

Workforce Connection of Central New Mexico

WORKFORCE BRIEFING

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for more insights



Chair Comments

The New Mexico Chapter of the Public Relations Society of America recently awarded their prestigious 2025 Cumbre Award to Workforce Connection of Central New Mexico (WCCNM). The award recognizes outstanding communications programs and campaigns across the state. In our award-winning submission, we highlighted the WCCNM Operations Team's successful redesign of the WCCNM website, <https://www.wccnm.org/>, to better meet the needs of job seekers and employers throughout New Mexico's Central region (including Bernalillo, Sandoval, Torrance and Valencia counties). The updated site improves accessibility and navigation, ensuring resources are more readily available for the diverse community and businesses that the WCCNM serves. The WCCNM Operations Team also undertook a major enhancement of WCCNM's internal MYHUB intranet, streamlining referral processes, training resources, and partner communications; and the Team integrated AI-powered translation features, enabling training videos to be automatically translated into multiple languages, expanding access for clients across the region. Kudos to the WCCNM Operations Team for their excellent work!

I plan to research other human resource and workforce organizations' awards to recognize the outstanding work WCCNM's staff is doing to better serve our community.

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

Upcoming Events

Date

2025 Diverse Business Leaders Awards	11/4/2025
2025 Annual Dinner & 505 Awards	11/13/2025
Future of Product Management Summit 2025	10/16/2025
National Disability Employment Awareness Month (NDEAM)	10/15/2025

Partner Updates

September was an active month filled with outreach and hiring events across the region. Staff represented the AJC network at the New Mexico State Fair, participating in both Veterans Day and College and Career Day in partnership with the Department of Workforce Solutions, which also brought the mobile unit on-site. The Rio Rancho AJC hosted a successful hiring event at the Rio Rancho Event Center, drawing more than 80 job seekers. In Albuquerque, the AJC hosted two large hiring events, each featuring over 20 employers and attracting more than 150 job seekers. Meanwhile, Los Lunas AJC staff participated in an event at the UNM-Valencia Workforce Center, and Moriarty AJC staff engaged with the community during the annual Pinto Bean Festival.

Our team continues to actively support partner-led outreach efforts throughout the region. Staff regularly attend weekly events at Roadrunner Food Bank and local high schools, strengthening connections with students and job seekers. We also collaborated with community partners such as The Black Chamber of Commerce and Goodwill Industries, with staff providing on-site support and outreach to promote workforce services and resources.

Economic Overview

New Mexico's seasonally adjusted unemployment rate dropped to 4.1% in August 2025, down from 4.2% in July and 4.3% a year earlier, coming in below the national rate of 4.3%. The state added 12,100 nonagricultural jobs over the year (1.4%), with the private sector gaining 7,400 jobs (1.1%) and the public sector adding 4,700 jobs (2.5%). Major industry growth was led by mining and construction (+7,800 jobs, 9.9%), followed by private education and health services (+4,500 jobs, 3.0%) and financial activities (+1,100 jobs, 3.1%). Albuquerque MSA added 3,800 jobs (0.9%), Las Cruces 600 jobs (0.7%), and Santa Fe 800 jobs (1.2%). Farmington MSA was the only metro area to see a decline, losing 400 jobs (-0.8%). Luna County had the highest county unemployment rate at 10.0%, while Los Alamos had the lowest at 1.8%.

BUSINESS SERVICES:

3,874

Total number of
Distinct Individuals
Receiving Services

1,056

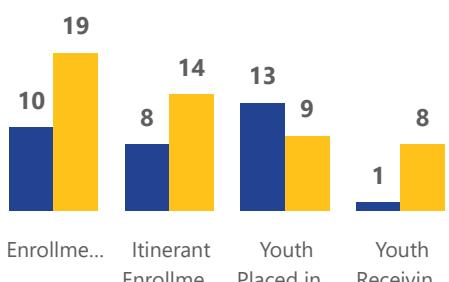
new clients were
registered in the
NMWC online
system

20,358

Total number of
services provided
to individuals

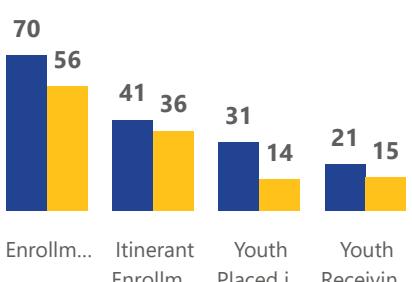
Total monthly by PY

PY ● PY 24 ○ PY 25

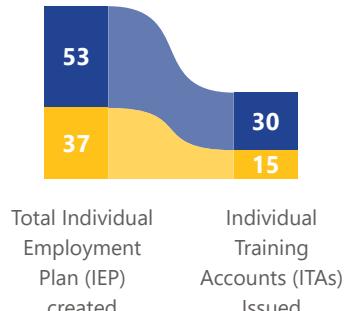


Cumulative by PY

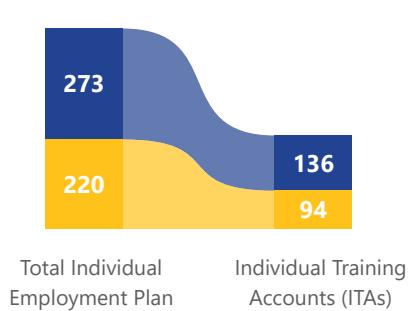
PY ● PY 24 ○ PY 25



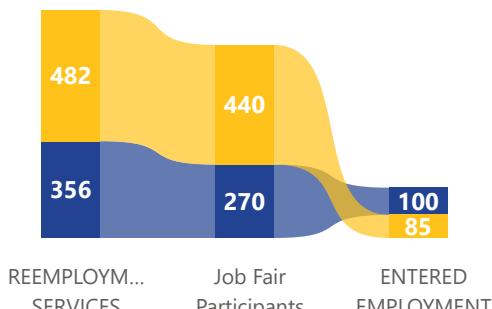
Total monthly by PY



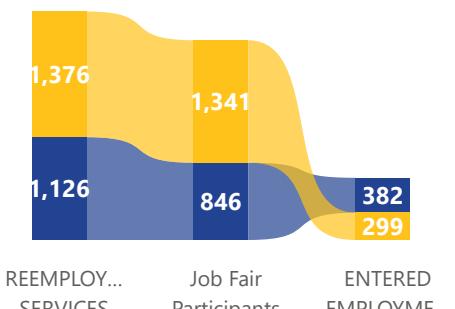
Cumulative by PY



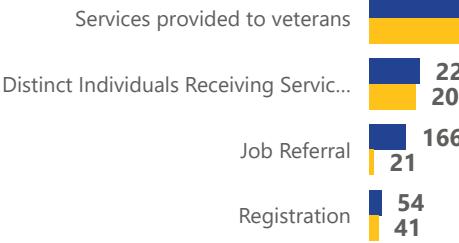
Total monthly by PY



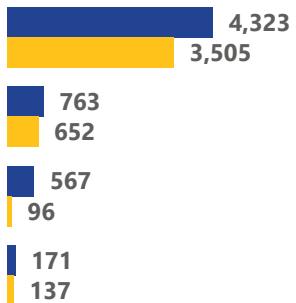
Cumulative by PY



Total monthly by PY



Cumulative by PY



YOUTH TRAINING PROGRAM

In September 2025, the Youth Training Program maintained a caseload of 401. The left graph compares September 2025 data with the same month in PY 24, while the right graph shows cumulative figures. The Youth Program partnered with UEI, awarding three ITAs; engaged the Black Chamber and Goodman Realty on apprenticeships; held September 25 training on WBL, case management, and entrepreneurship; supported APS and Pinto Bean events; and launched a new WIOA newsletter.

[here to explore our success stories](#)

ADULT AND DISLOCATED WORKER TRAINING PROGRAM

The graphs display total program participants, and ITA (Individual Training Account) enrollments. The left graph compares September 2025 with the same month in the previous program year (PY 24). The right graph shows cumulative data from September against the cumulative data for the previous program year (PY 24).

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EMPLOYMENT AND CAREER SERVICES

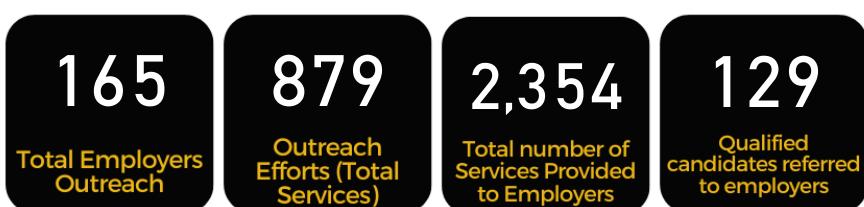
The graphs depict participant engagement in various job seeker services, including UI Reemployment services, job fair participants, and successful employment entries. The left graph compares September 2025 with the same month in the previous program year, while the right graph illustrates cumulative data from September against the previous program year (PY 24).

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 September 2025 with the same month in the previous program year, while the right graph illustrates cumulative data from September against the previous program year (PY 24).

BUSINESS SERVICES:

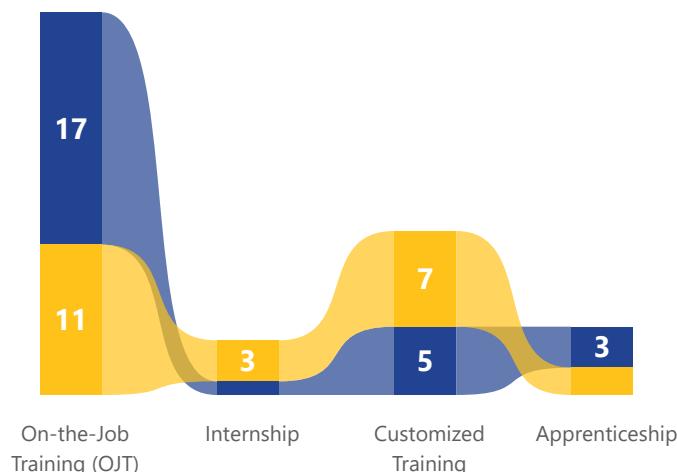
The business team from Training programs and Career Services reached out to 165 employers in September **2025**, offering a total of 879 services, including promotional calls, on-site visits, and job fair services. Additionally, 129 qualified candidates were referred to these employers. In total, 2,354 services were provided to employers through the Career services and Training programs.



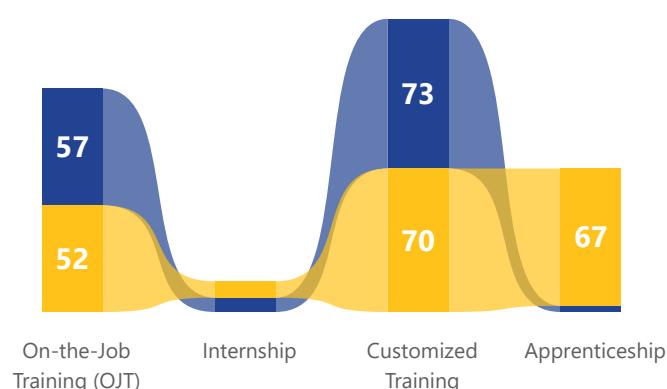
ADULT AND DISLOCATED WORKER TRAINING PROGRAM

The graphs illustrate the total services provided to businesses. The left graph compares **September 2025** with the same month in the previous program year **PY 24**. The right graph shows cumulative data for **September 2025** against the cumulative data for the previous program year **PY 24**.

Total monthly by PY



Cumulative by PY



September 2025 Marketing & Outreach Report

Marketing & Outreach Projects for Continuous Quality Improvement

- With September being National Workforce Development Month, created several social media marketing campaigns highlighting our staff, our services, our Mission and Vision for WCCNM, in-demand career pathways, and multiple partners.
- Presented new productivity tool and created training for DATS Team to adopt incorporating Scribe and Google Notebook LM, as our new documentation tool to produce SOPs for staff training. Met one-on-one with multiple staff in multiple offices and trained them in the usage and applications of the Scribe platform.
- At the request of NMDWS Communications Director Stacy Johnston and her assistant, created presentation and held meeting to share new AI Video and Productivity Tool use cases demonstrating Scribe, Notebook LM, resources for future training, video techniques.
- Implemented new CQI projects with WIOA Manager to re-design and update all WIOA presentations including PowerPoints, RESEA presentations (using new AI tools), videos, website updates, and re-designed new flyers for all offices.
- In September the Jumpstart Your Career Video Library on our website was updated with all new visuals, titles, captions and keywords for better SEO. A new video was also created and added to the video library as well as our YouTube Channel.
- At the request of NMDWS, updated Veterans website page to reflect new staff/ title changes, and new information.
- Performed outreach on behalf of Apprenticeship Team with marketing to Chambers and email blasts to increase sign-ups for upcoming Virtual Info Session.

[Read more in BI Dashboard](#)

	2144 Follower	60 Posts
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	5033 Follower	54 Posts
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	902 Follower	13 Posts
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	790 Follower	5 Posts
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	513 Follower	7 Tweets
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	220 Follower	2 Videos
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	43 Follower	9 Posts
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