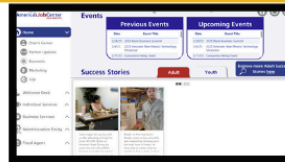




# Workforce Connection of Central New Mexico WORKFORCE BRIEFING

Explore the full dashboard  
for more insights



## Chair Comments

### WCCNM CAN HELP YOU FIND A JOB

If you are looking for a new job because of a change in your employment status or you want to take your career a different direction, Workforce Connections of Central New Mexico (WCCNM), provides several services to help you find a job, including:

- One-on-one guidance with a knowledgeable job counselor
- Lists of employers and current job openings
- Job Fairs with local businesses that are actively recruiting

WCCNM also offers "Career Readiness" workshops" including "Resume Writing" Wednesday afternoons from 1:00-3:00 pm and "Computer Basics" Friday mornings from 9:00 to 11:00 am. For more information, visit: <https://www.wccnm.org/>. Some of our community partners can be of assistance too, including:

- Goodwill offers free GoodSkills workshops at: <https://www.goodwillnm.org/goodskills-classes.html>
- CNM offers over 200 degree and certificate programs and 90 scholarship options at <https://cnm.edu/>

Alternatively, if you want to "create your own job," by starting a new business...

- The UNM Rainforest offers 50+ online webinars as part of their Entrepreneurial Capabilities Certificate Program at <https://innovations.unm.edu/> to help you create a business plan and market your new products and services.
  - I also host a free website, [www.nmnetlinks.com](http://www.nmnetlinks.com), with 3,600+ links to business resources including the "New Mexico Entrepreneurial Ecosystem" list with 500+ links to small business resources under the "Small Business" tab.
- Good hunting!

Stacy Sacco, MBA  
Chair, WCCNM Board  
Principal, Sacco Connections LLC

## Partner Updates

We have lined out a process with Job Corps – Albuquerque on a new process that has been mandated for us to follow. Going forward, Job Corps exiters, students that did not complete their program will now be referred to the America's Job Center – Albuquerque. This will work by utilizing the "My Hub" Intranet Referral System. Job Corps staff has been trained on how the referral page works. The Operations team will receive the referral and will forward to the appropriate partner to make contact with the student. The AJC staff was informed of this initiative in the staff meeting on Feb. 27th.

Hiring events are still producing a high turnout of job seekers. The February 12th event hosted 111 jobseekers and 21 employers while the event on the 6th had 142 jobseekers with 17 employers. The AJC – Albuquerque office also held an event on February 28th in response to Federal Employee layoffs. With only 11 employers, the AJC hosted over 250 jobseekers, with 70 of those individuals being formal federal employees. During this event, there were over 40 interviews conducted and several job offers made.

## Upcoming Events

Date

Faith Based Healing In-Person Conference	4/4/25
2025 Innovate New Mexico Technology Showcase	3/4/25
2025 Black Business Summit	2/28/25

## Economic Overview

New Mexico's unemployment rate held steady at 4.4% in December 2024, up from 4.0% a year earlier and slightly above the national rate of 4.1%. Over the year, nonagricultural employment grew by 13,100 jobs (1.5%), with private-sector gains of 11,700 jobs (1.7%) and public-sector growth of 1,400 jobs (0.7%). The health care and social assistance sector led job expansion, adding 5,400 positions (4.4%), followed by leisure and hospitality (+2,700 jobs) and mining and construction (+2,600 jobs). Albuquerque added 5,000 jobs (1.2%), driven by growth in health services, construction, and manufacturing. Las Cruces and Santa Fe saw moderate job increases, while Farmington faced job losses primarily in the public sector.

## BUSINESS SERVICES:

3,208

Total number of  
Distinct Individuals  
Receiving Services

1,144

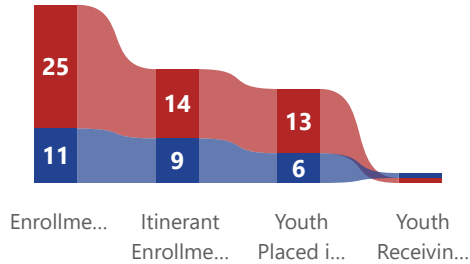
new clients were  
registered in the  
NMWC online  
system

15,303

Total number of  
services provided  
to individuals

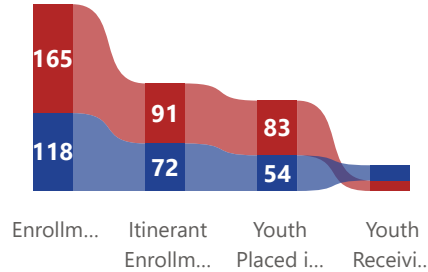
### Total monthly by PY

PY ● PY 23 ● PY 24



### Cumulative by PY

PY ● PY 23 ● PY 24

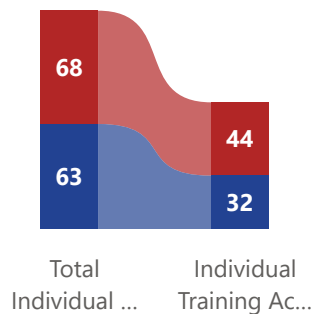


## YOUTH TRAINING PROGRAM

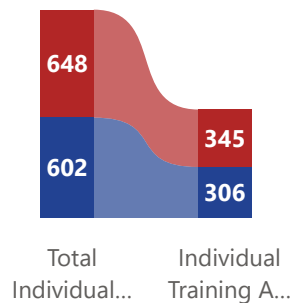
In February 2025, the Youth Training Program maintained a caseload of 483. The left graph compares February 2025 data with the same month in PY 23, while the right graph shows cumulative figures. The MIS Data Coordinator position is vacant after Raquel Ramirez's resignation, and two Youth Development Practitioner roles remain open. Hiring is ongoing. The program is partnering with IntelliTec, Presbyterian Healthcare, and Goodwill Industries to expand youth opportunities in automotive and healthcare.

[Click here to explore our success stories](#)

### Total monthly by PY



### Cumulative by PY

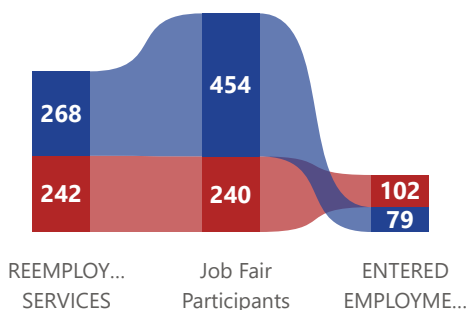


## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

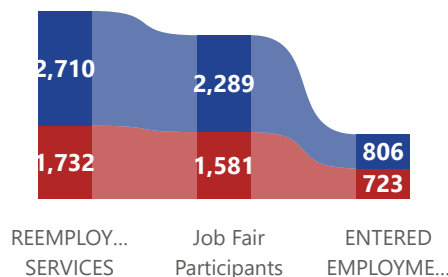
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares February 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for February 2024 against the cumulative data for the previous program year (PY 23).

[Click here to explore our success stories](#)

### Total monthly by PY



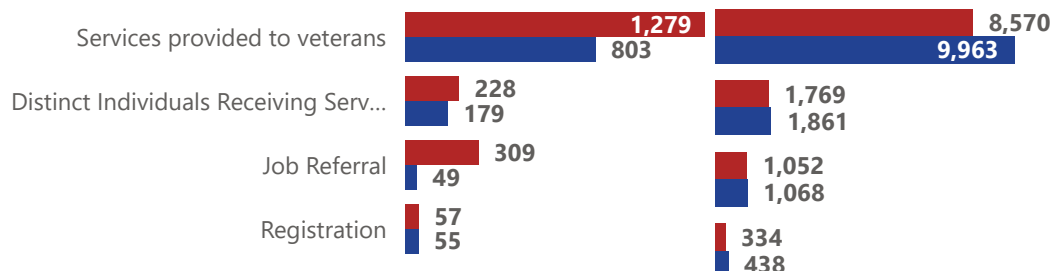
### Cumulative by PY



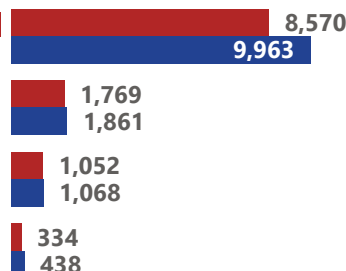
## EMPLOYMENT AND CAREER SERVICES

The graphs depict participant engagement in various job seeker services, including UI Reemployment services, job fair participants, and successful employment entries. The left graph compares February 2024 with the same month in the previous program year, while the right graph illustrates cumulative data from July 2024 to February 2024 against the previous program year (PY 23).

### Total monthly by PY



### Cumulative by PY

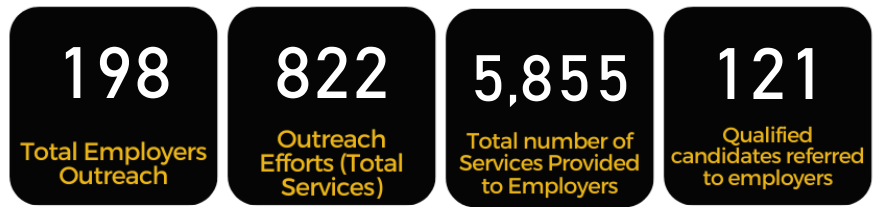


## VETERANS SERVICES

The graphs illustrate comprehensive veteran services, including the total services provided, the number of veterans receiving services, registered veterans, and internally referred veterans. The left graph compares January 2024 with the same month in the previous program year, while the right graph illustrates cumulative data from July 2024 to January 2024 against the previous program year (PY 23).

## BUSINESS SERVICES:

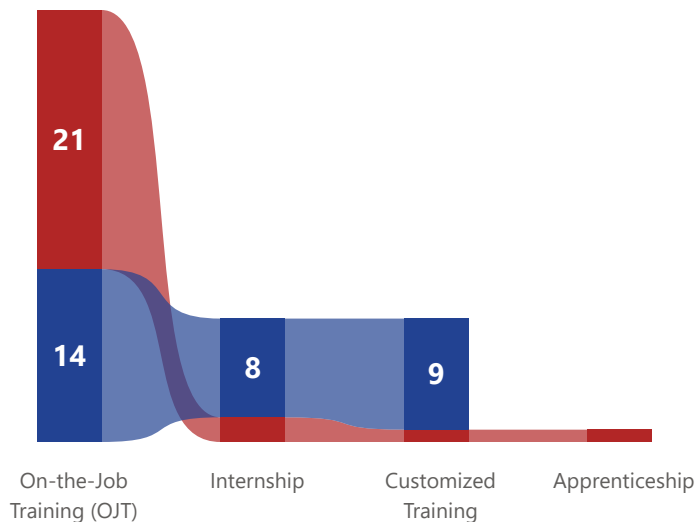
The business team from Training programs and Career Services reached out to 159 employers in **February 2025**, offering a total of 781 services, including promotional calls, on-site visits, and job fair services. Additionally, 121 qualified candidates were referred to these employers. In total, 5,855 services were provided to employers through the Career services and Training programs.



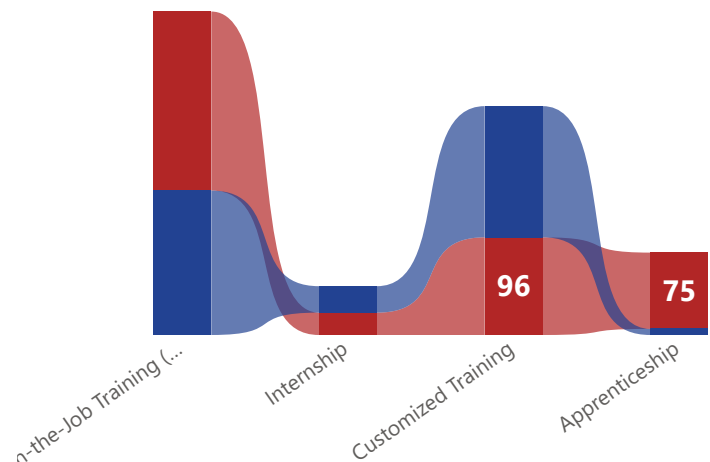
## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

The graphs illustrate the total services provided to businesses. The left graph compares **February 2025** with the same month in the previous program year **PY 23**. The right graph shows cumulative data for **February 2025** against the cumulative data for the previous program year **PY 23**.

Total monthly by PY



Cumulative by PY



## MARKETING UPDATES FEBRUARY 2025

Marketing projects have focused on further website improvements and working with program managers to add new content and update existing content on multiple pages. This includes a new Privacy Policy added and improvements to the Video Learning Library.

New Digital "Flipbooks" were created for social media to increase follower engagement and drive traffic to our website. Current metrics show that these visual assets (educational eBooks) are doubling social media engagement (Likes, Comments, Shares). We will continue to create more digital educational eBooks and reach out to partners for the best subject matter to promote. These are educational eBooks are more easily shareable, downloadable as PDFs from our website, available to view digitally in the Lobby and at events, emailable, and additionally make use of existing WordPress technology plugins that were purchased for sharing information in a more visually appealing way.

February's Rio Rancho Hiring Event was a record-setting success with over 150 job seekers in attendance. To drive traffic to the event multiple videos and social media campaigns were created which showcased specific employers and career opportunities that would be available at the event that day. Exit interviews showed that a significant percentage of job seekers heard about the event through social media channels specifically.

The wise investment in the Formsie registration process for hiring events and quick QR Codes at the registration table was evident by having just 2 staff members (down from 4) sit at the table and successfully register 150 job seekers onsite with ease. Automatic emails were set up to debrief DWS staff which included job seeker data that we intend to use for future email marketing and possibly text message (SMS) marketing in the next few months.

In February, a wide variety of videos on social media were produced such as an overview of Veteran Services, Rio Metro Transportation's Low Income Work Transportation Program, The Five Sandoval County Indian Pueblos Job Openings, three big Albuquerque hiring events, Work From Home opportunities, Apprenticeship Day at the Roundhouse, local employer spotlights, and advertising the Torrance Counties & Sandoval Counties Farmworkers Jobs Programs through MET.

In preparation for the Statewide "New Opportunities and New Beginnings" Recruitment events, several videos were made including a collaboration with Marketing from DWS to promote the event on multiple channels.

	1900 Follower	41 Posts
	4700 Follower	40 Posts
	680 Follower	7 Posts
	682 Follower	7 Posts
	506 Follower	12 Tweets
	205 Follower	2 Videos
	21 Follower	6 Posts