



# Workforce Connection of Central New Mexico WORKFORCE BRIEFING

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for more insights



## Chair Comments

### UPCOMING JOB FAIRS

Over the past several years, whenever I was actively pursuing a job, I always found that Job Fairs were a great way to meet prospective employers. You can meet a large number of them all at once and many times you can meet the hiring managers in person. Conversely, employers can meet a pool of excellent job candidates so it's a "win-win" for everyone. There are several local organizations that host job fairs including CNM, Goodwill Industries, the New Mexico Department of Workforce Solutions, UNM, and of course, our very own Workforce Connections of Central New Mexico. Their next event the "Employer Connection Hiring Event" is scheduled for Wednesday, July 9th, from 9:00 am to 12:00 noon at America's Job Center, 501 Mountain Rd NE, 87102. Be sure to come "dressed for success" as if you were going to a job interview, and bring plenty of resumes. For more information, visit: <https://www.wccnm.org/>. Good hunting!

### Upcoming Events

### Date

|  |           |
|--|-----------|
| Northern New Mexico Workforce Integration Network (WIN) 2025 BIENNIAL CONVENING                        | 7/10/2025 |
| Powering a Future-Ready Workforce with Labor Market Data: A Vision Partner Conversation with Lightcast | 7/15/2025 |
| Route 66 Summerfest  | 7/19/2025 |
| Finance and Business Networking   Elevating Your Potential   | 7/23/2025 |
| Apprenticeship Virtual Session   | 8/29/2025 |

## Partner Updates

June was an active month for the AJC Central Region, with several impactful events and rapid response efforts. On June 13th, the Los Lunas Career Expo was held at the Daniel Fernandez Recreation Center, drawing approximately 160 job seekers and over 50 employers. The AJC team also responded swiftly to the potential closure of Job Corps by providing rapid response support and onsite resources to affected staff and students. Additionally, on June 24th, the Albuquerque AJC hosted a successful YDI Rapid Hire event, where over 50 job seekers participated, resulting in more than 30 on-the-spot interviews and multiple job offers. These efforts reflect our ongoing commitment to connecting job seekers with employment opportunities and supporting our workforce community during times of transition.

Internal hiring events at the Albuquerque AJC took place on June 4th and June 18th, each bringing together more than 20 employers and attracting over 100 job seekers. These events continue to serve as a valuable platform for connecting employers with qualified candidates in a convenient and supportive setting. In an effort to expand our reach and better serve the community, we are actively experimenting with different event times throughout the workday. By adjusting the timing, we aim to engage job seekers with varying schedules, including those who may be transitioning between jobs, working part-time, or managing other responsibilities. These ongoing adjustments reflect our commitment to making career opportunities more accessible and responsive to the needs of our diverse job-seeking population.

## Economic Overview

In May 2025, New Mexico's seasonally adjusted unemployment rate decreased to 4.2%, down from 4.3% in April and up slightly from 4.1% in May 2024. The state added 18,700 nonfarm jobs over the year, marking a 2.1% employment growth. Luna County recorded the highest unemployment rate at 13.3%, while Los Alamos County had the lowest at 1.7%. Among metropolitan areas, Santa Fe reported the lowest unemployment rate at 3.5%, followed by Albuquerque at 3.8%, Farmington at 4.5%, and Las Cruces at 5.0%.

The Albuquerque, Farmington, and Las Cruces MSAs each experienced a 0.3 percentage point increase in unemployment compared to May 2024, while Santa Fe saw a smaller increase of 0.2 percentage points.

For more detailed information, you can refer to the full May 2025 Labor Market Review

## BUSINESS SERVICES:

4,083

Total number of  
Distinct Individuals  
Receiving Services

1,224

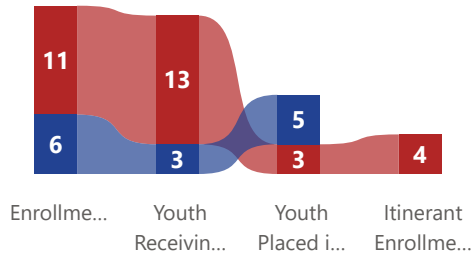
new clients were  
registered in the  
NMWC online  
system

19,946

Total number of  
services provided  
to individuals

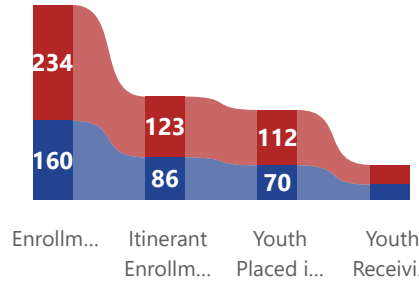
### Total monthly by PY

PY ● PY 23 ● PY 24



### Cumulative by PY

PY ● PY 23 ● PY 24

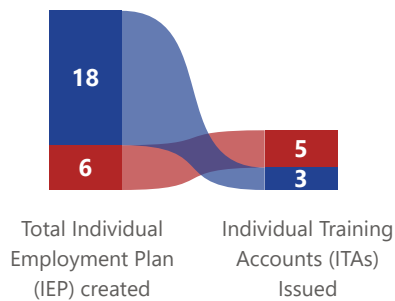


## YOUTH TRAINING PROGRAM

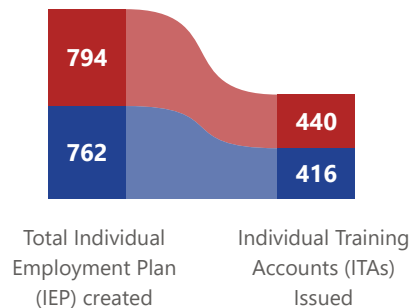
In June 2025, the Youth Training Program maintained a caseload of 389. The left graph compares June 2025 data with the same month in PY 23, while the right graph shows cumulative figures. The Youth Program successfully hosted an employment event with Presbyterian Health Services, expanded Torrance County partnerships for work-based learning, recognized supportive partners, and conducted quarterly training focused on improvements, electronic file transitions, team-building, and enhancing inter-agency collaboration.

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### Total monthly by PY



### Cumulative by PY

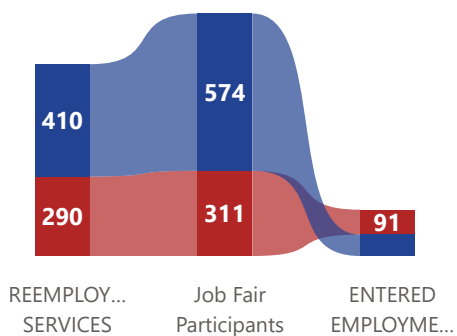


## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

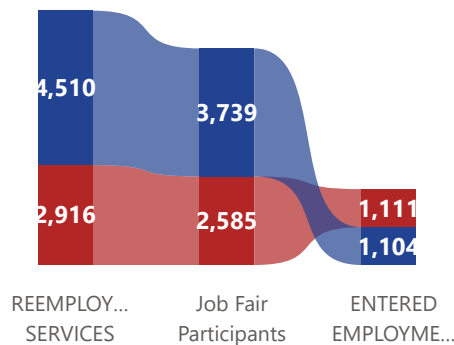
The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares June 2024 with the same month in the previous program year (PY 23). The right graph shows cumulative data for June 2024 against the cumulative data for the previous program year (PY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

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### Total monthly by PY



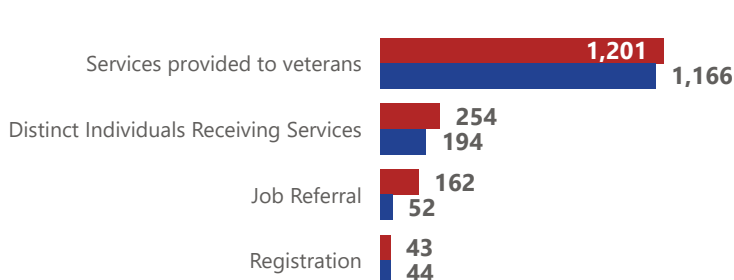
### Cumulative by PY



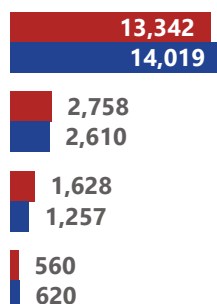
## EMPLOYMENT AND CAREER SERVICES

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

### Total monthly by PY



### Cumulative by PY

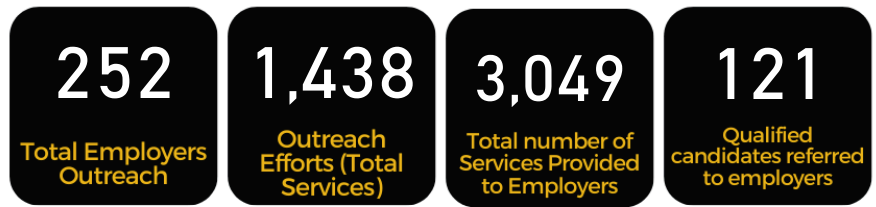


## VETERANS SERVICES

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

## BUSINESS SERVICES:

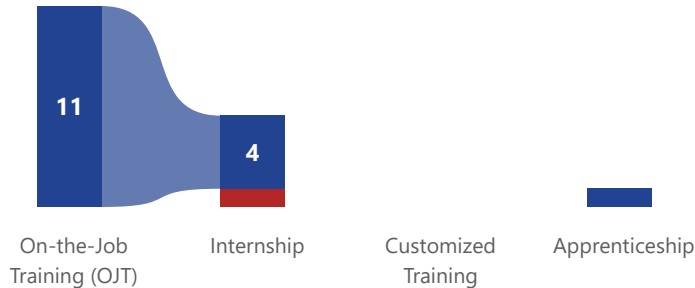
The business team from Training programs and Career Services reached out to 252 employers in June **2025**, offering a total of 1,438 services, including promotional calls, on-site visits, and job fair services. Additionally, 121 qualified candidates were referred to these employers. In total, 3,049 services were provided to employers through the Career services and Training programs.



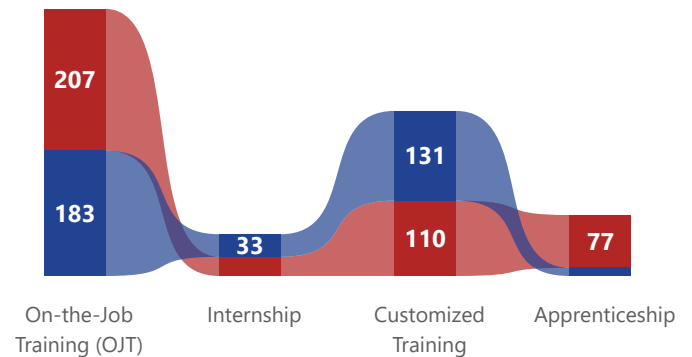
## ADULT AND DISLOCATED WORKER TRAINING PROGRAM

The graphs illustrate the total services provided to businesses. The left graph compares **June 2025** with the same month in the previous program year **PY 23**. The right graph shows cumulative data for **June 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 & Outreach Projects for Continuous Quality Improvement

- June projects focused on highlighting employers and job openings for Presbyterian, YDI, and The City of Albuquerque.
- Designed a series of "Career Workshop" posts to drive traffic and show value in our ABQ office.
- Worked with the Apprenticeship Team to create a "Career Exploration" feature on Instagram and Facebook promoting the use of our VR headset tools to explore sector strategy careers.
- Drove traffic to pre-registrations for the Apprenticeship Team's Business Info Session by creating multiple posts and outreach DMs via LinkedIn, Instagram, and Facebook.
- Performed outreach with dozens of business and partner accounts to promote multiple hiring events in June using Facebook Groups, tags, comments, shares, and cross-posting.
- Completed analysis of more than 690 registered job seekers and various data points in Sandoval County using Formsite and ChatGPT to gain insight into job seeker demographics and compiled report for leadership.
- Wrote SOP for Flyer Creation Process and provided updates to Program Manager and Ops Manager for review.

### Social Media Content Creation:

In May, we created 125 social media posts across 5 social media channels in a 30-day period. This included targeted multi-page carousel posts, videos, stories, community engagement work, Facebook events creation, and Facebook Group sharing to targeted interest groups (job seekers) and business partners. Re-built all Instagram "highlights" and added new content/categories. Metrics show a marked increase in views, followers and engagement across all channels except for X and Bluesky. Key insights include:

- Total Audience Reach/Views across channels was over 62,929, an increase over May 2025.
- We gained followers/subscribers most significantly across LinkedIn, Facebook, and Instagram.
- A 58 % increase in followers on Instagram over 30-day period.
- A 17 % percent follower increase on the Facebook platform over a 30-day period.
- Views were up 10 % on Facebook and 40 % on Instagram in June vs. May.
- Despite not posting any videos on YouTube or LinkedIn in June (except for internal videos for website on YT), these channels continue to perform due to new viewers arriving to our channel to watch previously posted evergreen content.



2068  
Follower

46  
Posts



4937  
Follower

48  
Posts



766  
Follower

12  
Posts



744  
Follower

0  
Posts



504  
Follower

12  
Tweets



212  
Follower

0  
Videos



36  
Follower

7  
Posts