

# WORKFORCE BRIEFING

OCTOBER 2024

ISSUE 13

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## Chair's Corner

### WCCNM SERVICES ARE EASY TO ACCESS

Workforce Connection of Central New Mexico (WCCNM) provides accessible, free services for both job seekers and businesses at four conveniently located offices in Bernalillo, Sandoval, Tarrant, and Valencia counties. Offices are open Monday to Friday, 8 am to 5 pm. Appointments are optional, but we recommend visiting our website at [wccnm.org](http://wccnm.org) or Business Connector to explore services, register for a counselor meeting, and prepare necessary documents.

**For Job Seekers:** WCCNM offers personalized career guidance, job listings, and free training workshops. Our job counselors assist with resume building and career planning to enhance your employment prospects.

**For Businesses:** Our free services for businesses include tailored support, funding for new hires, and customized employee training, all designed to boost productivity and results.

**Maximize Your Results:** Whether you're seeking a job, aiming to grow your skills, or looking to enhance your business's performance, WCCNM and its partners provide the tools and resources you need. Visit [wccnm.org](http://wccnm.org) to explore available programs or drop by any of our offices to meet with our team.

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

### OCTOBER EVENTS

- October 4th – Kairos Open House
- October 17th – Disability Employment Awareness Month (DEAM) Conference
- October 25th – Annual Job Connection @ American Legion Post 13

### UPCOMING EVENTS:

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

### PARTNER NETWORK UPDATES:

In October, the WCCNM actively participated in and hosted numerous events across the region. In Valencia County, WCCNM staff attended an event at the Belen Library; in Tarrant County, they took part in the Pinto Festival; and in Sandoval County, they attended an event at the Loma Colorado Library. Several events also took place in Albuquerque, where staff joined career exploration activities at La Cueva and Sandia High Schools, as well as Wilson Middle School.

Throughout October, WCCNM supported various manufacturing events, offering resources to both jobseekers and businesses. At a notable employment event held in Albuquerque, 138 jobseekers attended, with 17 businesses conducting over 68 interviews. Three jobseekers were hired on the spot during the event.

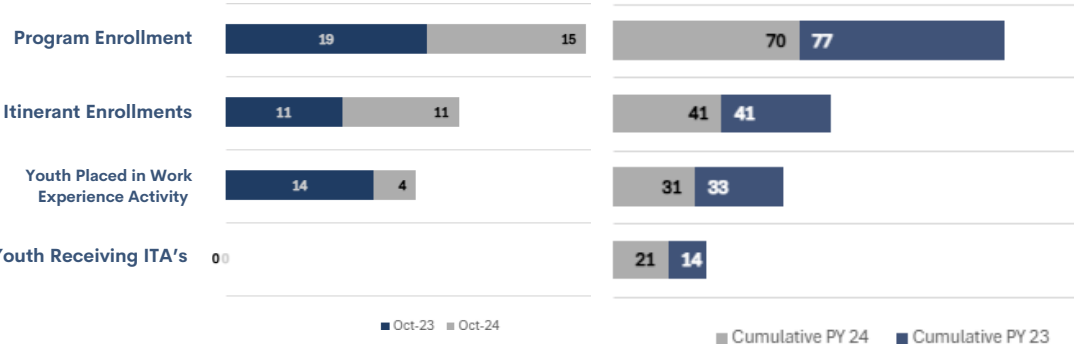
The WCCNM is strengthening its partnership with the YouthBuild Program through YDI. By collaborating closely, Program Managers are arranging for YouthBuild students to visit the WCCNM Comprehensive Center for an in-depth tour. During these visits, students learn about various partners and available programs. Additionally, they are registered in WCOS to ensure they are prepared to access services in the future.

## ECONOMIC NEWS:

In September 2024, New Mexico's unemployment rate increased to 4.2%, matching the national average and rising slightly from 3.9% a year earlier. Total nonfarm employment grew by 13,700 jobs (1.6%), driven by the private sector, which added 10,400 jobs (1.5%), and the public sector with 3,300 jobs (1.8%). Key industry gains were seen in private education, health services (3,300 jobs), and professional services (2,600 jobs). Metropolitan areas varied: Albuquerque's job market grew 2.1% with notable gains in manufacturing and health services, while Las Cruces rose 3%, and Farmington saw slight declines primarily in public and service sectors.

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

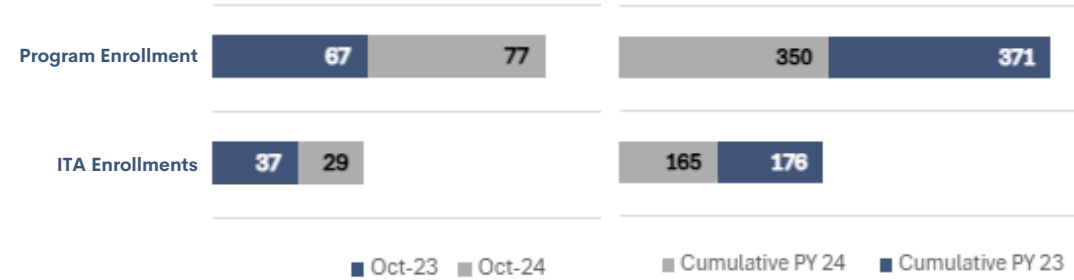
# INDIVIDUAL SERVICES:



## WIOA TITLE 1.B YOUTH PROGRAM

In October 2024 (PY 24), the WIOA Youth Program maintained a caseload of 486 . The left graph compares data from October 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for October 2024 against the cumulative data for the previous program year (PY 23). Additionally, In October 2024, The Youth Program collaborates with YDI's YouthBuild, Adult Basic Education, and New America's School for high school prep, construction training, and support services. New Business Practitioner Sandra Elevario joined, while the Bernalillo Youth Development Practitioner role is open.

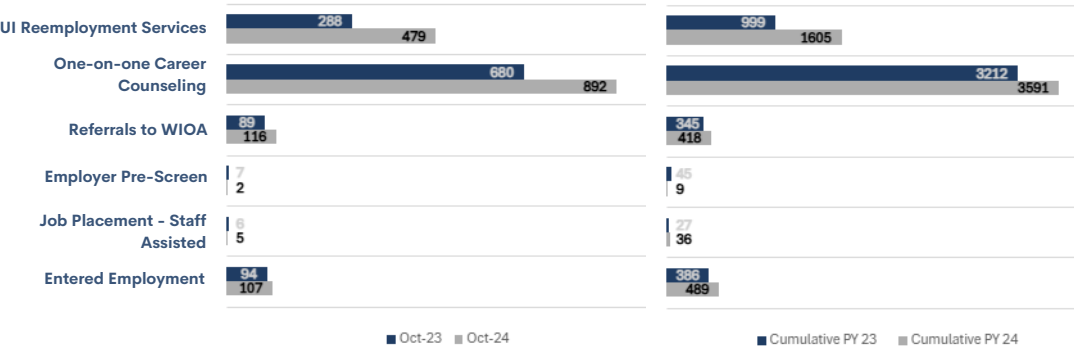
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## WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

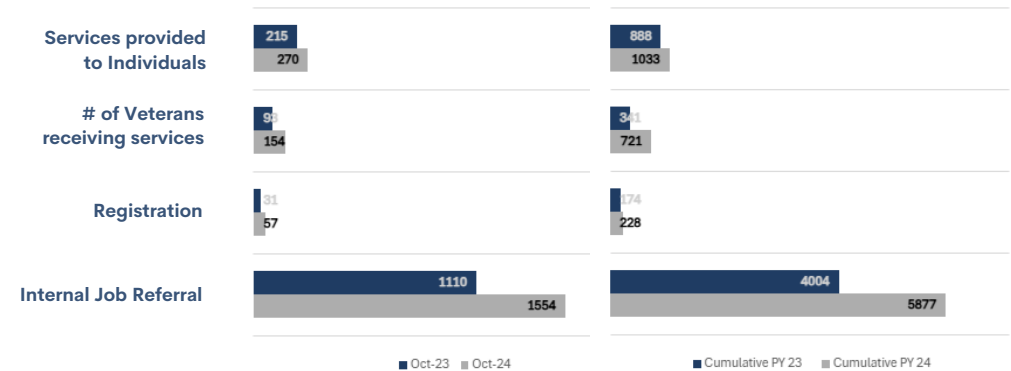
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares October 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for October 2024 against the cumulative data for the previous program 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, one-on-one career counseling, WIOA referrals, employer pre-screen, staff-assisted job placement, and successful employment entries. 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).

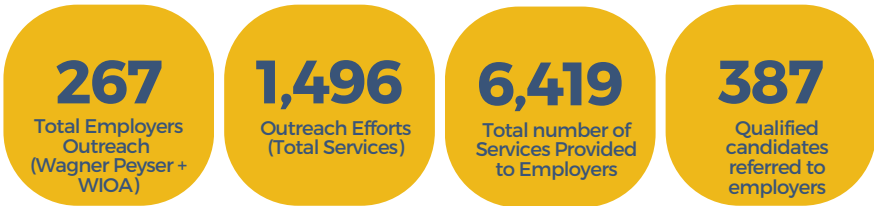


## VETERANS SERVICES

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).

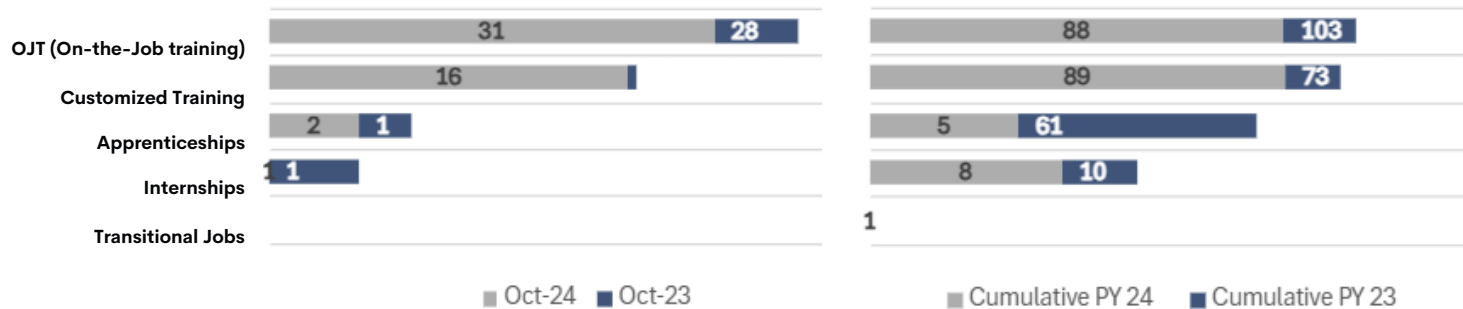
# BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 267 employers in October 2024, offering a total of 1496 services, including promotional calls, on-site visits, and job fair services. Additionally, 387 qualified candidates were referred to these employers. In total, 6419 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 October 2024 with the same month in the previous program year PY 23. The right graph shows cumulative data for October 2024 against the cumulative data for the previous program year (PY 23).



# OCTOBER 2024 MARKETING & OUTREACH UPDATES:

1,788  
Followers

47  
Instagram Posts

4,591  
Followers

49  
Facebook Posts

612  
Followers

9  
LinkedIn Posts

580  
Followers

4  
TIKTOKS

526  
Followers

18  
TWEETS

200  
SUBSCRIBERS

2  
YouTube videos

Our marketing strategy for October broadened to incorporate more Live Instagram Streaming Events where we interviewed select employers about career opportunities. Two live events were held in October: The October 9th Employer Connection Hiring Event in Albuquerque and the October 19th Hiring Event in Rio Rancho. Although live events take more planning and collaboration between partners, we believe it's a great investment in diversifying our content and attracting new followers to our accounts.

Our goal is to continue hosting at least one live streaming event per month to:

- Broaden our reach and engagement.
- Collaborate with employers to fill urgent vacancies.
- Help job seekers discover new career opportunities using digital outreach (if they cannot attend a particular career fair due to transportation, childcare, or accessibility issues they can watch our live employer interviews and ask questions on social during the live streaming)

The next live streaming for a hiring event will be on November 13th during our Veteran Focused hiring event in Albuquerque.

Marketing initiated the formation of the AI Council and proposed incorporating a professional development aspect to our projects so other staff can benefit from our learning. Using Hey Jen AI Avatars, Marketing presented several videos which were created using avatars to make videos about our programs and services. These will be available for easy download using a QR code in the lobby while people wait in our lobby for services.

October and November will focus on use cases for new AI tools, fine tuning the mission and vision statement that was presented, and prioritizing which projects to pursue that meet with our annual goals and official four-year plan.

All social media account "Profiles" were optimized and updated in October based on feedback from marketing experts. Research was conducted on the best way to incorporate the required funding statements and how to add them to each social account.