

# WORKFORCE BRIEFING

SEPTEMBER 2024

ISSUE 12

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## Chair's Corner

### MAXIMIZE YOUR RESULTS

Whether you are currently looking for a job or developing your long-term career strategy and plans, you'll want to expand your job skills to be more competitive in the labor market. Or, if you are a small business owner and want to improve your employees' performance and bottom-line results, the Workforce Connections of Central New Mexico and its partners offer a wide range of training and mentorship programs to help you maximize your performance.

To learn more about which program best matches your needs, visit the WCCNM's website <https://www.wccnm.org/> to review the numerous services we offer to improve your results; and follow-up with an appointment at one of our conveniently located offices in the four-county area to discuss your individual workforce development needs with a knowledgeable WCCNM staff member.

**Stacy A. Sacco, MBA**  
**Chair Elect, WCCNM Board**  
**Sacco Connections, LLC**

New Mexico  
**Workforce Connection**

A Proud Partner of the American Job Center Network



### PARTNER NETWORK UPDATES:

September was incredibly busy with outreach and career events. From attending the construction expo at Sandia Casino to attending the State Fair for College and Career Day, our staff was booked. We also hosted many events in our comprehensive center in Albuquerque. Ezee-Fiber and Sevita Healthcare held individual hiring events and had many job-seekers ready to obtain employment. In addition, our monthly in-house job fair gathered a post-pandemic high of 157 job-seekers. Employers were incredibly elated with the outcome and held on the spot interviews and even having a few that were also hired on the spot. The WCCNM hosted our first annual Training Providers Fair in September. There were a total of 16 training providers and over 60 customers. Staff, providers, and customers were pleased with the outcome of the event.

We are currently coordinating an outreach event at both of the Albuquerque Housing Authority's community centers. This outreach is aimed to educating the AHA residents on the WCCNM and the services we provide to customers throughout the region. Tentatively we are scheduled to conduct presentations at these locations on October 15th and 17th.

The Event Sub-Committee continues to meet bi-weekly to plan and coordinate events across the region. These regular meetings foster stronger collaboration among multiple partners, resulting in more cohesive event planning and execution. The increased communication among partners has enhanced coordination, allowing for shared resources and ideas, which ultimately strengthens the impact of the events.

### SEPTEMBER'S EVENTS:

- September 11th - Employer Connection Hiring Event.
- September 25th - WIOA Provider Career Fair
- September 25th - Career & Community Resource Expo

### UPCOMING EVENTS:

- October 17th - Disability Employment Awareness Month (DEAM) Conference
- October 18th - Stand Down Veterans Affairs @ KAFB
- October 9th & 23rd - WCCNM Hiring Event

## ECONOMIC NEWS:

Albuquerque's workforce saw moderate growth from August 2023 to August 2024, with New Mexico's unemployment rate slightly increasing to 4.1%. Total nonagricultural employment rose by 12,500 jobs (1.4%), led by private sector growth (9,700 jobs, 1.4%) and public sector gains (2,800 jobs, 1.5%). Goods-producing industries added 2,200 jobs, with a notable 4.9% increase in manufacturing, largely driven by durable goods manufacturing (up 6.4%). In private services, professional and business services grew by 3,000 jobs (2.5%), while health care and social assistance rose by 2,900 jobs (2.3%). Public sector jobs increased primarily in state government (up 2,000 jobs, 3.9%), particularly in education. Local government education also added 700 jobs (1.4%). The national unemployment rate in August 2024 was 4.2%. [Please select the following link for a comprehensive Labor Market Report](#)

# INDIVIDUAL SERVICES:

3,238

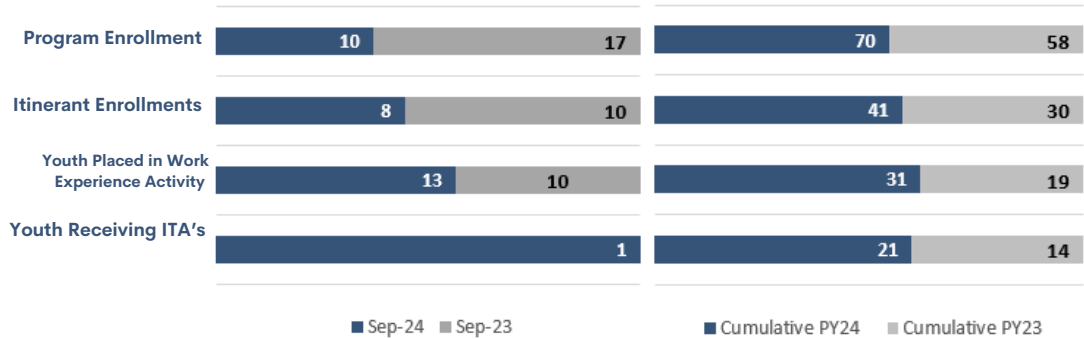
Total number of  
Distinct Individuals  
Receiving Services

988

new clients were  
registered in the  
NMWC online  
system

15,571

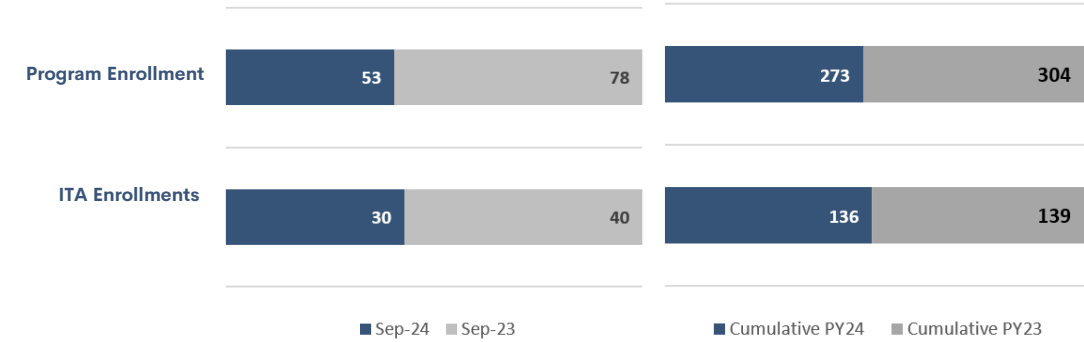
Total number of  
services provided  
to individuals



## WIOA TITLE 1.B YOUTH PROGRAM

In September 2024 (PY 24), the WIOA Youth Program maintained a caseload of 501. The left graph compares data from September 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for September 2024 against the cumulative data for the previous program year (PY 23). Additionally, In September 2024, WIOA Title I Youth Program staff attended key trainings on career coaching, service strategies, and data validation. Networking and collaboration opportunities included sessions with New America School's Executive Director, strengthening partnerships and program referral capabilities.

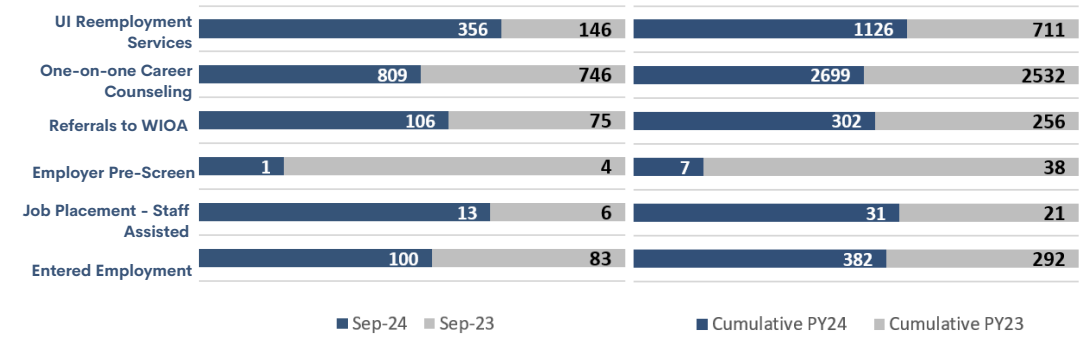
[Click here to explore our success stories.](#)



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

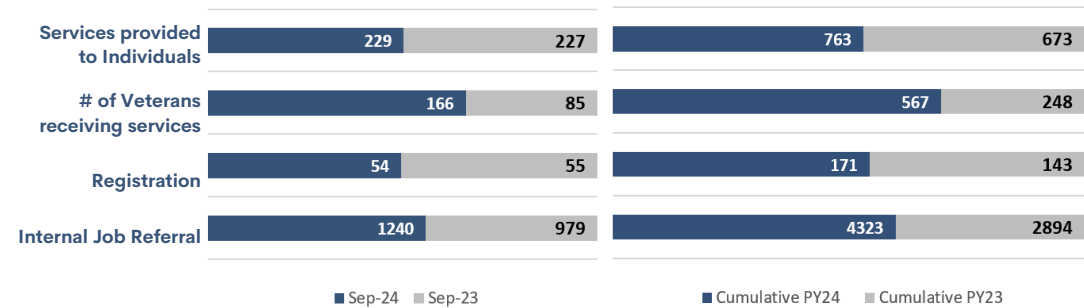
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares September 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for September 2024 against the cumulative data for the previous program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

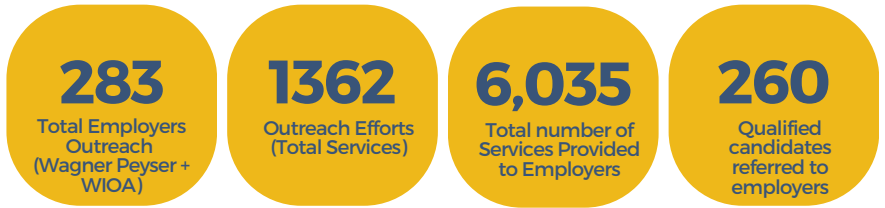


## VETERANS SERVICES

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

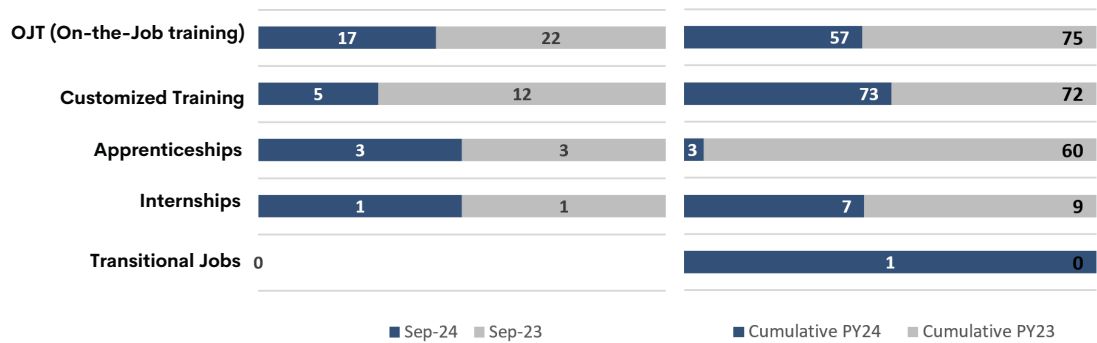
# BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 283 employers in September 2024, offering a total of 1362 services, including promotional calls, on-site visits, and job fair services. Additionally, 260 qualified candidates were referred to these employers. In total, 6035 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 September 2024 with the same month in the previous program year PY 23. The right graph shows cumulative data for September 2024 against the cumulative data for the previous program year (PY 23).



# SEPTEMBER 2024 MARKETING UPDATES:



September was National Workforce Development Month and we took this opportunity to showcase our committed staff and services at four-county events on all of our social media accounts.

September had increased requests for social media marketing services for video production and social media content creation due to an increase of weekly events and attendance at community partner events (Construction Career Expo, BeProBeProud, Veterans Day at the State Fair, and more.)

We did our first live broadcast on Instagram (one hour long) for the WIOA Career Expo with the goal of increasing traffic to our channels and boosting follower engagement. We are planning the same for our October 9th Hiring Event.

Account followers have finally caught up with and surpassed other similar accounts that we use for benchmarking (NMDWS, Ride Rio Metro). Instagram and TikTok surpassed 5.5 % follower increases over 90 days which met our goal.

We invested time into in cross training Sandoval County staff to streamline registration process (ie: data collection ) at events and to make the hiring event flyer creation and approval process quicker.

Video production focused on using trending audio and memes to engage younger audiences.

Marketing efforts increased this month to include updating old content, improving navigation, and training staff to improve our Community Calendar of Events on our website. Working with MRCOG's WCCNM Staff, we created new pages and links, to include approved Stevens Amendment required funding disclosures.