative, please contact Joshua Kretser at (646)-229-8986 or by email at [josh@oneworksource.com](mailto:josh@oneworksource.com).