

WORKFORCE BRIEFING

DECEMBER 2023

ISSUE 3

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Chair's Corner

BUILD YOUR TEAM FOR GROWTH

Investing in new talent is more than a hiring strategy; it's a growth strategy. Consider Satya Nadella at Microsoft. Nadella started his career at Microsoft in 1992, initially working on Windows NT. Through dedication and original thinking, he climbed the ranks to become CEO in 2014, transforming the company's culture and driving dramatic growth. His ascent underscores the value of nurturing new talent, leading to loyalty, innovation, and long-term success.

Partner with WCCNM to discover your future leaders.

Chair John Mierzwa, WCCNM Board
PainScan CEO

New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network



PARTNER NETWORK UPDATES:

ALBUQUERQUE HOUSING AUTHORITY

The Albuquerque Housing Authority has signed an MOU to become a new partner with us here at WCCNM. They assist people in the community through affordable housing and self-sufficiency opportunities.

GORDON BERNELL

Gordon Bernell is currently constructing a stand-alone building scheduled to accommodate staff and students by March 2024. While they will maintain a presence at the MDC, there will be a gradual transition to their new facility, where they will conduct classes, gradually reducing their presence in our building.

NEW MEXICO DEPARTMENT OF WORKFORCE SOLUTIONS

DWS is expanding the RESEA staff in the building, aiming to increase from the current 2 to a total of 7. The additional staff will facilitate more RESEA participant orientations. We plan to synchronize these orientations with job events, allowing alignment with employers prepared to interview and hire. These events will resemble rapid hires involving multiple employers.

The DWS Be Pro Be Proud semi recently debuted on-site at Los Lunas High School. This trailer serves as a simulator, aiding students in obtaining certifications in various industries like welding, crane operating, and CDL driving. The truck is currently touring high schools across New Mexico.

DECEMBER'S EVENTS:

- Dec 4th, Response to USDOL monitoring due
- Dec 13th, Monthly Hiring Event @ WCCNM
- Dec 13th, 2023 Broadband Summit
- Dec 14th, WCCNM Holiday Luncheon

UPCOMING EVENTS:

- Jan 3rd, HSD Rapid Hiring Event
- Jan 9th, CEO meeting and Executive committee (joint)

ECONOMIC NEWS:

The Albuquerque MSA reported a 3.6% unemployment rate, with Santa Fe seeing a similar 0.7% increase since November 2022. Over the year, Albuquerque MSA achieved a 2.4% growth, adding 9,900 jobs in total nonfarm employment. The private sector grew by 2.5%, adding 8,200 jobs, while the public sector expanded by 2.1%, adding 1,700 jobs. In the public sector, state government grew by 3.6%, federal government by 3.5%, and local government by 0.5%. Notably, Array Technologies announced the construction of a new manufacturing campus in Albuquerque, set to hire approximately 100 employees over the next few years.

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

[Explore our calendar of events.](#)

INDIVIDUAL SERVICES:

2,607

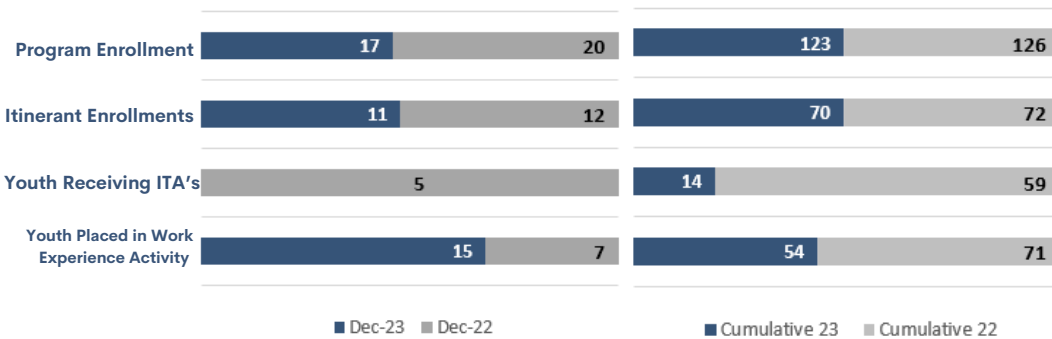
Total number of
Distinct Individuals
Receiving Services

702

new clients were
registered in the
NMWC online
system

11,907

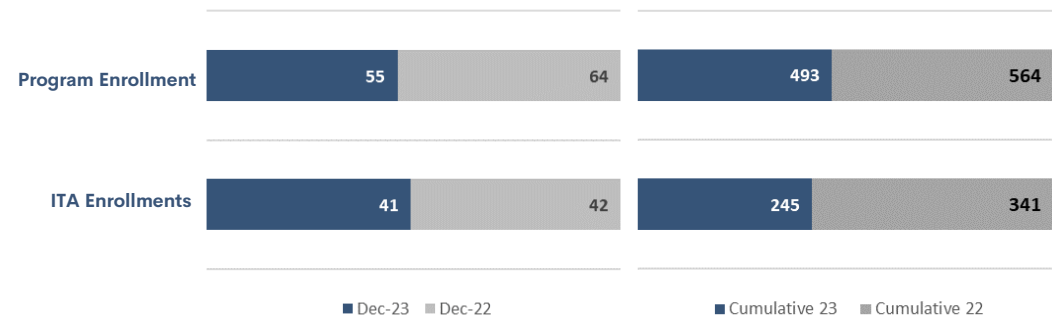
Total number of
services provided
to individuals



WIOA TITLE 1.B YOUTH PROGRAM

In December PY2023, the WIOA Youth Program maintained a caseload of 596. The left graph compares current December 2023 with the same month in the previous program year. The right graph shows cumulative data from July to December 2023 against the previous program year (PY 22). The Youth program explored collaborations with the National Guard, presented to Albuquerque Public School's Indian Education Department, and developed a Sector Partnerships presentation. Additionally, discussions with the USDA Forest Service aimed at providing youth employment opportunities and training.

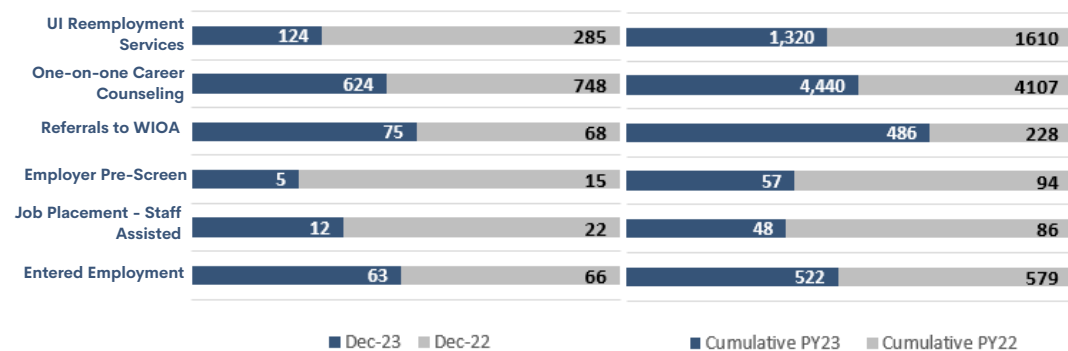
[Click here to explore our success stories.](#)



WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

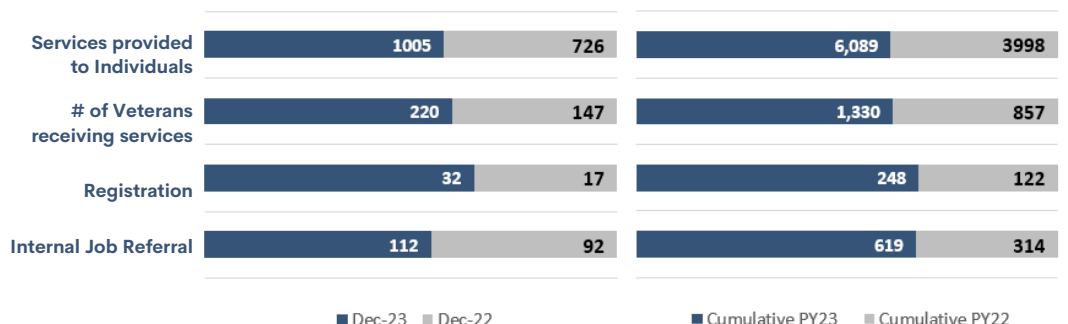
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares December 2023 with the same month in the previous program year PY22. The right graph shows cumulative data from July to December 2023 against the previous program year (PY 22).

[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, one-on-one career counseling, WIOA referrals, employer pre-screen, staff-assisted job placement, and successful employment entries. The left graph compares December 2023 with the same month in the previous program year, while the right graph illustrates cumulative data from July to December 2023 against the previous program year (PY 22).

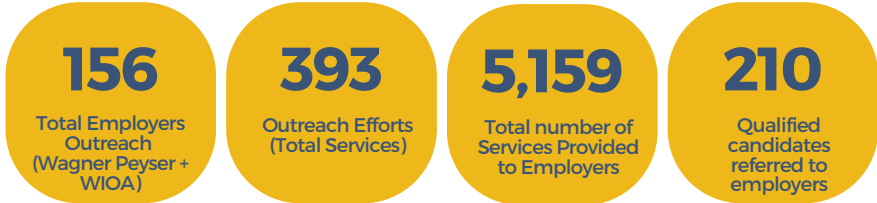


VETERANS SERVICES

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 December 2023 with the same month in the previous program year, while the right graph illustrates cumulative data from July to December 2023 against the previous program year (PY 22).

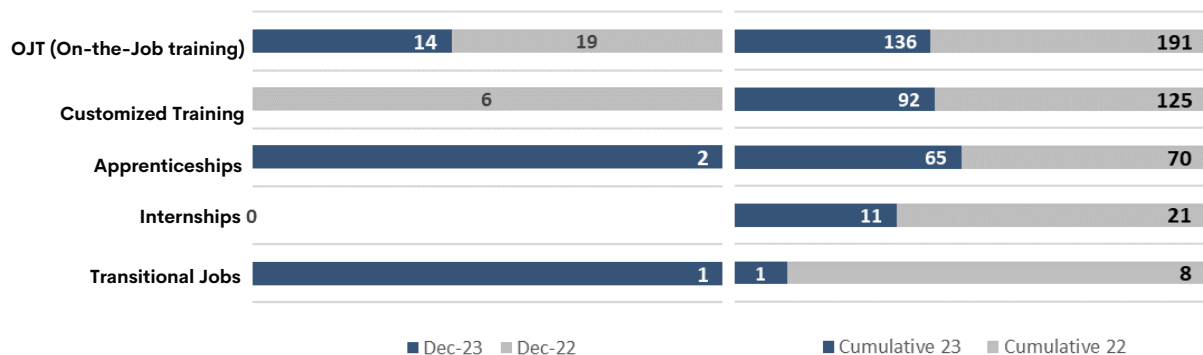
BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 156 employers in December, offering a total of 393 services, including promotional calls, on-site visits, and job fair services. Additionally, 210 qualified candidates were referred to these employers. In total, 5,159 services were provided to employers through the WIOA and Wagner Peyser programs.

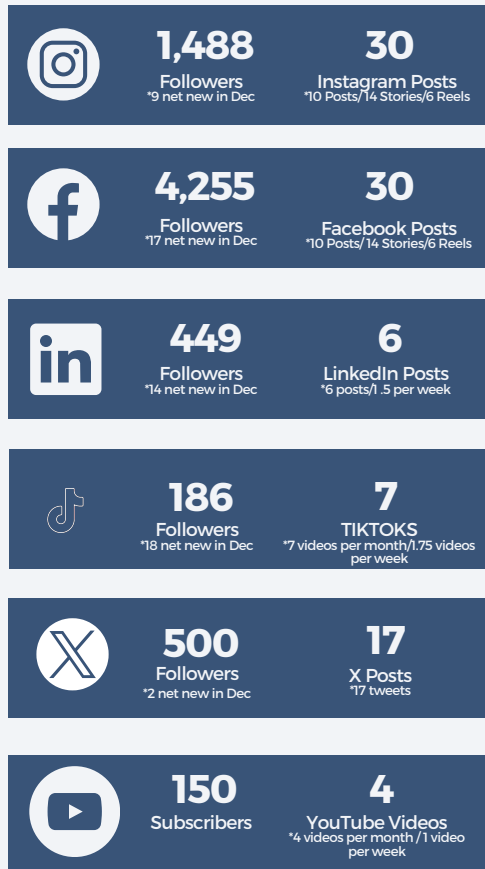


WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

The graphs illustrate the total services provided to businesses. The left graph compares December 2023 with the same month in the previous program year PY22. The right graph displays cumulative data from July to December 2023, contrasting it with the previous program year (PY 22).



DECEMBER 2023 MARKETING UPDATES:



COLLABORATION WITH NM WORKFORCE CONNECTION SANTA FE LEADERSHIP TEAM

In addition to Social Media Management, December marketing initiatives included meeting with the leadership team from the Northern NM Workforce Board in Santa Fe, attending Santa Fe's weekly Open House and Tour. We gathered information to explore marketing ideas to bring back to the Ops Team and share our findings at our bi-weekly Team Coordination meeting with all partners. Marketing discussed moving forward with online registration instead of paper registration, the use of more QR Codes at the Welcome Desk, offering one-hour Tours at our four county locations similar to Santa Fe, and bringing back targeted workshops (ie: Introduction to AI & Smart Phones for 55+ workers). Marketing also recommended that NMDWS collaborate with Operations to bring back relevant Workshops to 501 Mountain Rd. as those workshops were discontinued during the pandemic and have not returned. Marketing's input is that adding targeted workshops will draw new participants into our building and serve targeted populations (both Workshops and Open Houses have been successful for Santa Fe). Marketing will continue to assist NMDWS to enable targeted outreach to underserved populations and to build brand awareness.

YOUTUBE MILESTONE. A YouTube Short created by marketing had more viewers than any other video posted in the last three years with 4,200 views.

DEVELOPMENT OF A NEW FORMAT FOR INSTAGRAM 'HOT JOBS IN THE CENTRAL REGION'. New format that highlights select employers and specific job openings performed better at 45% higher REACH. Marketing is working with the Business Team in ABQ to move to this new format (short-format video vs. 10-minute videos).

