



Workforce Connection of Central New Mexico WORKFORCE BRIEFING

Explore the full dashboard
for more insights



Chair Comments

WCCNM SUPPORTS VETERANS WITH SPECIAL SERVICES

Although Veteran's Day is several months away (11/11/25), having visited Washington DC this past week to attend the National Workforce Boards annual summit, visitors are very aware of the contribution our Veterans have given to protect and defend our country, given the plethora of monuments, museums and public spaces established in honor of our Veteran community. Similarly, to honor and support our local Veteran community, Workforce Connections of Central New Mexico provides employment, training and related services free of charge to eligible veterans and spouses, including:

- Career counseling, resume assistance and interview preparation
- Skills assessment to translate the skills you gained serving our country could transfer to civilian careers.
- Referrals to jobs in high-demand careers.
- Opportunities to earn credentials.
- Introductions to Veteran-friendly employers who are hiring now.

Be sure to also mark your calendar... the New Mexico Americas Job Center is co-hosting the 10th Annual "Heroes Hiring Heroes" Employment Event and Job Fair, Wednesday, April 30th from 10:00 am to 2:00 pm, at the American Legion Post 13, 1201 Legion Rd NE, Albuquerque, NM 87102

For more information and to schedule a one-on-one meeting with a WCCNM counselor, visit www.wccnm.org or drop by one of our conveniently located offices in our four country area.

Thank you for your service...

Stacy Sacco, MBA
Chair, WCCNM Board
Principal, Sacco Connections LLC

Upcoming Events Date

40 Under 40 Awards	5/2/25
May 2025 Building a Regional Economy (B.A.R.E.) event	5/15/25

Partner Updates

In March, WCCNM/AJC participated in several events, including multiple "Be Pro Be Proud" tour stops at various APS high schools, engaging students with hands-on career exploration. On March 12, the AJC – Albuquerque location hosted an in-house career fair featuring 19 employers and drawing 116 job seekers. Additionally, a hiring event was held at the Veterans Memorial on March 26, bringing together 17 employers and more than 70 job seekers. During the final week of March, the AJC – Albuquerque office also conducted a week-long Rapid Response session to assist former Party City employees following the closure of all store locations.

Continuous Quality Improvement (CQI) updates were presented to the Joint CEO/Executive Standing Committee on March 17. The presentation highlighted recent technological advancements adopted by WCCNM, including enhancements to the WCCNM website, the implementation of Business Intelligence (BI) Dashboards, and the integration of program information through AI avatar technology. Board members and staff now have the ability to subscribe to the BI Dashboards, allowing them to access and compare relevant data in a variety of customizable formats.

Economic Overview

New Mexico's unemployment rate held steady at 4.4% in February 2025, unchanged from January and up from 3.8% a year earlier, remaining above the national rate of 4.1%. Over the year, the state gained 13,800 nonagricultural jobs (1.6%), with private-sector gains of 11,800 jobs (1.7%) and public-sector growth of 2,000 jobs (1.0%). Construction led job expansion with 7,200 new positions (13.7%), followed by health care and social assistance (+5,100 jobs), and financial activities (+1,100). Albuquerque added 8,900 jobs (2.1%), with notable growth in health services, construction, and trade. Santa Fe added 1,100 jobs (1.8%), while Las Cruces and Farmington each gained 700 and 400 jobs, respectively. Luna County had the highest unemployment rate at 15.7%, and Los Alamos the lowest at 1.8%.

BUSINESS SERVICES:

3,647

Total number of
Distinct Individuals
Receiving Services

1,005

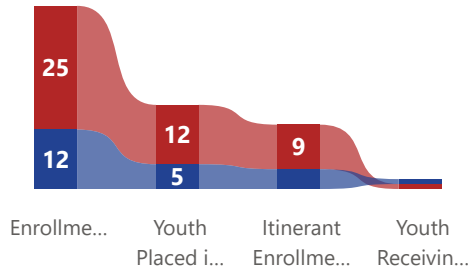
new clients were
registered in the
NMWC online
system

18,224

Total number of
services provided
to individuals

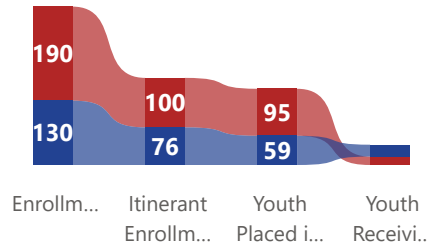
Total monthly by PY

PY ● PY 23 ● PY 24



Cumulative by PY

PY ● PY 23 ● PY 24

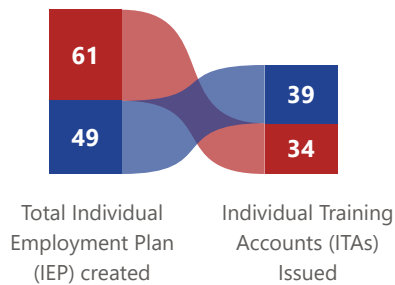


YOUTH TRAINING PROGRAM

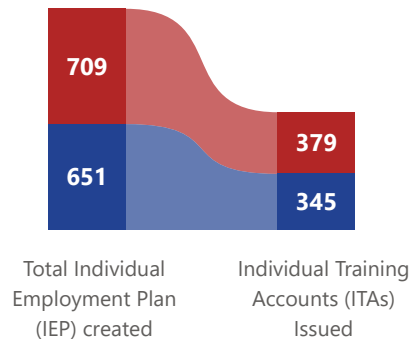
In March 2025, the Youth Training Program maintained a caseload of 459. The left graph compares March 2025 data with the same month in PY 23, while the right graph shows cumulative figures. The Youth Program actively supported high school mock interviews, shared resumes with healthcare recruiters, conducted enrollments and trainings for YouthBuild participants, provided resume workshops at NM Boys and Girls Ranch, and engaged employers through Valencia County networking events.

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

Total monthly by PY



Cumulative by PY

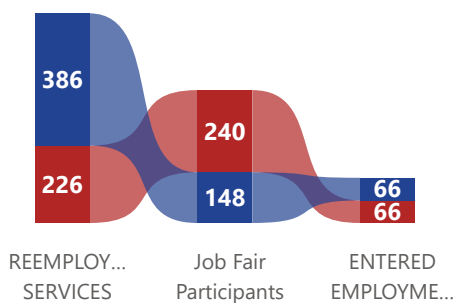


ADULT AND DISLOCATED WORKER TRAINING PROGRAM

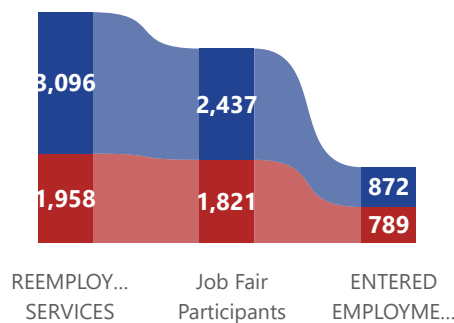
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares March 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for March 2024 against the cumulative data for the previous program year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

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Total monthly by PY



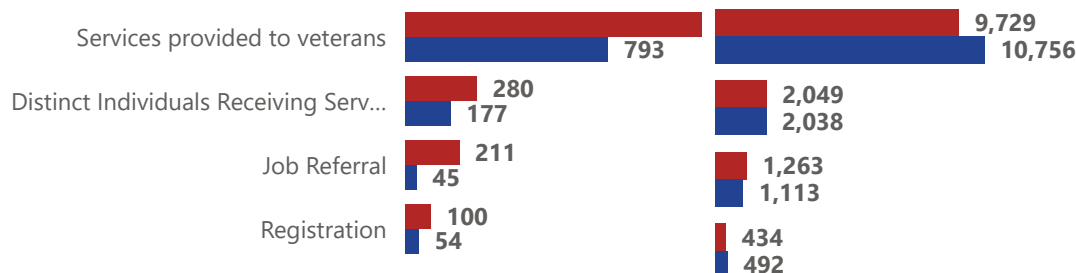
Cumulative by PY



EMPLOYMENT AND CAREER SERVICES

The graphs depict participant engagement in various job seeker services, including UI Reemployment services, job fair participants, and successful employment entries. The left graph compares March 2024 with the same month in the previous program year, while the right graph illustrates cumulative data from July 2024 to March 2024 against the previous program year (PY 23).

Total monthly by PY



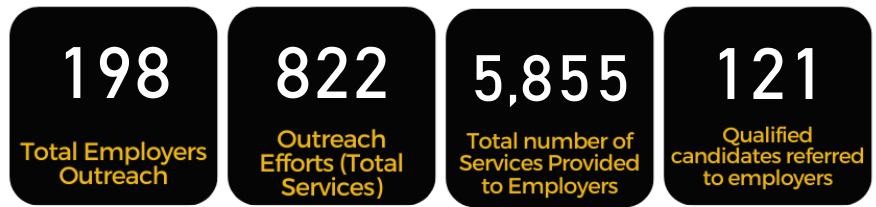
Cumulative by PY

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

BUSINESS SERVICES:

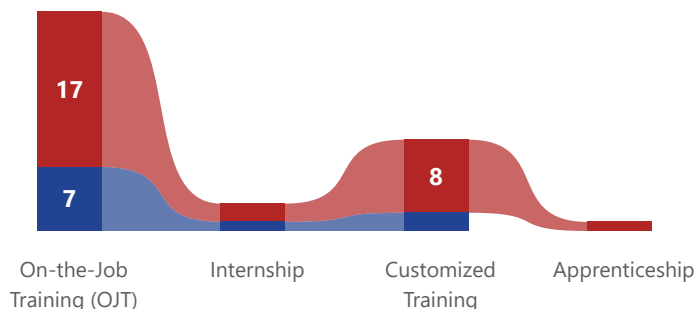
The business team from Training programs and Career Services reached out to 198 employers in **March 2025**, offering a total of 822 services, including promotional calls, on-site visits, and job fair services. Additionally, 121 qualified candidates were referred to these employers. In total, 5,855 services were provided to employers through the Career services and Training programs.



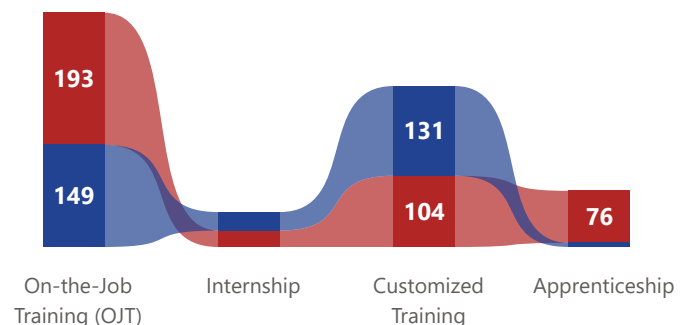
ADULT AND DISLOCATED WORKER TRAINING PROGRAM

The graphs illustrate the total services provided to businesses. The left graph compares **March 2025** with the same month in the previous program year **PY 23**. The right graph shows cumulative data for **March 2025** against the cumulative data for the previous program year **PY 23**.

Total monthly by PY



Cumulative by PY



MARKETING UPDATES FEBRUARY 2025

Optimized communication workflows for Business Team events and increased staff training in Canva and Formsite for marketing processes across Bernalillo and Sandoval County offices.

New Staff Onboarding & Cross-Department Training

- Trained multiple new staff members amidst high turnover and leadership transitions.
- Stepped in to provide consistent training on event coordination, registration, and workflow, as requested by various partners.

Implemented new automation and data analysis reporting for multiple events, which aligns with CQI principles—ensuring more efficient staff communication, increasing data analysis with data collected from job seeker and employer registrations.

Improved clearer public messaging by designing new WCCNM business cards, made website enhancements on multiple pages, increased brand alignment within Ops Team.

Business Team planning Committee Member for both Hiring Heroes and the Central Region Career Expo, attending multiple weekly meetings, providing flyers, digital registration forms, QR Codes, Facebook Ads, daily automated reporting of sign-ups, to all partners, as well as production of dozens of social media posts and videos as part of marketing and outreach responsibilities. Provided in-person planning and hiring event registration support for three March Hiring Events ensuring accurate registration and data collection for NMDWS Business Team debriefs.

Total followers increased across 7 social channels despite significant public decline in the use of Meta apps (LinkedIn, Facebook, and Instagram nationwide usage is down). Pivoting marketing efforts to expand social presence on vetted social channel BlueSky with an increase of social content posted.

Total Reach/Views of our social content in month of March = 47,786

Total Followers on all socials = 8,897 followers

Collaborated with NMDWS Marketing Dept. and Veterans Team Leadership to provide custom statewide Hiring Heroes marketing materials as requested, created QR Codes for Farmington Hiring Heroes Event – made custom flyers and registration forms, set-up automated reporting to track sign-ups and provided all stats to Veterans Team.

Created new Mailchimp and Formsite Integration for Ops Team and set up the first automatic email list building function. Problem solved and fixed Mailchimp Audience set-up, created new List Tags, and connected our social media accounts and Canva Team designs into Mailchimp to make design and template production much easier for staff.

Ensured reciprocal and supportive marketing services for several community partners including creating content for the Black Business Summit and the State of New Mexico Hiring push for Literacy Instructors. Additionally, WCCNM sponsored the CNM's Women in Trades Summit and provided marketing and social media support for this event.

1954 Follower 30 Posts

4780 Follower 26 Posts

710 Follower 10 Posts

709 Follower 5 Posts

507 Follower 12 Tweets

208 Follower 3 Videos

29 Follower 11 Posts