

WORKFORCE BRIEFING

JULY 2024

ISSUE 10

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New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network



PARTNER NETWORK UPDATES:

One Stop Operator has met with Technology Leadership High School to form a partnership to conduct outreach and assist their students with career guidance, workshops and Seminars. Helping students with interview skills, job searches and other essential topics that help them transition smoothly into the workforce.



Albuquerque Housing Authority has also contacted us on coming to their respective sites to conduct outreach and workshops for their individuals that live onsite. These workshops will take place once a quarter, after hours, as many of these individuals work. We would discuss what our roles are in the workforce system and provide information on all our programs and how we can assist with any individuals that request.

Multiple hiring events have taken place within our region in July. Highlighted would be the rapid hire events that took place in our Comprehensive Center in Albuquerque, hosting these events for CYFD (Children, Youth, and Families Department) and UI (Unemployment Insurance). Staff assisted with resume reviews, candidate screenings, and panel interviews. Both of these events took place over multiple days and produced several hires for each agency.



ECONOMIC NEWS:

The June 2024 Labor Market Review offers a comprehensive overview of employment trends in New Mexico and the Albuquerque MSA. In New Mexico, the unemployment rate has remained stable at 3.8%, consistent with the previous month but showing a slight increase from 3.6% a year earlier. This reflects a gradual tightening in the labor market amid ongoing economic activities.

In the Albuquerque MSA, there has been a positive trajectory in job growth, with total nonfarm employment rising by 7,300 jobs over the year, marking a 1.8% increase. This growth was primarily fueled by gains in the professional and business services sectors, which added 2,500 jobs, and in the education and health services sectors, which saw an increase of 1,200 jobs. The construction and manufacturing sectors also showed robust gains, contributing to the overall employment growth in the area.

However, not all sectors experienced growth; the information sector reported significant job losses, shedding 900 jobs, a trend consistent with broader national challenges in the industry. This highlights the uneven recovery and sector-specific impacts in the local economy.

Additionally, there are several development plans underway aimed at bolstering employment in the region. These include infrastructure projects and public sector initiatives that are expected to create job opportunities and stimulate economic activity in the coming months. These developments are part of a broader strategy to enhance economic stability and job security in New Mexico and the Albuquerque MSA.

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

JULY'S EVENTS:

- **July 4th** - Annual 4th of July Veterans Luncheon.
- **July 10th** - Employer connection hiring event.
- **July 24th** - Employer connection hiring event.

UPCOMING 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

INDIVIDUAL SERVICES:

3,359

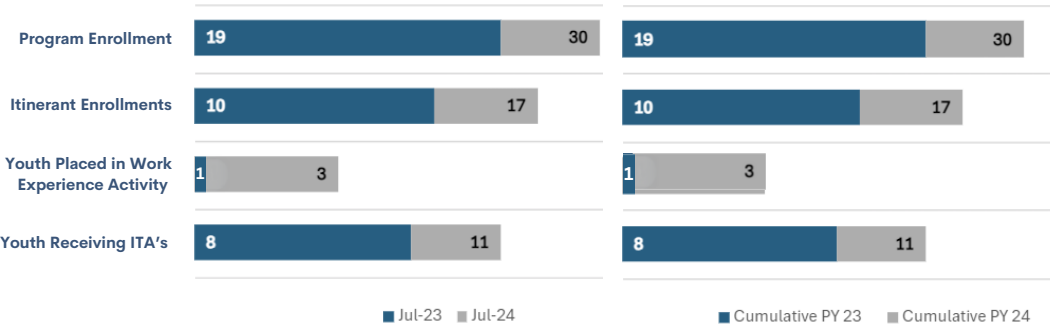
Total number of
Distinct Individuals
Receiving Services

977

new clients were
registered in the
NMWC online
system

17,538

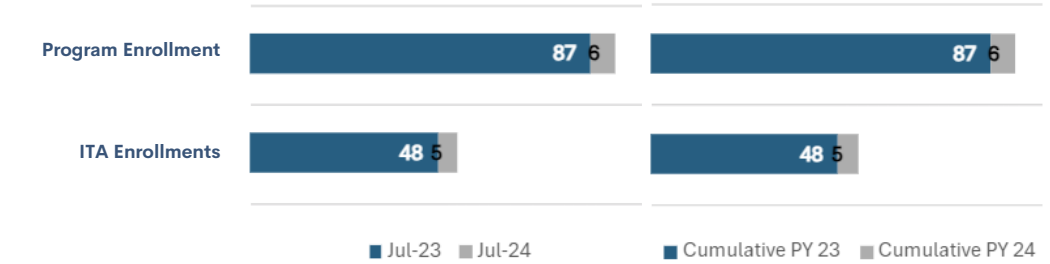
Total number of
services provided
to individuals



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WIOA TITLE 1.B YOUTH PROGRAM

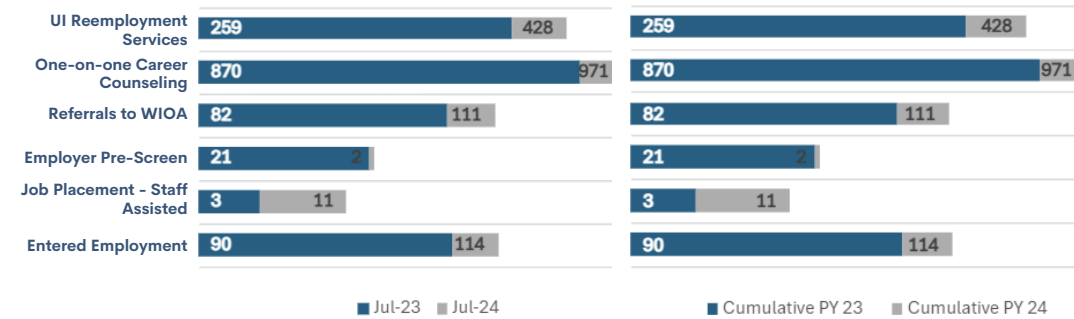
In July 2024 (PY24), the WIOA Youth Program maintained a caseload of **488**. The left graph compares data from July 2024 with the same month in the previous program year (PY 23), while the right graph shows cumulative data for July 2024 against the cumulative data for the previous program year (PY 23). Additionally, YDI faces ongoing vacancies for MIS Data Coordinator and Business Practitioner, with ongoing recruitment efforts. Program operations are hindered by delays in obtaining necessary WCOS access for the Program Manager. Meanwhile, the Youth Program actively enhances partnerships and training, including new worksites and community events, to bolster service delivery and expand operational capacities.



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

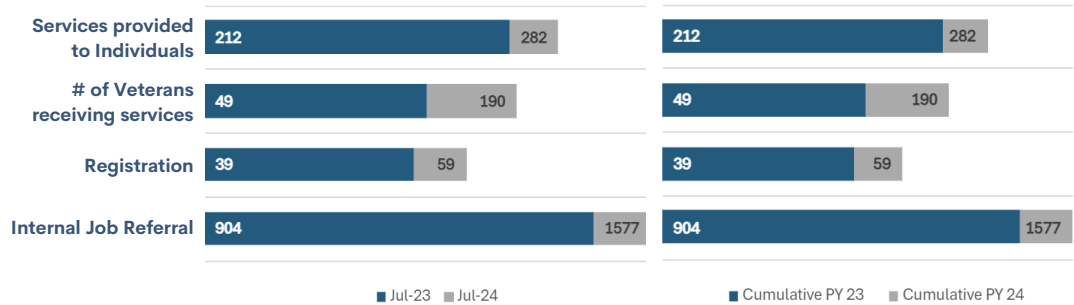
WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

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

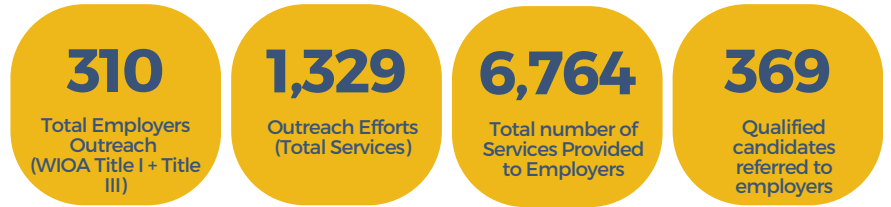


VETERANS SERVICES

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

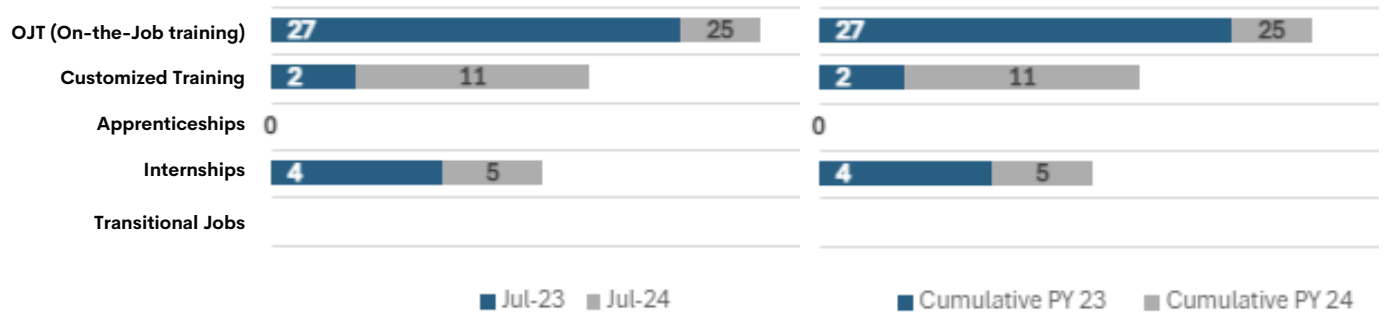
BUSINESS SERVICES:

The business team from WIOA and Wagner Peyser reached out to 310 employers in July 2024, offering a total of 1,329 services, including promotional calls, on-site visits, and job fair services. Additionally, 369 qualified candidates were referred to these employers. In total, 6,764 services were provided to employers through the WIOA and Wagner Peyser programs.

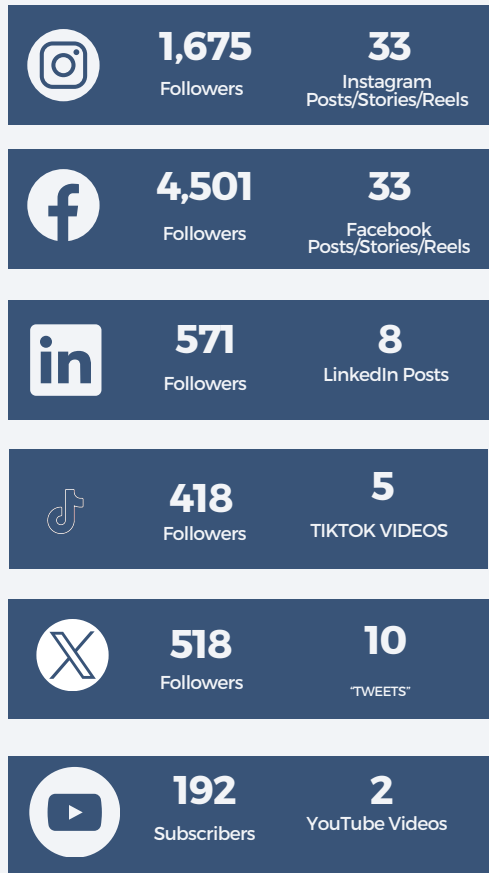


WIOA TITLE 1 . B ADULT & DISLOCATED WORKER PROGRAMS

The graphs illustrate the total services provided to businesses. The left graph compares July 2024 with the same month in the previous program year PY23. The right graph shows cumulative data for July 2024 against the cumulative data for the previous program year (PY 23).



JULY MARKETING HIGHLIGHTS Outreach & Marketing for JULY 2024



Investment was made in staff trainings for July—specifically for both old and new Welcome Desk staff. The goal is to improve cross-training for website postings and leverage new Chamber communications opportunities. I also trained Sandoval County staff at the registration table for the July Rio Rancho hiring event and produced follow-up reporting for all attendees, distributing that data to the Ops Team and Sandoval County team.

July marketing and outreach focused on expanding content production for counties outside of Bernalillo, including multiple promotions of our Torrance County programs (MET and WIOA Youth Torrance County), as well as additional Sandoval County events. Expanded social media coverage for Torrance, Valencia, and Sandoval county events and programs was developed in conjunction with the Ops Manager to balance recent feedback regarding the heavy coverage of Bernalillo County events. Our plan is to continue adding more frequent four-county content on all socials to expand brand awareness and attract more participants throughout the Central Region.

- Maintained a consistent and frequent posting schedule across six channels: Facebook, Instagram, X, YouTube, and LinkedIn, including content aimed at both employers and job seekers.
- Additional reporting duties were increased in July. New reports detail all work performed each day in half-hour increments. Additionally, a custom Excel spreadsheet was created that Marketing and Outreach can use going forward to track all projects completed in depth. Additionally, new daily reporting requirements were added for KRONOS reporting, which attributes all marketing and outreach efforts to five different programs.
- In July, I introduced a new social media series called "Employer Spotlight," which focused on popular Work-From-Home opportunities and Sandoval County career positions that specifically offer training and apprenticeships. (Met with HR staff from both Concentrix and AeroParts to produce custom posts.)
- HIGHLIGHT: Our July ABQ hiring event saw increased attendance in ABQ, reaching over 104 attendees. Multiple social media posts, including carousel posts, official FB Event listings, multiple group shares to expand outreach, Chamber Calendar postings, and videos advertising the exact job openings at the event likely contributed to the increased exposure and attendance.
- Growth in followers and subscribers on all channels except X is increasing (X actually went from 525 to 518, so we lost a few), most likely due to not posting multiple times per day, which is the standard for X to grow an account. New funny meme content videos are performing better on YouTube than our traditional Hot Jobs video series, so we will continue making this type of content for this platform.