

WORKFORCE BRIEFING

AUGUST 2024

ISSUE 11

PUBLISHED, SEPTEMBER 2024

**New Mexico
Workforce Connection***A Proud Partner of the American Job Center Network*

PARTNER NETWORK UPDATES:

Met with Albuquerque Housing Authority (AHA) to set up quarterly meetings at their two community sites. The meeting took place at the AHA main office and included other representatives and partners such as Nusenda and YDI. Presentations will be conducted with their residents to discuss our workforce system and the programs we offer, as well as to communicate the partners in our network. The first meeting is scheduled for the first week of October.



The WCCNM participated in several hiring and outreach events in the region. Our in-house event on the 21st attracted 110 job seekers. Twenty-three employers participated, conducting 44 on-site interviews and extending 8 job offers, with 66 additional interviews to be scheduled.



ECONOMIC NEWS:

The July 2024 Labor Market Review offers an extensive analysis of employment trends in New Mexico, highlighting significant developments and shifts in job markets across the state. In July 2024, New Mexico's seasonally adjusted unemployment rate was 4.0%, up from 3.9% in June 2024 and 3.7% in July 2023. This slight increase reflects persistent economic challenges and sectoral shifts. The total nonfarm employment across New Mexico saw an addition of 19,200 jobs, a 2.2% increase, indicating robust job growth across various sectors.

In the Albuquerque MSA, there was a notable increase in total nonfarm employment, adding 14,500 jobs, marking a 3.6% growth. Significant job gains were observed in professional and business services, private education, health services, and leisure and hospitality, underscoring the economic recovery and diversification in the area. However, the information sector experienced a decline, losing 400 jobs.

At the state level, the private sector contributed immensely to employment growth, adding 15,700 jobs. Major gains were in leisure and hospitality, healthcare, and manufacturing sectors, signaling strong industry performance. Conversely, the public sector added 3,500 jobs, reflecting ongoing investments in public services and infrastructure.

Specific development projects have also been influential. For instance, the approval by the New Mexico Economic Development Department's Job Training Incentive Program to support the creation of new jobs in various sectors highlights proactive efforts to bolster employment. Additionally, significant job losses were noted in specific sectors, such as the information sector and in a major layoff by Jabil Inc., which planned to reduce its workforce in Albuquerque, affecting the local economy's landscape.

These developments demonstrate New Mexico's dynamic labor market, with significant job creation in many sectors alongside notable losses in others, painting a picture of an economy in transition, focusing on diversification and addressing ongoing challenges.

Please select the following link for a comprehensive New Mexico Labor Market Review - June 2024

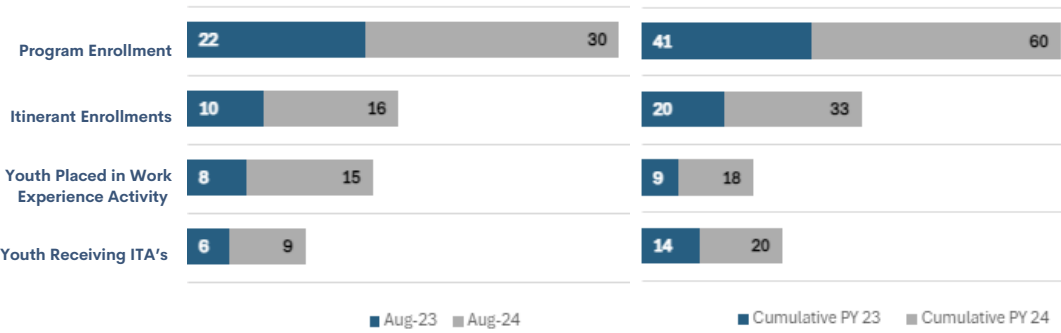
AUGUST'S EVENTS:

- **August 7th** - Employer Connection Hiring Event.
- **August 21st** - Employer connection hiring event.
- **August 21st & 22nd** - 2024 New Mexico Workforce Conference
- **August 25th-29th** - 2024 NASTAD Conference

UPCOMING EVENTS:

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

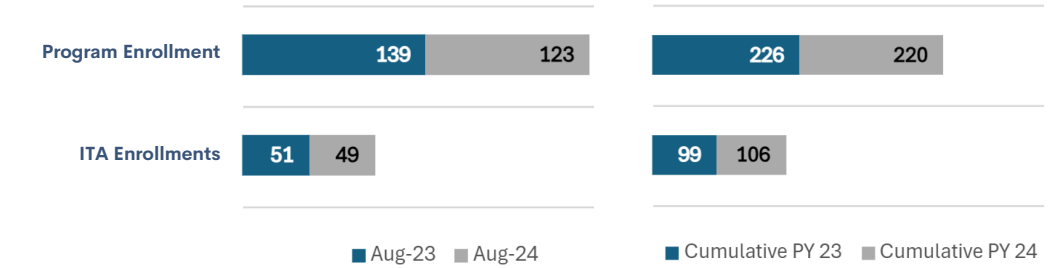
INDIVIDUAL SERVICES:



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

WIOA TITLE 1.B YOUTH PROGRAM

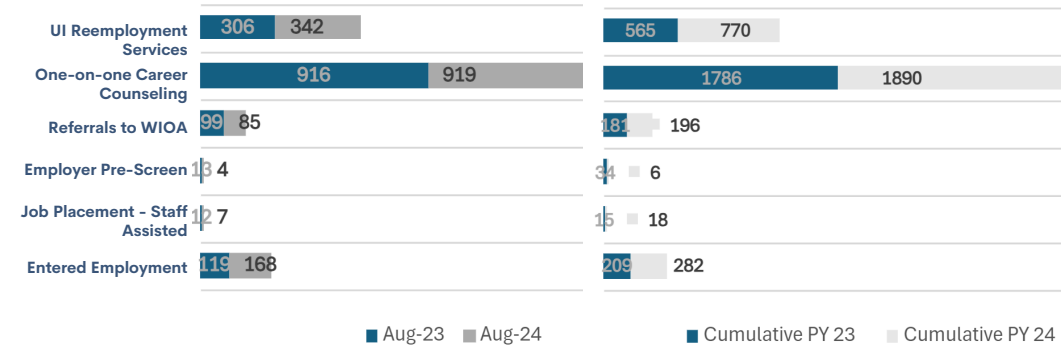
In August 2024 (PY 24), the WIOA Youth Program maintained a caseload of 498. The left graph compares data from August 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for August 2024 against the cumulative data for the previous program year (PY 23). Additionally, The WIOA Youth Program has successfully filled the MIS Data Coordinator and Business Practitioner positions. Recent outreach includes participation in the New Mexico Workforce Conference and collaborations with juvenile justice programs. Additionally, the Youth Program joined Mark Armijo Academy's Community Council.



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

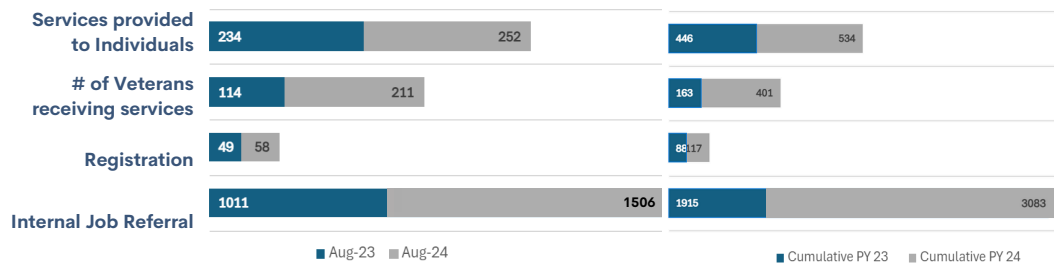
WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares data from August 024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for August 2024 against the cumulative data for the previous program year (PY 23).



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 data from August 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for August 2024 against the cumulative data for the previous program year (PY 23).

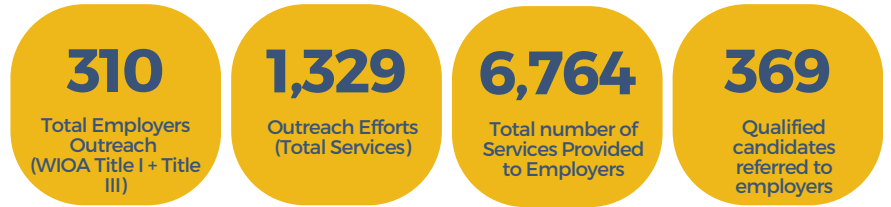


VETERANS SERVICES

The graphs illustrate comprehensive veteran services, encompassing the total services provided, the number of veterans receiving services, registered veterans, and internally referred veterans. The left graph compares data from August 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for August 2024 against the cumulative data for the previous program year (PY 23).

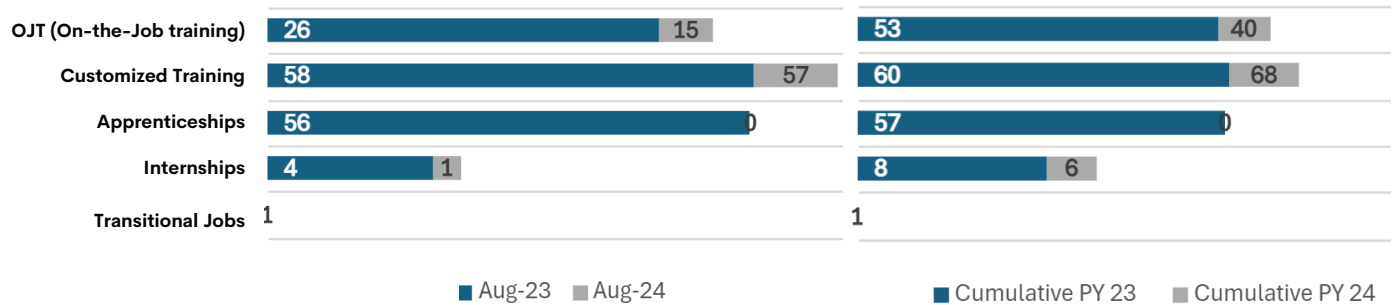
BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 317 employers in August 2024, offering a total of 1486 services, including promotional calls, on-site visits, and job fair services. Additionally, 714 qualified candidates were referred to these employers. In total, 5301 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 August 2024 with the same month in the previous program year PY23. The right graph shows cumulative data for August 2024 against the cumulative data for the previous program year (PY 23).



AUGUST MARKETING HIGHLIGHTS

Outreach & Marketing for August 2024

August marketing and outreach focused on promoting mostly hiring events and video production to advertise our career/business services.

Staff training in Sandoval County increased for quick data collection and use of registration QR Codes at hiring events. Spent half a day training 3 staff members so the registration process at events flows more smoothly and we capture accurate data. I now compile attendance data after each Sandoval County hiring event and provide this to Wallace.

This month all Meta platform social profiles were updated with new text and links which are optimized for SEO.

Maintained a consistent and frequent posting schedule across five channels: Facebook, Instagram, X, and LinkedIn, including content aimed at both employers and job seekers. Benchmarking shows we produce more social media content than any of our competitors with similar government accounts.

In August, I introduced a new social media series about Apprenticeship and WIOA Youth Success Stories.. Working with, Tammy Chavez, and the Apprenticeship Team, to research and select key industries to promote via video and carousel posts. There will be a total of 5 carousel posts in the series which will focus on top-paying or high-demand career pathways via apprenticeship.

Growth in followers and subscribers on all channels increased, most significantly on TikTok (goal is to reach 500. We started at 69 followers). This month I did not have time to create any YouTube content.



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Government Agencies category

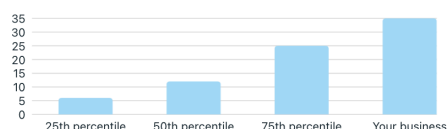
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

35

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post