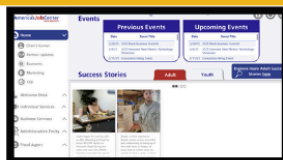


# Workforce Connection of Central New Mexico WORKFORCE BRIEFING

Explore the full dashboard  
for more insights



## Chair Comments

### Stacy Sacco Receives SBA Legacy Award

We are proud to recognize our Board Chair, Stacy Sacco, who was recently honored with the New Mexico SBA Legacy Award. This prestigious recognition celebrates Stacy's exceptional leadership and his ongoing commitment to driving economic prosperity for businesses and advancing workforce initiatives throughout our region.

Upcoming Events	Date
Apprenticeship Virtual Session	6/27/2025
Finance and Business Networking  Elevating Your Potential - Albuquerque	6/11/2025
June Quarterly Investors Luncheon & CBRE Report Reveal	6/12/2025
The Workforce Technology Conference	6/23/2025 - 6/26/2025

## Partner Updates

The Workforce Connection of Central New Mexico (WCCNM) and the New Mexico Workforce Connection – America's Job Center hosted a variety of events throughout the Central Region during the month of May.

In addition to organizing our own hiring events at the Albuquerque location, we also collaborated with several employers to host targeted recruitment and informational sessions. Notable events included those for Ezee Fiber, Los Alamos National Laboratory (LANL), and the City of Albuquerque (CABQ). The Ezee Fiber hiring event offered a comprehensive experience for job seekers, allowing them to apply for open positions, participate in screening and interviews, and potentially receive same-day job offers.

The LANL and CABQ sessions were informational in nature, providing attendees with insights into each organization's application process, qualification requirements, and resume expectations for candidates seeking employment opportunities. These events continue to support our mission of connecting job seekers with meaningful employment and helping employers access a skilled and ready workforce.

Our internal hiring event held at the Albuquerque office on May 7 was a strong success, drawing over 115 attendees and featuring 20 employers. In contrast, our May 21 event, which was scheduled during a different time frame in an effort to engage a broader range of employers and job seekers, welcomed 65 customers. While the turnout for the May 21 event was lower than usual, both attendees and employers expressed satisfaction with the overall quality and outcomes of the event. We remain committed to exploring alternative scheduling options to broaden our reach and better accommodate the needs of our community and partners.

## Economic Overview

New Mexico's unemployment rate remained steady at 4.3% in April 2025, matching March's rate and reflecting a slight increase from 4.0% one year earlier. The rate stayed above the national average of 3.9%. Over the year, the state added 10,800 nonagricultural jobs (1.2%), including 9,600 private-sector jobs (1.4%) and 1,200 public-sector jobs (0.6%). Gains were seen across several industries, with significant contributions from education, health services, and construction. The Albuquerque MSA accounted for 7,200 new jobs (1.7%), showcasing strong growth across key sectors. Santa Fe and Las Cruces also posted modest employment increases. Luna County continued to report the highest unemployment rate at 14.7%, while Los Alamos held the lowest at 1.8%.

## BUSINESS SERVICES:

3,911

Total number of  
Distinct Individuals  
Receiving Services

1,238

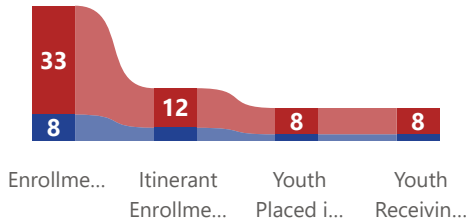
new clients were  
registered in the  
NMWC online  
system

20,119

Total number of  
services provided  
to individuals

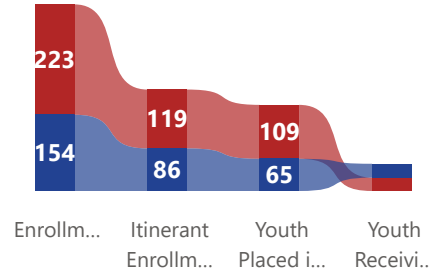
### Total monthly by PY

PY ● PY 23 ● PY 24



### Cumulative by PY

PY ● PY 23 ● PY 24

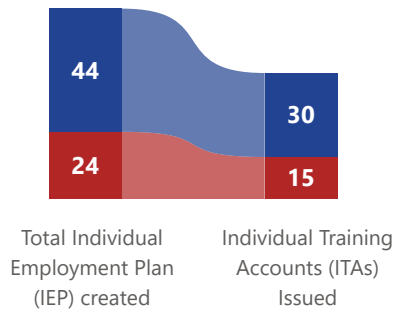


## YOUTH TRAINING PROGRAM

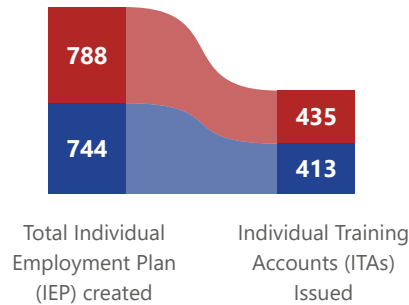
In May 2025, the Youth Training Program maintained a caseload of 483. The left graph compares May 2025 data with the same month in PY 23, while the right graph shows cumulative figures. This month The Youth Program finalized plans for a mini-job fair with Presbyterian Health Services, expanded work-based learning initiatives in Torrance County, updated participant surveys, began Employer Appreciation activity planning, and continued developing automotive and additional sector partnerships.

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

### Total monthly by PY



### Cumulative by PY

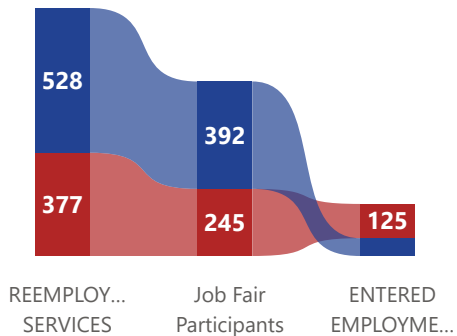


## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

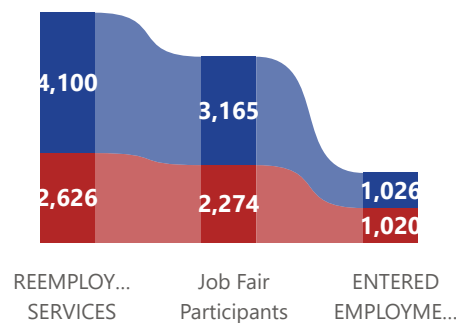
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares May 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for May 2024 against the cumulative data for the previous program year (PY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

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

### Total monthly by PY



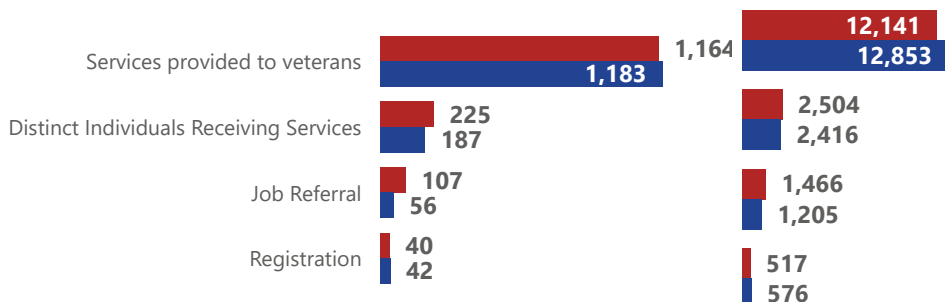
### Cumulative by PY



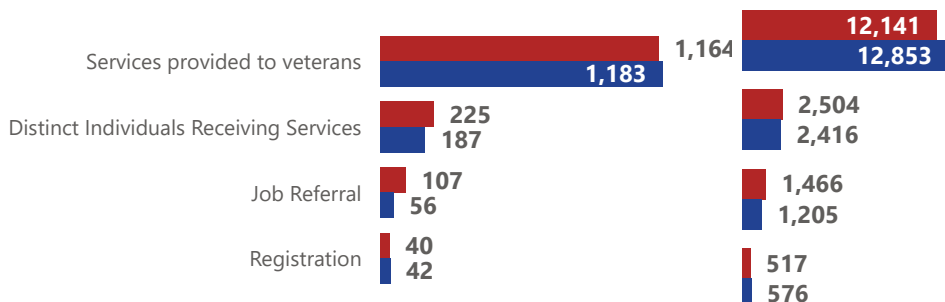
## EMPLOYMENT AND CAREER SERVICES

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

### Total monthly by PY



### Cumulative by PY

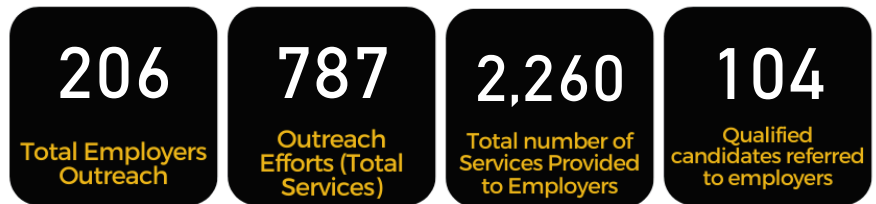


## VETERANS SERVICES

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

## BUSINESS SERVICES:

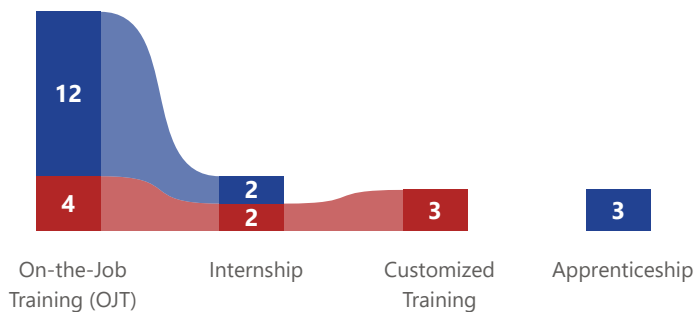
The business team from Training programs and Career Services reached out to 206 employers in May **2025**, offering a total of 787 services, including promotional calls, on-site visits, and job fair services. Additionally, 104 qualified candidates were referred to these employers. In total, 2,260 services were provided to employers through the Career services and Training programs.



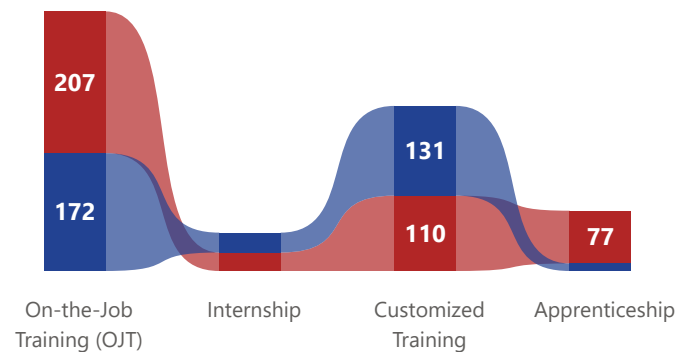
## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

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

Total monthly by PY



Cumulative by PY



## MARKETING UPDATES MAY 2025

### Key Marketing Projects for Continuous Quality Improvement

Marketing projects focused on creating a variety of social media designs and custom videos for diverse events, partners, and programs including a top-performing video and deep-dive into "High Paying Careers with The City of Albuquerque", the Correctional Officer Statewide Rapid Hire events, "Healthcare Careers and how to get them funded with grants" (WIOA/PIMA Institute), promoting the Youth Build Construction Certification Courses with partner YDI, local business spotlight on Ezee Fiber Infrastructure Jobs at our hosted hiring event, a short series on both the WCCNM Mission and Vision, and efforts to drive traffic to our new BlueSky social account to counteract a decline in X's poorly performing ROI.

### Metrics for Social Media Content Creation

In May, Marketing produced 110 social media posts across 6 social media channels in a 30-day period.

Metrics show a marked increase in views, followers and engagement across most channels. Key insights include:

- Total Audience Reach/Views across channels was 58,922 viewers which was an improvement over March 2025 but less than April 2025 (most likely due to paid ad spend which helped to boost traffic in April).
- Some of our highest performing videos created were in May (thousands of views instead of hundreds).
- We gained 129 followers/subscribers across our social channels in a 30-day period driven mostly by LinkedIn, Instagram, and TikTok which received the largest bump in followers over a 30-Day period averaging 4% growth.
- We lost 3 followers on X and decreased social media content on this platform in the last 30-Days due to poor ROI.

### Business Team Planning and DATS Team Project Participation:

I've been asked to be a part of the Business Team to outline Marketing strategy for events and participated in multiple planning meetings for the June 13th Valencia County Village of Los Lunas Job Fair and Career Expo where I gathered research, defined expected outcomes/audience objectives, and solicited key statements from the Senior Economic Developer for Valencia County and coordinated the production of a press release with MRCOG Communications Director

