



**FOR IMMEDIATE RELEASE:**

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***North Shore Workforce Investment Board Announces  
New Approach for Delivering Career Center Services for  
Jobseekers and Employers***

Lynn- January 20, 2015-The North Shore Workforce Investment Board (WIB) today announced a new approach to help local residents find quality jobs and companies fill job openings which require an ever increasing skilled labor market by expanding the outreach of the services provided by North Shore Career Centers into the community.

After reviewing data on successful approaches for placing job seekers, the WIB has determined that training or re-training almost guarantees job seekers with job placement upon completion.

In order to increase funding for training programs the WIB will implement "Access Points for Workforce Development", a program that builds partnerships with local public and non-profit organizations to provide career center services within their facilities. By bringing services directly into community locations, the WIB and career centers will expand outreach to job seekers and companies on the North Shore and ensure the delivery of high quality career counseling and workforce training opportunities.

Expanding Access Points for Workforce Development locations will enable the WIB to consolidate the North Shore Career Centers of Lynn and Salem into one location in Salem, saving approximately \$200,000 in overhead costs.

Nancy Stager, Chair of the WIB, thanked Access Points for Workforce Development partners for joining in this work. "Our entire community understands the importance of work to the health of our society. By joining together with other community members to get more people to higher paying and more stable jobs we can make the entire north shore region stronger and more productive well into the future," said Stager

Services available at Access Points for Workforce Development will include some or all of the following:

- \* One to three career center staff people to work directly with constituencies, staff and others in their community, for a specified, pre-scheduled time block each week.
- \* Career Assessment services including interest, ability and, academic assessment information, as well as skills analyses guidance, all designed to provide job search focus for customers.
- \* Periodic job seeker networking groups and/or workshops available to host agency clients/customers/patrons and greater community on topics such as social networking, resume writing, interviewing preparation, job search techniques, wage and salary negotiations providing on-site high value content to area residents.
- \* Financial and related assistance in choosing, enrolling into, and completing training activities leading to better employment prospects in the region's growth industries.
- \* Job placement and follow-up assistance providing constituents/customers/patrons with access to current job listings and information critical to becoming a competitive candidate for these opportunities.
- \* Information and potential involvement in WIB and Career Center sector initiatives.

In addition, job seekers and companies may visit:

The North Shore Career Center of Salem  
70 Washington Street  
Salem, MA 01970

***Access Points for Workforce  
Development  
Currently Open:***

Action, Inc.  
Gloucester

5 Pleasant Street Monday - Thursday  
8:30 AM to 5:00 PM

Lynn Housing Authority Family Success  
Center

20 Wheeler Street, 2nd Floor, Lynn  
Monday & Wednesday 8:30 AM to 5:00 PM

Beverly Council on Aging,  
Kiosk for Living Well,  
90 Colon Street, Beverly  
1st and 3rd Tuesdays  
10:00 AM to 11:30 AM

***Coming February 2015***

North Shore Community College  
Lynn Campus  
Room LW-131  
Monday - Thursday  
8:30 AM to 5:00 PM

North Shore CDC  
102 Lafayette Street, Salem  
Time to be determined

***Coming Winter 2015***

North Shore Community College  
Cummings Center Campus, Beverly

Peabody Institute Library of Danvers  
15 Sylvan Street, Danvers

Peabody Public Library of Peabody  
82 Main Street, Peabody

***Due to the transition to a new  
service delivery system, no services  
will be available in the Career  
Centers or Access Points on January  
30<sup>th</sup> or February 2<sup>nd</sup>. Scheduled  
services will resume at the North  
Shore Career Center in Salem and  
currently open Access Points  
beginning February 3<sup>rd</sup>.***