

Workforce Connection of Central New Mexico WORKFORCE BRIEFING

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for more insights



Chair Comments

WCCNM SUPPORTS INTERNSHIPS

Having taught entrepreneurial studies at UNM Anderson School of Management for the past 20 years, I regularly heard from students who were having some troubles finding a job. As I'm sure many of you are familiar with the challenges of entering the job market for the first time it can be a "catch 22" situation, since employers are looking for candidates with work experience, but many students don't have the requisite experience, so can't get in the door. Workforce Connections of Central New Mexico provides a solution to this dilemma by connecting young people to local internship opportunities and providing them the following benefits:

- Paid and unpaid work experiences
- Tuition assistance for education & occupational skills training
- Activities that help youth prepare for and transition to post-secondary education and training

It's a win/win opportunity for employers too since interns provide a low-cost solution to fulfill their staffing needs, and in many cases, employers will hire interns on a full-time basis following their internship experience, so they gain a long-term loyal employee who understands their company's culture and is trained in their individual procedures.

To learn more about the many ways the Workforce Connections of Central New Mexico team can help you meet your staffing needs (including providing skills training and, on a limited basis, may reimburse you for on-the-job and customized training), either visit <https://www.wccnm.org/employers/>

Employers - Workforce Connection of Central New Mexico

A proud partner of the American Job Center® network. This project/publication is supported through the U.S. Department of Labor as part of a grant award financed from state, local, federal and/or nonfederal government sources.

www.wccnm.org

or drop by one of our conveniently located offices in our four county area, and ask for information regarding the WIOA (Workforce Innovation and Opportunity Act) program

Stacy Sacco, MBA

Chair, WCCNM Board

Principal, Sacco Connections LLC

Upcoming Events Date

40 Under 40 Awards	5/2/25
May 2025 Building a Regional Economy (B.A.R.E.) event	5/15/25
SPEED MENTORING: Quick Advice from Experts	5/16/25

Partner Updates

April was an active month for the Workforce Connection of Central New Mexico (WCCNM), filled with impactful events across the region. In Sandoval County, WCCNM hosted a well-attended career event at the Loma Colorado Library, where over 40 job seekers connected with employers and learned about available workforce services. Our team also engaged with students through youth-centered career fairs at East Mountain and Eldorado High Schools, offering guidance and resources to support their future career pathways.

A major highlight for the month was the Four County Career Expo, held at the CNM Workforce Training Center, in conjunction with our partners at CNM and EDD. This regional event brought together more than 50 employers and attracted over 230 job seekers, providing a valuable space for networking and recruitment. To close out the month, WCCNM hosted two significant events on April 30th: the 10th Annual Hiring Heroes event at American Legion Post 13 and National Apprenticeship Day at the AJC office on Mountain Road. Hiring Heroes welcomed more than 200 job seekers, while the Apprenticeship Day event drew 139 individuals eager to learn about training opportunities in high-demand fields. Both events were met with great enthusiasm and contributed to our ongoing mission of connecting job seekers with meaningful employment and training opportunities.

Economic Overview

New Mexico's unemployment rate held steady at 4.4% in February 2025, unchanged from January and up from 3.8% a year earlier, remaining above the national rate of 4.1%. Over the year, the state gained 13,800 nonagricultural jobs (1.6%), with private-sector gains of 11,800 jobs (1.7%) and public-sector growth of 2,000 jobs (1.0%). Construction led job expansion with 7,200 new positions (13.7%), followed by health care and social assistance (+5,100 jobs), and financial activities (+1,100). Albuquerque added 8,900 jobs (2.1%), with notable growth in health services, construction, and trade. Santa Fe added 1,100 jobs (1.8%), while Las Cruces and Farmington each gained 700 and 400 jobs, respectively. Luna County had the highest unemployment rate at 15.7%, and Los Alamos the lowest at 1.8%.

BUSINESS SERVICES:

3,968

Total number of
Distinct Individuals
Receiving Services

1,124

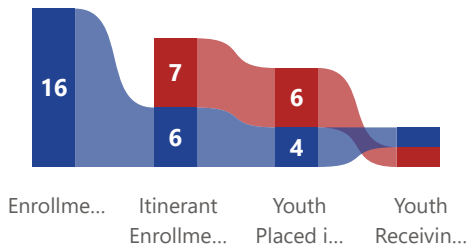
new clients were
registered in the
NMWC online
system

19,481

Total number of
services provided
to individuals

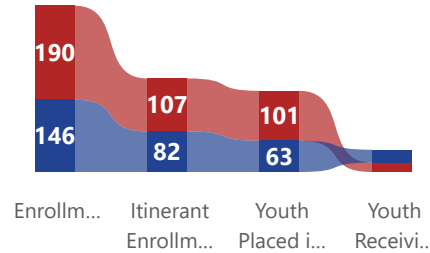
Total monthly by PY

PY ● PY 23 ● PY 24



Cumulative by PY

PY ● PY 23 ● PY 24

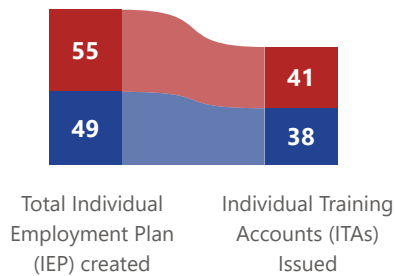


YOUTH TRAINING PROGRAM

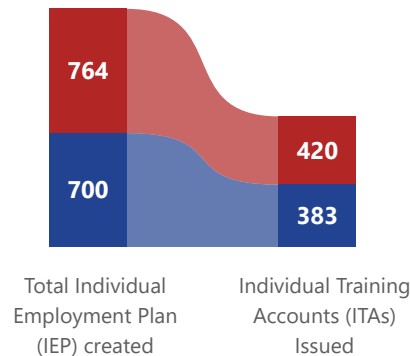
In April 2025, the Youth Training Program maintained a caseload of 475. The left graph compares April 2025 data with the same month in PY 23, while the right graph shows cumulative figures. This month's WIOA Youth Program engaged in extensive presentations, outreach, and career exploration activities, collaborating with local organizations and leaders to support sector strategies and career pathways, while actively recruiting staff and initiating discussions on youth internship development.

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

Total monthly by PY



Cumulative by PY

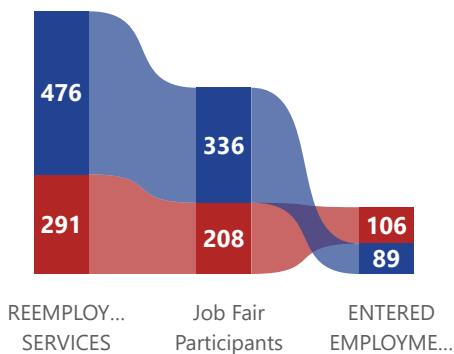


ADULT AND DISLOCATED WORKER TRAINING PROGRAM

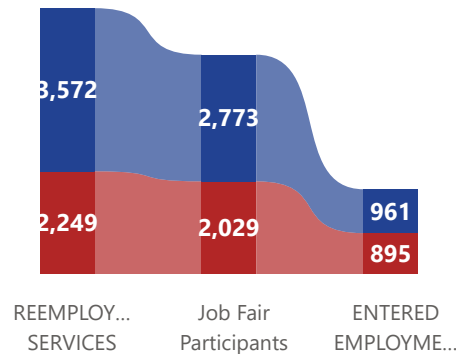
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares April 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for April 2024 against the cumulative data for the previous program year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

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Total monthly by PY



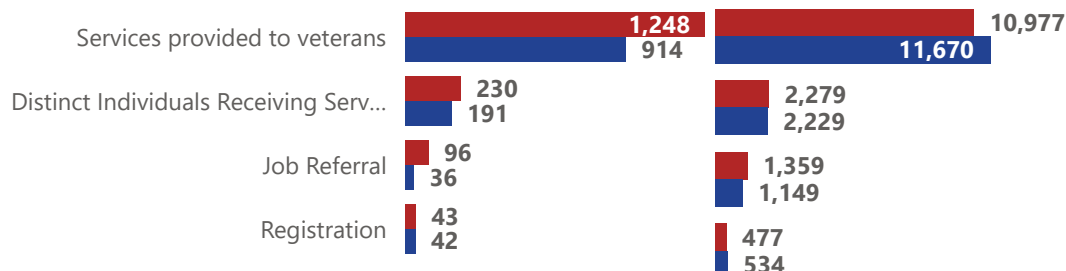
Cumulative by PY



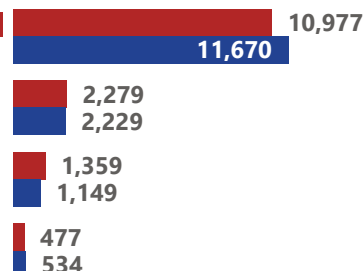
EMPLOYMENT AND CAREER SERVICES

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 April 2024 with the same month in the previous program year, while the right graph illustrates cumulative data from July 2024 to April 2024 against the previous program year (PY 23).

Total monthly by PY



Cumulative by PY

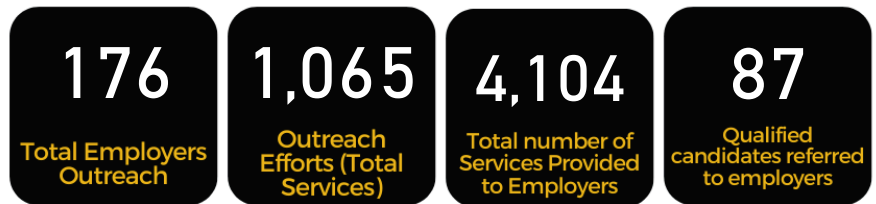


VETERANS SERVICES

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 March 2024 with the same month in the previous program year, while the right graph illustrates cumulative data from July 2024 to April 2024 against the previous program year (PY 23).

BUSINESS SERVICES:

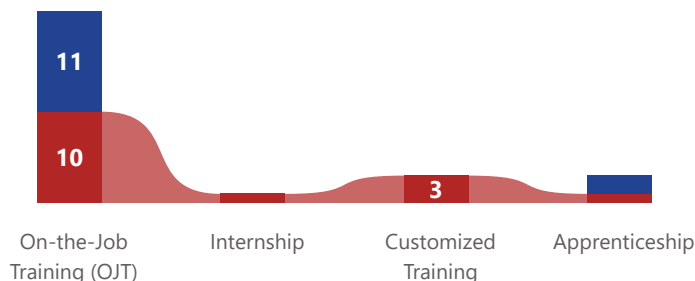
The business team from Training programs and Career Services reached out to 176 employers in **March 2025**, offering a total of 1,065 services, including promotional calls, on-site visits, and job fair services. Additionally, 87 qualified candidates were referred to these employers. In total, 4,104 services were provided to employers through the Career services and Training programs.



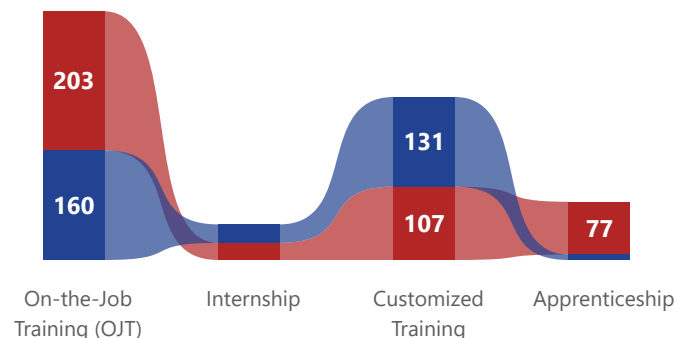
ADULT AND DISLOCATED WORKER TRAINING PROGRAM

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

Total monthly by PY



Cumulative by PY



MARKETING UPDATES APRIL 2025

April was remarkable for digital outreach strategy and planning for two major hiring events in April, improving the workflow and planning process for the job seeker registration process, training new DWS Business Team members in marketing processes, and working closely with CNM, NM EDD, Veterans' Teams, and Apprenticeship Program Managers to plan and execute a marketing and social media strategy for all partner events in April.

This included meeting with managers from different departments to write scripts, film, and produce original videos to share with partners. In April, Marketing provided QR Codes, landing pages, employer surveys, job seeker surveys, new flyers, and multiple custom job seeker registration forms in Formsite. Additionally, daily spreadsheets and analytics were provided to the DWS Business Team as we recruited employers and job seekers for the Central NM Career Expo, as well as for the Veterans Teams that asked for assistance for Hiring Heroes.

Key Milestone for Continuous Quality Improvement:

Marketing was asked to organize the registration process for the 10th Annual Hiring Heroes event. Working with the entire Veterans Team, we produced a custom pre-registration and check-in process using Formsite, provided training for key staff before the event, and successfully enrolled more than 200 job seekers into this data base. Attendees and staff report that the process was fast and efficient.

Social Media Content Creation

Production increased in April due to three large events. The Central New Mexico Career Expo on April 10th, the 10th Annual Heroes Hiring Heroes on April 30th, and National Apprenticeship Day Event on April 30th with more than 120 posts combined to our social channels in a 30-day period.

Metrics show a marked increase in views, followers and engagement across most channels. Key insights include:

- Total reach across channels increased by more than 35% in April vs. March. That's 64,737 total views across our social platforms just in April which demonstrates the impact of social media marketing and management.
- We gained 129 followers across social channels in a 30-day period.
- Content production increased from 97 posts to 121 posts in a 30-day period.
- We introduced the use of AI "text-to-video" technology (i.e.: Runway Film AI) was used for the first time and custom avatar videos were scheduled on Instagram and Facebook for the first time with promising results (better than average views).
- LinkedIn saw a significant jump in Impressions/Views up 62 % in April vs. March.
- YouTube, BlueSky, and X have had no significant follower increase.

