

# Workforce Connection of Central New Mexico WORKFORCE BRIEFING

JANUARY 2025

issue 16

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## Chair's Corner

### JOB SEEKER SERVICES

Given our ever-changing economy and potential workforce reductions at several national government agencies, now is the time to visit a Workforce Connections of Central New Mexico office to proactively respond to these change. Workforce Connections provides several free services to help you manage your career including:

- One-on-one guidance with a knowledgeable job counselor
- Lists of employers and current job openings
- Free workshops to prepare a winning resume and other documents to improve your chances of landing a job

For more information, visit: <https://www.wccnm.org/> or drop by one of our four conveniently located offices in Central New Mexico.

Stacy A. Sacco, MBA  
Chair, WCCNM Board  
President, Sacco Connections, LLC



## PARTNER NETWORK UPDATES

The America's Job Center Albuquerque started the New Year strong, with the "New You, New Career" Hiring Fair. The event hosted at the Bernalillo County Career Center, had over 20 employers and well over 170 job seekers. There were many interviews conducted, including a handful of job offers. The trend continued with the second hiring fair on January 29th having 17 employers and 116 jobseekers. The Rio Rancho AJC also held their first career fair for the year at Loma Colorado Library. This event gathered over 75 jobseekers, a new record for an event held at this location. We look forward to continued success with our hiring events through 2025 and will continue to adapt to the events to cater to Tier 1 and Tier 2 Business Sectors.

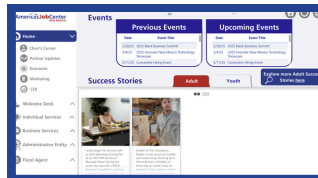
### JANUARY EVENTS

- Jan 14th - Renewable Works Job Fair
- Jan 22nd - Ezee Fiber Hiring Event

### UPCOMING EVENTS:

- Feb 11th - Concentrix Hiring Event
- Feb 28th - 2024 Black Business Summit

Explore the full dashboard  
for more insights



We at the AJC meet with representatives from our partners at Job Corps Albuquerque. This meeting was to discuss the new mandate that Job Corps exiters are required to make contact with the America's Job Center. During this meeting, we ironed out the many different possibilities and scenarios that could take place with this new directive. Together, we came up with a process for communication and referrals between the two partners. In addition, staff from Job Corps Albuquerque will take part in our monthly AJC Central Region staff meetings to education all staff members about their program and this new initiative.

## Economic news:

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.

[Please select the following link for a comprehensive Labor Market Report](#)

# INDIVIDUAL SERVICES:

3,457

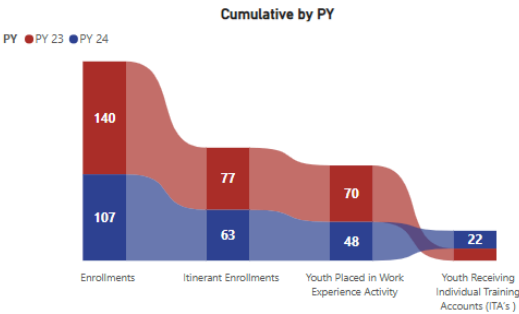
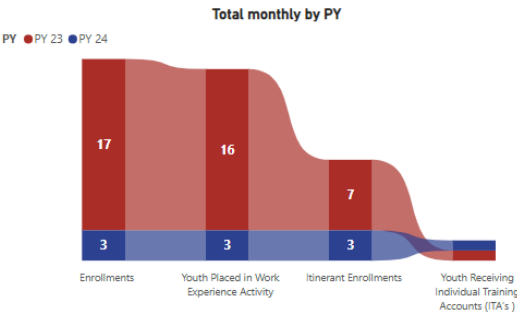
Total number of  
Distinct Individuals  
Receiving Services

1,227

new clients were  
registered in the  
NMWC online  
system

16,698

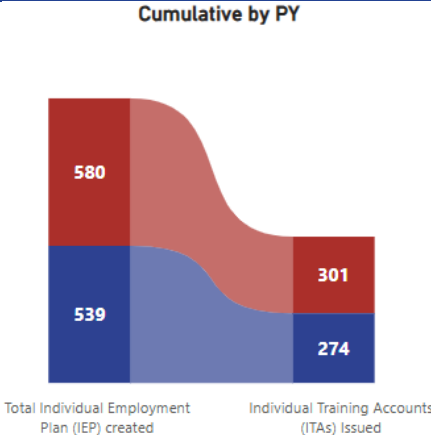
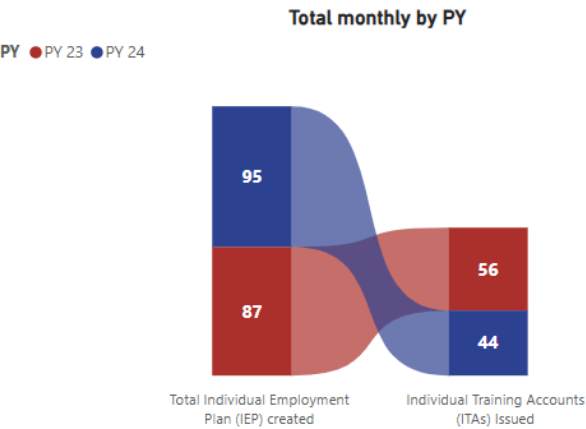
Total number of  
services provided  
to individuals



## WIOA TITLE 1.B YOUTH PROGRAM

In January 2025 (PY 24), the WIOA Youth Program maintained a caseload of 471. The left graph compares data from January 2025 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for January 2024 against the cumulative data for the previous program year (PY 23). Additionally, In January 2024, The Youth Program continues expanding opportunities, securing two employers and a training provider for an Automotive Technician sector partnership. Staff toured Local UA 412's training center to enhance apprenticeship guidance and are actively supporting Be Pro Be Proud and upcoming outreach events.

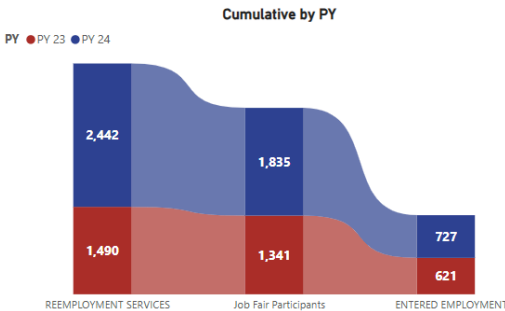
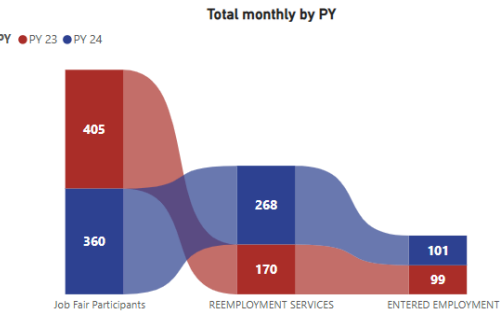
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## WIOA TITLE 1. B ADULT & DISLOCATED WORKER PROGRAMS

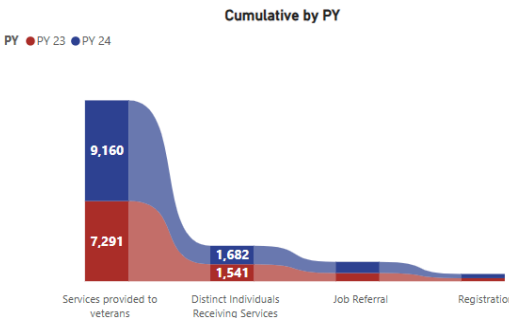
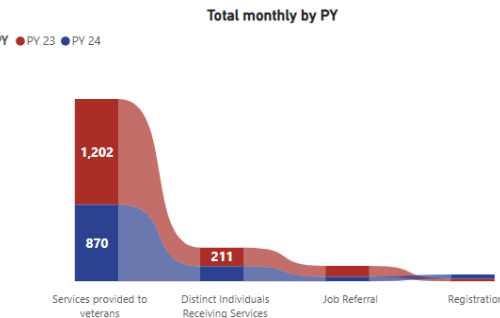
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares January 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for January 2024 against the cumulative data for the previous program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

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



## WIOA TITLE III WAGNER-PEYSER AND EMPLOYMENT & 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 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).

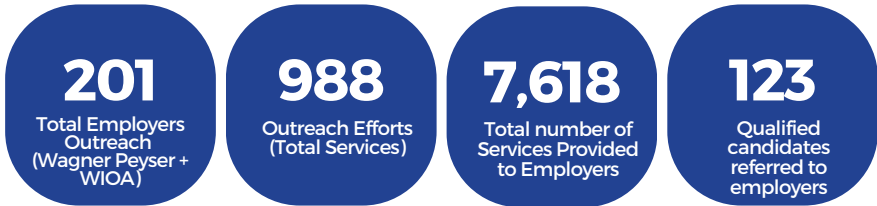


## VETERANS SERVICES

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).

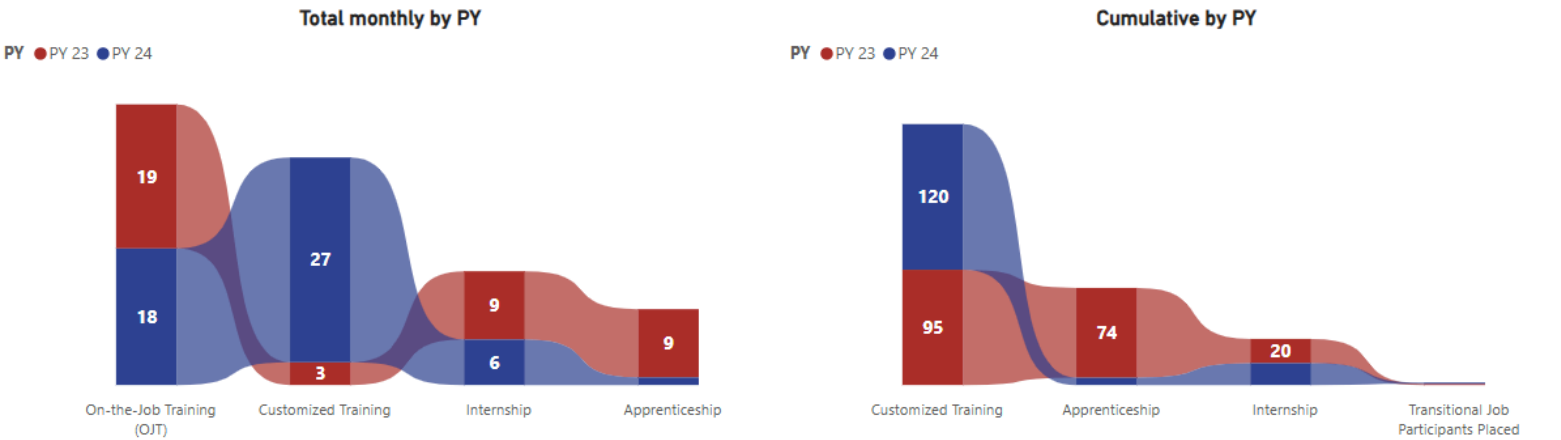
# BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 201 employers in January 2025, offering a total of 988 services, including promotional calls, on-site visits, and job fair services. Additionally, 123 qualified candidates were referred to these employers. In total, 7,618 services were provided to employers through the WIOA and Wagner Peyser programs.



## WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

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



# JANUARY 2025 MARKETING UPDATES



Social media followers on all six channels have now reached 8,585 total followers with a total reach of 36,837 accounts/views in a 30-day period.

Marketing projects have focused on running Facebook ads to attract more job seekers, producing Reels, posts, and carousels; staff training in the software platform HeyGen for making avatars; Canva with new Business Team staff; attending event planning meetings for several events (Rio Rancho Hiring Events, STEM Spring Fling Hiring Event with CNM, and Hiring Heroes events).

I've set up an analytics dashboard on our website called Clarity to track website performance and have given Aymara and Lixmara access. Although Clarity has only been running one month, data shows that our most popular website page is the Job Fairs and Community Calendar which makes me happy that I decided to create this page a year ago. Additionally, our team is working on making this Calendar more useful with timely postings. Additional insights show that most visitors to our website use a mobile phone (60-40). As Clarity runs for a few more months, we shall get better data.

New website pages have been created for both apprenticeship and veterans. Marketing also created custom avatar training/education videos, for purposes of general outreach or for videos to customers in our lobby. Today I added them to our website's newly created JumpStart Your Career Video Series. These avatars are now available for use by all Ops Team staff. I've trained the Apprenticeship Team on how to create an avatar and upload it into Canva for further video customization. The goal would be to train Patricia's staff or Career Services staff to write their own scripts and incorporate avatars for ease of making PowerPoint or AI presentations.

Early January was spent building the Brand and changing all social media channels (and the website) with the new AJC logos. Staff have been trained on where to find the logos in the custom Canva folder I have created. This will optimize work efficiency and help us stay on brand. Additionally, I updated dozens of flyer templates for the staff to use and added the new logos. I also created an easy-to-use "footer" which contains the correct logos and the Stevens Amendment at the bottom. This prevents staff from having to type it out for each flyer and keeps us compliant and on-brand.