



News Release  
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## **Williston Area Career Expo November 19**

Williston, N.D. – Williston High School (WHS) will be hosting the [Williston Area Career Expo](#) on Friday, November 19 from 8 a.m. until 2:30 p.m. The expo is designed to help students explore post-secondary routes such as two- and four-year colleges and universities, registered apprenticeship programs, industry certifications and other pathways.

One of the newest ways to discover potential career paths is through interactive 360/VR job shadow experiences. WHS, Devils Lake High School (DLHS) and Be More Colorful, an immersive media agency, have partnered to create 12 videos about in-demand careers in North Dakota. The pilot project was funded with help from the Perkins V Innovation Grant obtained by both WHS and DLHS.

“Williston High School applied and was awarded a Perkins V Innovation Grant that allowed Be More Colorful to film, interview, and produce 360 degree/interactive videos about careers,” said Haley Jeannotte, WHS Career Development Counselor. “The purpose of the grant was to foster innovation in career and technical education programs and promote career pathways, exploration and interest.”

Be More Colorful produced six videos in Williston and six in Devils Lake. The videos offer a job shadowing experience with a video game feel.

“Career View XR (extended reality) is an immersive and interactive platform that allows students and career seekers to get engaged with high demand jobs in North Dakota. It’s been a project that’s been about two years in the

making,” said Matt Chaussee, CEO of Be More Colorful, a Fargo-based company.

The Williston companies that participated in the project include Creedence Energy Services, L&K Electric, FCI Constructors, Inc., General Equipment, Advent Plumbing and Industrial Equipment Supplies and Service, Inc. The videos feature careers such as petroleum engineers, plumbing and diesel mechanics.

“The ultimate goal is to build up this library of content so that other states want to license it and use it. That will provide a revenue stream for us, but guess what, it’s North Dakota employers being featured in other states that we want to draw to North Dakota,” said Chaussee.

Be More Colorful is attending the Career Expo along with many other businesses and industries. The expo will run until 2:30 p.m. at WHS.