

WORKFORCE BRIEFING

NOVEMBER 2024

ISSUE 14

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Chair's Corner

WORKFORCE CONNECTIONS: FREE SERVICES FOR JOB SEEKERS AND BUSINESSES IN CENTRAL NEW MEXICO

FREE BUSINESS SERVICES

Workforce Connections of Central New Mexico provides several free services for local businesses to improve their performance and bottom-line results, including:

- A customized list of helpful services
- Funding to add new employees
- Customized staff training

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

JOB SEEKER SERVICES

Workforce Connections of Central New Mexico provides several free services for job seekers to plan their career, identify local job opportunities, and prepare a resume and other documents to improve their chances of finding a job, including:

- One-on-one guidance by a knowledgeable job counselor
- Lists of employers and current job openings
- Free training workshops

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

New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network



PARTNER NETWORK UPDATES:

The WCCNM celebrated National Apprenticeship Week in November. The Albuquerque office hosted an in-person event that received over 180 customers. During the event, participants took part in VR Oculus demonstrations in real work situations and attended multiple tables, which featured businesses that offer apprenticeship programs. Overall, the event was an amazing success with positive feedback from all that attended.

We are in the final stages of preparing for our Inaugural Employer Open House, that will take place on December 12th, in our Albuquerque Comprehensive Center. Over 40 businesses have RSVP'd for this event. With this being a reverse Job Fair, our WCCNM partners will have tables to discuss their specific programs and services they provide with employers. In addition, DWS Cabinet Secretary Nair will speak to these businesses at the start of the Open House event, discussing WCCNM services, sector strategies, and to thank businesses for continuing to use our resources that WCCNM provides.

NOVEMBER EVENTS

- November 13th - NMDVR Conference.
- November 17th-23rd - National Apprenticeship Week.

UPCOMING EVENTS:

- December 7th - KAFB Resources for families and spouses.
- December 12th - Employer Open House Event ([Flyer](#))

ECONOMIC NEWS:

New Mexico's unemployment rate rose to 4.3% in October 2024, up from 4.0% the previous year, exceeding the national rate of 4.1%. Nonfarm employment increased by 11,500 jobs (1.3%), with private-sector gains of 9,000 jobs and public-sector growth of 2,500 jobs. Health care and social assistance led with 3,700 new jobs, followed by leisure and hospitality (+2,300) and professional services (+1,900). Albuquerque saw a 2.0% job increase, driven by health care (+3.1%) and manufacturing (+7.3%). Las Cruces and Santa Fe experienced modest growth, while Farmington faced declines due to public-sector losses.

Please select the following link for a comprehensive Labor Market Report

DASHBOARD



INDIVIDUAL SERVICES:

2,844

Total number of
Distinct Individuals
Receiving Services

917

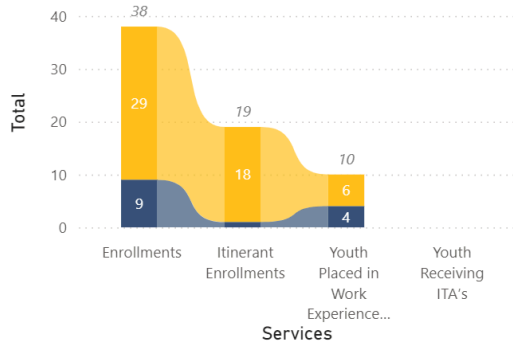
new clients were
registered in the
NMWC online
system

13,330

Total number of
services provided
to individuals

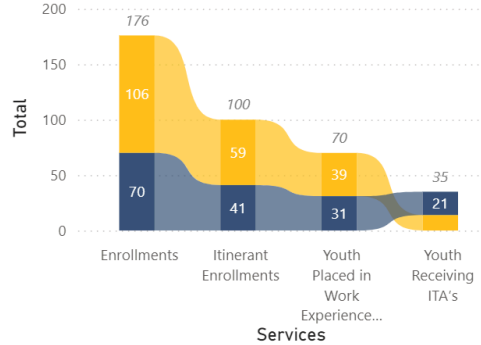
Total Monthly by PY

PY ● PY 23 ● PY 24



Cumulative of the Current month by PY

PY ● PY 23 ● PY 24



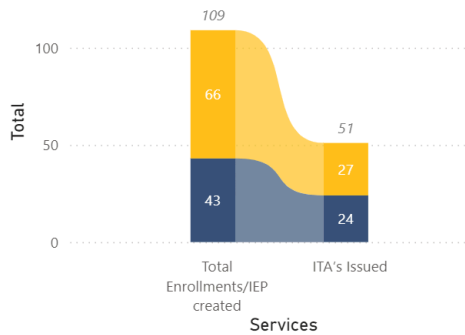
WIOA TITLE 1.B YOUTH PROGRAM

In November 2024 (PY 24), the WIOA Youth Program maintained a caseload of 490. The left graph compares data from November 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for November 2024 against the cumulative data for the previous program year (PY 23). Additionally, In November 2024, The Bernalillo County Youth Development Practitioner position remains vacant after a declined offer. The Youth Program partners with YDI's YouthBuild and ABE, offers supportive services, established Melloy as a worksite, and began cross-training for enhanced collaboration.

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

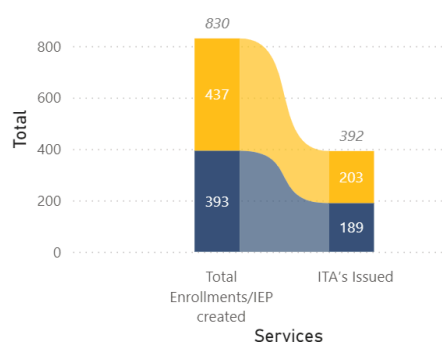
Total Monthly by PY

PY ● PY 23 ● PY 24



Cumulative of the Current month by PY

PY ● PY 23 ● PY 24



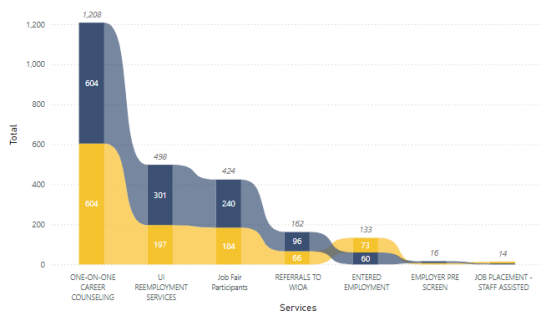
WIOA TITLE 1. B ADULT & DISLOCATED WORKER PROGRAMS

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

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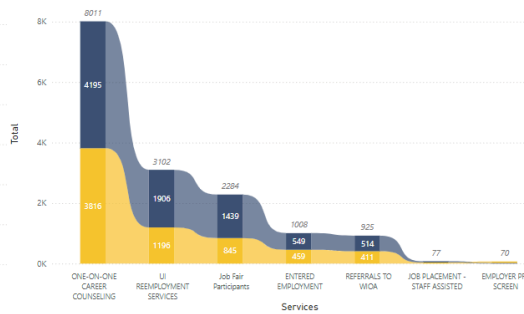
Total Monthly by PY

PY ● PY 23 ● PY 24



Cumulative of the Current month by PY

PY ● PY 23 ● PY 24

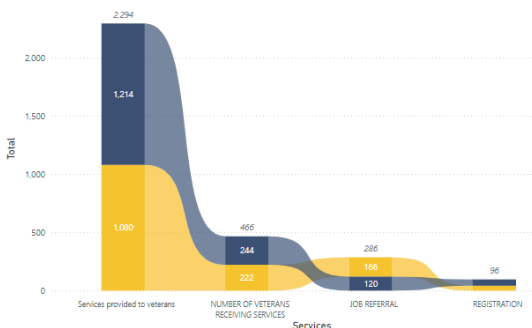


WIOA TITLE III WAGNER-PEYSER AND EMPLOYMENT & CAREER SERVICES

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

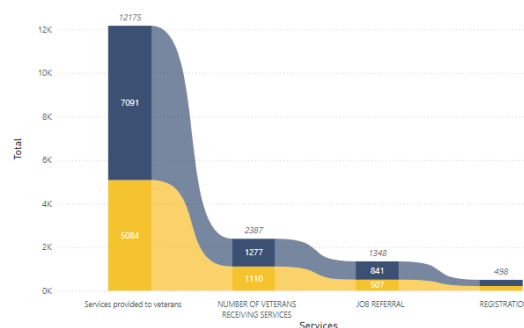
Total Monthly by PY

PY ● PY 23 ● PY 24



Cumulative of the Current month by PY

PY ● PY 23 ● PY 24

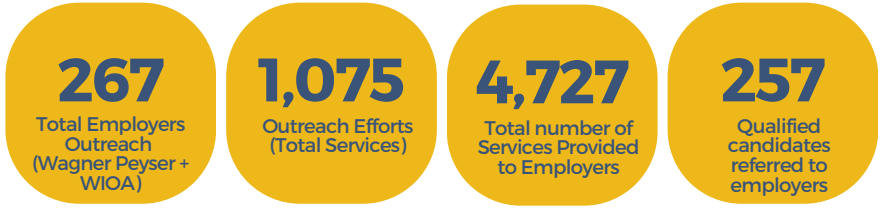


VETERANS SERVICES

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

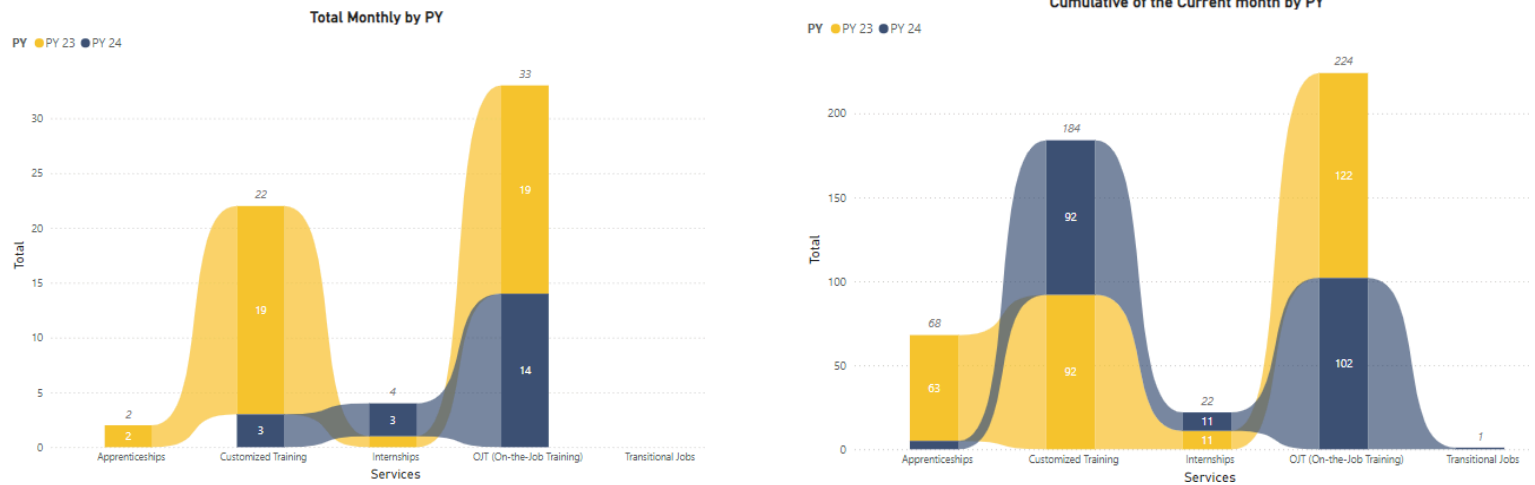
BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 267 employers in November 2024, offering a total of 1075 services, including promotional calls, on-site visits, and job fair services. Additionally, 257 qualified candidates were referred to these employers. In total, 4727 services were provided to employers through the WIOA and Wagner Peyser programs.

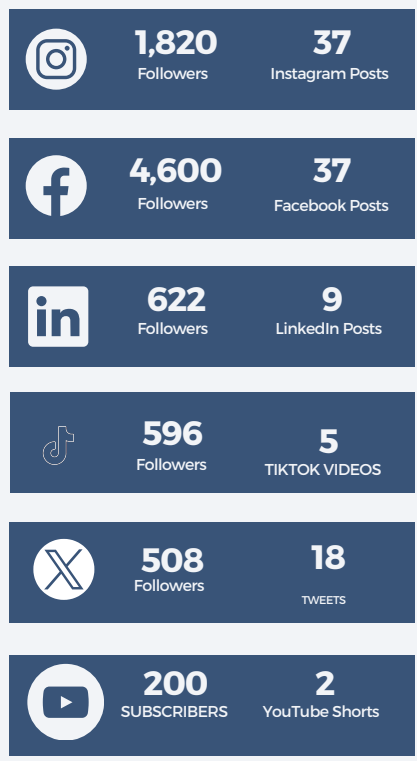


WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

The graphs illustrate the total services provided to businesses. The left graph compares November 2024 with the same month in the previous program year PY 23. The right graph shows cumulative data for November 2024 against the cumulative data for the previous program year (PY 23).



NOVEMBER 2024 MARKETING & OUTREACH UPDATES:



Strangely for the first time we lost followers on one of our social channels: X. In 30 days we lost 12 followers. Not a lot, but we have never lost followers on any platform before. Posting strategy, content type, and frequency of posting has not changed so it is something with the algorithm most likely. As we put 90 percent of our efforts into the Meta platforms, this is not concerning as X is increasingly seen as politicized and there are rumors in social media management that X is driving people to alternative channels like BlueSky (which we are considering).

Content focused on Veterans Day videos, Live Streaming for several hiring events, and National Apprenticeship Week stories, posts, and videos. Ten separate pieces of content were created for just this one event (NAW 2024).

We are very excited about the Employer Open House in December. and started posting on all socials in late November to encourage RSVP's and to attract **new** employers to our building. The concept for this event started two years ago and we are excited that it is happening. Our goal is to get new employers introduced to our services because the team has noticed that we mostly serve the same set of employers each year. Marketing has requested the assistance of all partners to help spread the word and especially utilize our valuable Chamber memberships to really push attendance at this event.

LinkedIn has finally given our account access to the vertical video format and we plan to post more of this content type going forward. In a 30 day period, there has been 82 clicks to our website from LinkedIn and an 18% increase in engagement.

Website improvements coming in 2025:

Going forward we need to start tracking referrals. The goal is to install the Clarity app (from Microsoft) so we can more easily and accurately learn where website traffic is coming from and understand website metrics. Plans for 2025 include a website overhaul and collecting input about the website and requested changes from all the partners.

Tiktok had a nice bump in 26 net new followers for the month and a 15 percent increase in engagement. Marketing also wants to bring back the question of where job seekers discovered us. We used to ask and track this question at every job fair and now we don't. Let's discuss this at our next Ops Team Meeting. All social channels except X have grown at a steady clip as you can see from the chart.