

PY24 Workforce Connection of Central New Mexico (WCCNM) Annual Report

1. Executive Summary

In accordance with §677.205 of the Workforce Innovation and Opportunity Act (WIOA) regulation and WIOA Law Sections 101 and 116, the Workforce Connection of Central New Mexico (WCCNM) submits the Program Year 2024 (PY24) Annual Report to the State of New Mexico, Department of Workforce Solutions, State Administrative Entity (SAE) on October 10, 2025. The report will be incorporated into an expanded annual report for the region that will be available on the WCCNM website at www.wccnm.org in December 2024.

The Workforce Connection of Central New Mexico (WCCNM) and the Central Region America's Job Centers (AJCs) continue to move forward with strategic approaches to meet the needs of priority industries and assist businesses to become competitive and profitable. Our region's business-driven system allows us to be a qualified and valued resource for businesses and job seekers in the four-county area.

During the past year the WCCNM has continued to enhance job seeker and business community services to address ongoing economic and workforce readiness challenges. The WCCNM AE/FA support staff, Service Providers, and AJCs in Central New Mexico have developed Continuous Quality Improvement (CQI) strategies to improve existing resources and implement new services offered through the AJCs.

PY24 was the third consecutive program year that all WCCNM service providers met and exceeded negotiated WIOA Performance Indicators and Measures outcome goals. This major accomplishment demonstrates the successful integration of Continuous Quality Improvement (CQI) initiatives by all WCCNM service providers and AJC operations.

During PY24 the WCCNM's CQI (Continuous Quality Improvements) initiatives centered on maximizing grant funding for participants to successfully complete training and secure sustainable employment leading to self-sufficiency. WIOA grant funding often restricts how funds may be used and often overlooks funding necessary to provide participants with resources needed for the successful completion of their career pathway objectives, including needed financial assistance with housing, utilities, and food.

2. Summary of the WIOA Title I.B Adult & Dislocated Worker Program

2.1. Major Accomplishments

2.1.1. Performance Achievement

Program Year 2024 (PY24) was marked by innovation, outreach expansion, and measurable success across the Central Workforce Development Area, encompassing Bernalillo, Sandoval, Torrance, and Valencia Counties. The WIOA Adult and Dislocated Worker (A/DW) Program strengthened its position as a cornerstone of the region's workforce system—connecting individuals with career pathways, employers with skilled workers, and communities with opportunity. The program focus included: Work-based learning, apprenticeships, internships, customized training, and rapid response coordination. Key Industries for PY24 continue to align with WCCNM's local four-year plan and they include industries in: Healthcare, Construction, Transportation, Information Technology, and Renewable Energy. The A/DW performance status for PY24 exceeded or met negotiated performance indicators across all core measures which can be found in the performance section of this report. This year's success was fueled by an unwavering commitment to innovation, and collaboration. Through data-informed strategies and authentic engagement, the A/DW Team demonstrated how workforce programs can drive both individual and regional economic resilience.

Throughout PY24, the Central Region's WIOA Adult & Dislocated Worker Program exceeded all negotiated performance benchmarks. Case managers provided intensive individualized support—ensuring that participants received relevant, timely, and goal-oriented services. The team's success was met by rigorous data tracking and an emphasis on documentation that clearly substantiated program outcomes.

Key indicators such as employment retention, median earnings, and credential attainment reflected the effectiveness of the team's integrated service model. Each quarter built upon the prior, ensuring continuity of participant success and compliance with WIOA performance standards.

Work and Learn: Adult OJT/Apprenticeships/Internships and Classroom Training –

The WCCNM provides a combination of services that enables a “work and learn” environment. It can be as structured as a registered, apprenticeship requiring closely monitored work and training, an internship with a structured training plan or a work experience that enable students to learn, hands on, from someone in their prospective demand industry.

Work based learning opportunities provide essential firsthand engagement with the workplace for those who want to increase their earning capacity but need to earn a living while doing so. More importantly, a strong training and development program can have numerous short- and long-term benefits, including increasing employee engagement and retention rates, encouraging innovative thinking, mitigating risks, and giving the organization a competitive edge.

In PY24, the Central Region Service Provider The A/DW Team significantly expanded its work-based learning portfolio, enrolling hundreds of job seekers into opportunities that blended training and employment. 478 participants entered classroom training, and 275 engaged in hands-on experiences through OJT, internships, and apprenticeships. By the close of Q4, more than 250 active work-based learning placements were supported regionwide. Some of the highlights from this program year include:

- **Apprenticeships:** Wall Colmonoy launched a registered apprenticeship with UNM Valencia, offering multi-year career pathways in advanced manufacturing. Apprentices gained OSHA certification, financial literacy, and technical instruction in metals processing.

- **Internships:** Partnerships with employers such as Dash2 Labs, Puzzled, and Katharsis Media created meaningful internships across IT, media, and marketing sectors, blending academic learning with real-world application.
- **On-the-Job Trainings (OJT):** OJT Contracts helped employers offset training costs while creating advancement opportunities for new hires and incumbent workers. Employers like Green Summit Landscape Management and Frankhouse Brothers exemplified this success.
- **Healthcare Pipeline:** Continued investment in healthcare training produced placements at facilities including Kidney Specialists of NM, Cura Healthcare, and Wild Magnolia Wellness. Approval of WIOA funding for the UNM Dental Hygiene Program will extend these outcomes.

2.2. Major Challenges and Opportunities for Improvement

Despite significant accomplishments, PY24 revealed ongoing challenges that inform strategic improvements for PY25: Dislocated worker recruitment continues to remain difficult and engaging workers earlier in the UI process remains difficult. Many delay training decisions until UI benefits near expiration, limiting program eligibility. The opportunity to improve includes collaborating with DWS to integrate WIOA outreach into the UI application process via automated email notifications, flyers or portal messaging.

Access barriers in Sandoval and Torrance Counties persist due to distance and limited infrastructure. *Opportunity:* Expand mobile service delivery, virtual orientation, and hybrid workshops to improve accessibility.

Healthcare Workforce Shortages: The statewide shortage of providers impacts both service access and workforce stability. *Opportunity:* Continue to build healthcare apprenticeships and fund allied health programs like UNM Dental Hygiene and nursing support tracks.

Trades Workforce Gap: Aging workers and declining youth interest threaten trade sector continuity. *Opportunity:* Build youth-focused pre-apprenticeships and awareness events like the Women in Trades and Construction Fairs.

Inter-Agency Coordination: As partnerships expand, standardizing data-sharing and referral systems becomes essential. *Opportunity:* Utilize shared platforms like Unite Us and cross-agency MOUs to improve continuity of service.

3. Summary of the WIOA Title I.B Youth Program

3.1. Major Accomplishments

During PY24 the WIOA Youth Program continued its mission by serving eligible community with the program's total enrollments for the program year to 160. The program remains dedicated to empowering young individuals with the skills and support their need. Services included 70 work experience positions, Team members also provided 31 Individual Training Accounts To encourage participant success, the Youth Program provided 66 incentives during the last quarter for measurable skills gains and credentials earned. The program's annual total of incentives is 153 for PY24.

The Youth program prioritized sector strategies which are shown through all aspects of service delivery. This included outreach, tours, sector partnerships, and youth services. Outreach efforts were particularly strong in the fourth quarter, with 40% of the year's total activities taking place during this period. The team conducted 305 outreach activities and the program's outreach efforts are focused on sharing information about WIOA and American Job Center services, while also providing valuable skills like financial literacy, pre-employment training, resume preparation and labor market research. Team members in Valencia

County often visit local high schools to provide the mentioned activities and assisted with resume writing at the New Mexico Boys and Girls Ranch in Veguita, NM. Among many of the Central region's college and career fairs, and transition fairs, staff also regularly attended CS Council meetings for three Albuquerque high schools, Mark Armijo Academy, Rio Grande HS, and Atrisco Heritage Academy.

Placing priority on sector strategies with alignment to participant career goals and service to employers, program staff were able to provide work experience and individual training accounts to youth in the tier one and tier two industries. The three highest requested areas for training through work-based learning activities were construction, healthcare, and automotive. Participants receiving individual training accounts attended programs earning credentials were primarily for Medical Assistant, Automotive Technician, and Commercial Driver's Licenses.

In continuance of this prioritization, the Youth Program sought opportunities to strengthen its services, and partnerships. With 13 ITAs provided for healthcare occupations, this quarter the Youth Program partnered with Presbyterian Healthcare Services and the AJC to host its first job fair. Presbyterian and the Youth Program continue to explore ideas on how to further develop this partnership with participant resumes being accepted directly by recruitment staff and discussion regarding future meet and greets for Medical Assistant students and an annual job fair. Earlier in the program year the Youth Program developed its sector partnership for Automotive Technician's partnering with IntelliTec, Melloy Brothers Inc., Power Ford and YDI's AE program. Demonstrating success, 8 of the 31 ITAs were provided towards Automotive Technician programs at IntelliTec with two graduates receiving job offers at Power Ford. Additionally, the program also co-enrolled participants with YDI's YouthBuild program who emphasizes high school equivalency and training in the construction industry. YouthBuild participants are supported while earning their HSE, OSHA 10 and NCCER certifications, and hands-on experiences.

The program continued its focus on developing sector partnerships and researching apprenticeship programs, resulting in a new or strengthened partnerships in construction, healthcare and automotive industries.

3.2. Major Challenges and Opportunities for Improvement

During PY24, the WCCNM Youth Program encountered some challenges but remained steadfast in its mission to serve the youth of New Mexico's Central Region. The PY's decrease in funding for training coupled with the high demand resulted in the program expending all funds within the first quarter. This challenge created the need to refer participants to other programs or providers and a strengthened partnership with the Adult WIOA program for co-enrollments to secure additional funding for occupational skills training. The Youth program continued to provide supportive services to ensure these participants were successful in these collaborations and co-enrollments.

The Youth program continues to contend with several other youth programs placing youth into paid work experiences or pre-apprenticeships at higher wages or more hours. Several businesses are also hiring more youth for entry-level positions at higher wages due to the high need for employees. These challenges resulted in the program experiencing a slightly lower placement in work experience activities during the PY.

This PY the Youth program also focused on both professional development and continuous quality improvement strategies. Youth staff participated in multiple training activities throughout the year. Staff attended the New Mexico Workforce Conference in which Youth Development Practitioner, Eric Jack, participated in a panel discussion on Youth Outreach. YDI's Education, Employment, and Training Division's in-service was also held during the quarter with presentations of all division programs and the

opportunity to present on WIOA Youth. Both Annual and Quarterly trainings were also conducted in the quarter with training topics focused on Performance Measures, Providing Quality Services, Career Coaching, Trauma Informed Care, and the annual refresher training review of WIOA youth services. The Data Validation Policy and introduction of quarterly Data Validation Monitoring was also implemented. For 2025, the Youth program will continue to strive to meet performance measures and serve participants with strong case management and participant services.

4. Business Services

4.1. Major Accomplishments

The WCCNM Business teams, including staff from Adult & Dislocated Worker, Youth, and Career Services, collaborate to streamline communication and avoid duplicating efforts with the same businesses or associations through the launch of the Business Connector dashboard. This centralized application allows businesses to quickly submit workforce needs to the appropriate business team representatives. With a defined process, workflow, and a tracking database on the backend, the dashboard ensures that all inquiries are managed efficiently. Business teams can refer, communicate, and collaborate by adding case notes and transferring requests to other partners within the system. The WCCNM ensures timely follow-up by setting parameters after services are requested, and the tool's user-friendly design allows employers to easily submit their hiring and training needs. The inquiry is then directed to the appropriate programs and staff who can assist. Staff can interact with the inquiry collaboratively, receiving real-time updates on contributions from other team members and employers, ensuring efficient coordination and eliminating duplicate contacts.

The WCCNM Business Team has built numerous collaborations and partnerships with community-based organizations, chambers of commerce, industry associations, and local trade unions. These partnerships are essential for developing the talent pipeline within the Central Region. By working together, the team not only connects qualified candidates with employers but also addresses workforce gaps through targeted training, education, and skill development strategies. These efforts ensure that both businesses and job seekers are supported in meeting the demands of the evolving labor market, strengthening the region's overall economic growth and workforce competitiveness.

The WCCNM Business Team's monthly outreach efforts showcase their dedication to engaging new businesses and recruiting dislocated workers through a range of strategic methods. They actively connect with a wide variety of businesses across key sectors such as technology, healthcare, construction, and manufacturing, ensuring that industries vital to the Central Region's economy are well-supported. Their outreach includes personalized communication with employers, industry-specific meetings, and partnerships with regional chambers of commerce and economic development agencies. Additionally, the Operations has established a bi-weekly Events Sub-Committee to coordinate and plan regional events, ensuring smooth execution and participation in both hosted and partner-led initiatives. Sector Strategy planning meetings further focus on organizing industry-specific events in areas like healthcare, IT, advanced manufacturing, and broadband. These targeted efforts not only facilitate job placement and workforce development but also address critical workforce gaps. Through comprehensive outreach, community engagement, and promotion of training programs, the WCCNM Business Team plays a key role in driving economic growth and workforce development in the Central Region.

In addition to direct business engagement, the team actively participates in career fairs, hiring events, and small business resource fairs, which serve as crucial platforms to connect job seekers with employers and promote WIOA services. These events provide opportunities to showcase the wide range of workforce solutions available, from skills development to job placement assistance. Part of the Business Team's efforts focuses on supporting individuals affected by layoffs. They collaborate closely with trade unions and employers to provide displaced workers with training opportunities and guidance on career transitions.

By facilitating partnerships with apprenticeship and pre-apprenticeship programs, the team enables participants to gain hands-on experience and develop in-demand skills that lead to sustainable employment.

4.2. Sector Strategies

The WCCNM is dedicated to serving un- and under-employed populations in the Central Region. Through WCCNM's 4-Year Local Plan proposed Sector Strategy and Career Pathway development goals, the Central Region demonstrates full support of the State Plan and NMDWS to deliver a workforce prepared to meet employer demand by 1) developing and implementing employer-driven sector strategies that meet healthcare, information technology, trade related occupations, broadband, transportation and renewable energy sector employer needs; 2) implementing career pathway plans based on employer requirements leading individuals with barriers to training and employment to self-sufficiency.

WCCNM is targeting populations in smaller and/or rural communities, as well as historically marginalized, underrepresented, and underserved populations. Within these targeted populations, WCCNM is dedicated to creating a robust and skilled workforce by utilizing sector strategies and sector partnerships through the following steps: 1.) Creating partnerships with employers, educators and key industries within the infrastructure sector. These partnerships are the cornerstone of a worker-driven system that will provide information and intelligence to the workforce system regarding human resource needs, skills gaps, and education needs. 2.) Identifying high-priority occupations within the targeted industry cluster of infrastructure. The staff of WCCNM is regularly working with partners, employers and education groups to review what those occupations will be and researching the labor market. 3.) Developing an inventory of education and training programs that are currently available to upskill the current labor force, fill skill gaps occupation shortages. Utilizing this inventory, WCCNM is meeting with education partners and employers on what training and education programs still need to be created and developed. 4.) Creating clear career pathways by utilizing the data from the previous steps.

During PY24, the WCCNM began the process putting together a sector advisory council for the WCCNM's H1-B Pathways To Infrastructure Jobs Grant. The goal is to engage key representatives to better serve and understand employer and worker needs. In efforts to further advance these initiatives WCCNM also developed an employer survey to assess their workforce needs.

4.3. Economic Development

The WCCNM routinely collaborates with State and Central Region economic development organizations to help ensure all workforce development partners, including training providers (Central NM Community College and Ingenuity, and University of NM) are represented in economic development initiatives to bring new employers to New Mexico. Throughout PY24, the WCCNM and its partners worked closely with NMDWS and training providers to ensure labor force training and talent pipeline development specifically meets the unique needs of existing companies and those companies considering moving to the Central Region.

During PY24, the WCCNM remained actively involved with its state and Central Region economic development partners, including, but not limited to the following:

The Mid-Region Council of Governments (MRCOG) works with regional economic development organizations to promote and facilitate coordination among the numerous entities. The MRCOG is designated by the U.S Economic Development Administration (EDA) as an economic development district and assists with preparation of EDA funding applications. In addition, the MRCOG prepares a summary of the region's economic conditions with recommended activities for growth and development in a report known as the Comprehensive Economic

Development Strategy (CEDS). MRCOG Economic development staff work closely with the WCCNM and many economic development organizations and local governments in the region—providing vital statistical data and technical assistance to identify community development needs.

The New Mexico Economic Development Department (NMEDD) offers services such as the Local Economic Development Act (LEDA) Business, Job Training Incentive Program (JTIP), New Mexico MainStreet, Outdoor Equity Fund, LEADS (Local Economic Assistance & Development Support) Program, New Mexico Film Office, Outdoor Recreation Division, and Collateral Assistance Program (CAP) 2.0. The WCCNM works with the NMEDD to support and promote the Governors economic objectives including but not limited to the state's Advanced Manufacturing goals and initiatives.

Albuquerque Economic Development Department (EDD) serves to promote and facilitate business development, to create and implement economic development strategy, and to strengthen ties with the private sector. The EDD creates opportunities to improve the skills of Albuquerque's workforce, which helps eliminate barriers in underserved communities and advances job seeker skills enhancing careers and earn higher wages. Key industries in the Albuquerque MSA with economic-base companies in high-tech industries are a top priority for the EDD and the WCCNM. Scientific progress via tech-based companies is critical to job creation, higher standards of living, economic mobility, industry diversity, and a healthful community. In collaboration with the community partners, the City of Albuquerque works to recruit businesses and industries to Albuquerque that build on existing strengths. Including Film and Digital Media, Space Technology (Aerospace); Directed Energy; and Bioscience.

Albuquerque Regional Economic Alliance, Inc. (AREA) is a private nonprofit association dedicated to supporting existing business and industry and recruiting new employers to generate quality job opportunities for the Albuquerque metro area. WCCNM collaborates with AREA in workforce development training in sectors including Renewable Energy, and Manufacturing.

WCCNM is committed to building a thriving and healthy economy by helping to grow the workforce in the region's in-demand sectors including healthcare, behavioral health, early childhood development, and first responders. WCCNM also strives to facilitate the modernization of New Mexico's infrastructure, and works to develop a workforce system that anticipates and prepares the workforce for changes in the regional and state economy.

4.4. Work-based learning

The AJCs in the Central Region continue to promote work-based learning opportunities as well as occupational training through career pathways, stackable credentials, and traditional programs. Training services and work-based learning opportunities are provided through a variety of programs including the WIOA Adult & Dislocated Worker Program, the Youth Program, CHANCES (Pathway Home 3, Reentry Employment Opportunity grant) awarded to WCCNM July 2022), Pathways to Infrastructure Jobs (H1B grant awarded to WCCNM September 2023), Vets, and Trade Adjustment Assistance Act Program.

During PY24, in conjunction with the current Trump Administration's heightened emphasis on apprenticeships, the WCCNM made significant strides in expanding and promoting Registered Apprenticeship Programs (RAPs), and work experience opportunities across Central New Mexico.

PY24's progress was driven by a commitment to innovation, collaboration, and capacity building. Through deliberate partnerships, streamlined internal processes, and consistent community engagement, the team

enhanced accessibility to apprenticeship pathways while fostering meaningful connections between employers and job seekers.

4.4.1. Advancing Apprenticeship and Work Experience Models

Throughout PY24, the WCCNM Apprenticeship Team placed a strong emphasis on expanding apprenticeship opportunities beyond traditional sectors, integrating modern approaches to workforce development. Early in the year, the team focused on refining its Registered Apprenticeship Informational Virtual Sessions to better support employers seeking to establish or expand apprenticeship programs. These improvements included redesigned presentation materials, updated digital flyers and forms, and more structured content to facilitate employer understanding.

On June 27, 2025, the WCCNM hosted a highly successful Apprenticeship Virtual Session that attracted 10 employers, featuring interactive presentations, live polls, and a dynamic Q&A session. The event was followed by a comprehensive newsletter that included session recordings, slides, feedback opportunities, and direct booking links to sustain employer engagement.

4.4.2. Strengthening Employer Partnerships

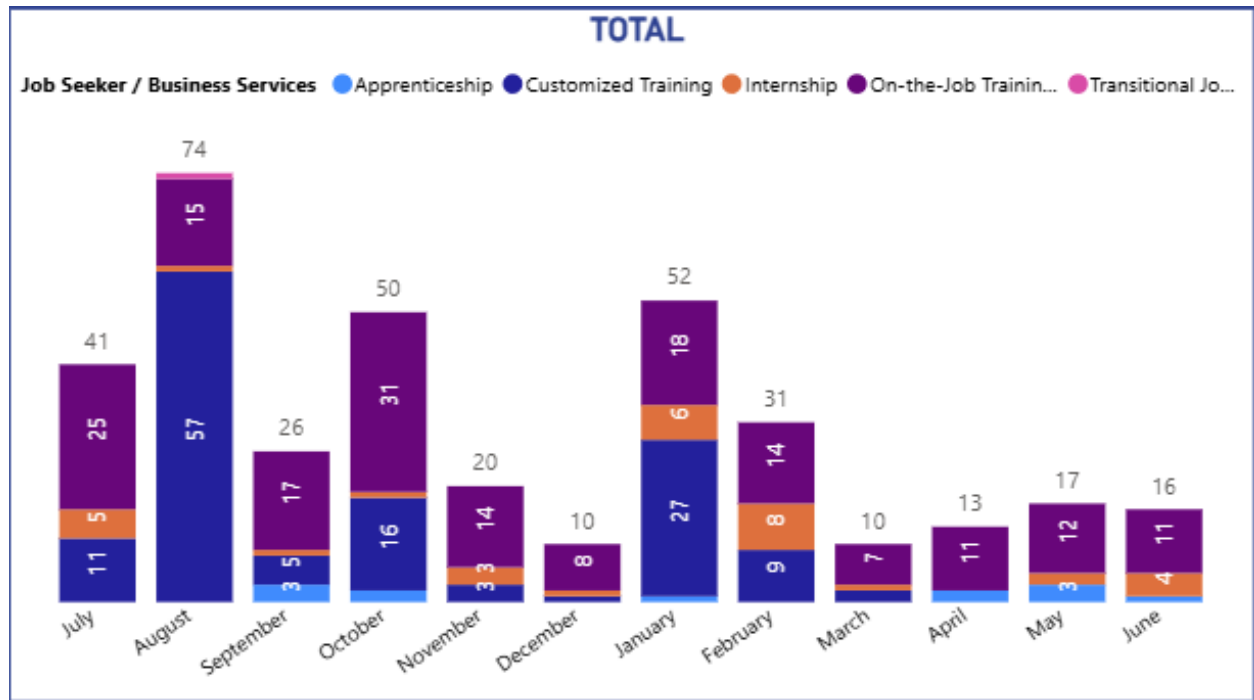
Employer engagement remained central to the apprenticeship team's strategy, with focused outreach efforts targeting key industries such as information technology, construction, healthcare, trades, and professional services. The team conducted multiple site visits and consultations to identify workforce needs and expand apprenticeship opportunities. Collaborative work with the NMDWS Apprenticeship Training Representatives (ATRs) facilitated the registration of new apprenticeship programs, including Accounting Technician and Auto Glass Technician pathways.

In addition, partnerships were forged or strengthened with employers and recognized sponsors including Kinesio, Fix Network, ABB Installation Products, Katharsis Media, State Farm, local 412 and ABC. Cross-state collaboration with Apprenticeship Marketing in Illinois provided valuable insights into effective outreach models, enhancing regional strategies for employer engagement.

4.4.3. Job Seeker Engagement and WIOA Collaboration

The Workforce Team worked closely with WIOA Adult and Dislocated Worker programs to connect job seekers with meaningful work-based learning opportunities. Together, these programs achieved measurable performance outcomes reflected in year-to-date participation trends:

- **Adult Program:** Demonstrated consistent engagement across all quarters, peaking in September and January, where participation reached 74 and 52 placements respectively. Internships and customized training represented the largest share of activity, showcasing strong alignment with employer needs.
- **Dislocated Worker Program:** Experienced its highest impact in January and February, with 7–8 participants entering apprenticeship or training programs, particularly in industries undergoing workforce transitions.
- **Youth/Adult Programs:** Showed steady engagement throughout the year, with strong activity in the early quarters that aligned with community outreach and school-based initiatives.



To ensure that job seekers were well supported, the apprenticeship team delivered more than 240 one-on-one sessions to guide individuals through apprenticeship options and applications. Outreach extended to specialized populations, including veterans—with presentations at the Veteran’s Integration Center and Veteran Treatment Court Information Session—and students with disabilities, through career exploration events at Mandy’s Farm in collaboration with APS McKinney-Vento. RAP information was also embedded into RESEA orientations, broadening access for those reentering the workforce.

Additionally, the apprenticeship team provided bilingual support to Spanish-speaking participants, ensuring equitable access to program information. Positive employer feedback, such as from Future Focused Education, underscored the success of placements like the Youth Apprentice Project Management Specialist, whose contributions were immediately impactful.

“We are writing to extend our gratitude to you both for sending Mia Cota our way. Mia just completed her first quarter with us as New Mexico's first (and currently only!) Youth Apprentice Project Management Specialist. Our entire team at Future Focused Education feels very fortunate to have Mia with us. In three short months, she already has proven herself to be invaluable across many of our initiatives. This week she starts her related technical instruction at CNM, and we are eager to witness her growth as a student and to learn from her as her knowledge of project management deepens. Thank you so much for sending Mia our way! We are very grateful for your partnership!”

- Maria Rogahn, Assistant Director, Future Focused Education

4.4.4. Community Engagement and Outreach

The apprenticeship team sustained a strong community presence through participation in regional hiring events and youth-focused initiatives. Highlights included participation in Apprenticeship Day at the Berna Facio Professional Development Center (April 17), the Employer Connection Hiring Event, Hiring Heroes, and various local career fairs.

Collaboration with the CCR Network and Albuquerque Career Connect extended apprenticeship awareness to high school and middle school students, using innovative tools such as the Oculus VR headset for immersive career exploration.

The apprenticeship team successfully led activities for National Apprenticeship Week (NAW) in November 2024. The event celebrated the value of Registered Apprenticeships by connecting job seekers with apprenticeship sponsors, employers, and training providers from industries such as construction, skilled trades, mechanical trades, electrical, professional services, and information technology. Attendees explored apprenticeship opportunities, experienced careers through virtual reality demonstrations, and learned how apprenticeships provide paid, hands-on training that leads to nationally recognized credentials.

Participating vendors showcased their programs, recruited candidates, and helped expand awareness of apprenticeship as a meaningful pathway to career success. The event supported regional workforce development by bridging education, training, and employment opportunities for individuals seeking to build lasting careers.

4.4.5. Internal System Enhancements

Recognizing the importance of operational efficiency, the team prioritized the creation of centralized apprenticeship documents that consolidated employer contacts, program details, and resource links to support consistent, high-quality service delivery. In total, the team developed and maintained informational materials for more than 60 apprenticeship programs across New Mexico. These resources were designed to provide up-to-date, detailed guidance—including links to applications and interest forms, step-by-step instructions on how to apply, specific program requirements, and verified contact information. By doing so, the documents complemented and expanded upon the information available on the DWS Apprenticeship webpages, offering users access to program-specific details not included online. Weekly apprenticeship subcommittee meetings and cross-training sessions further aligned team efforts, strengthened messaging, and ensured a unified approach to regional workforce development.

4.5. Major Challenges and Opportunities for Improvement

The WCCNM continues to enhance outreach efforts for underserved populations in the Central Region by strengthening communication with partners and community programs. To better promote the wide range of services and programs offered, targeted outreach initiatives have been and will continue to be developed to effectively engage these populations. Throughout PY24, improving partner engagement involved creating streamlined communication channels for outreach, training opportunities, and event planning. These efforts have facilitated better coordination, reduced the duplication of efforts, and assured appropriate staffing across all co-located partners during events.

While WCCNM benefits from a variety of service providers, funding streams, grant awards, and programs, each come with unique eligibility requirements and outcome measures. This can sometimes create confusion for customers, including the business community. To address these challenges, WCCNM will continue to promote an operational approach within the AJC's that creates collaboration, strengthens programs, and encourages innovation. Operations will continue to provide partner communication to all staff on programs in our region. This approach will ensure that services are delivered effectively to both individuals and employers, helping to streamline access and maximize impact across the Central Region.

5. Performance Indicators and Measures

PY24 performance results for the Adult, Dislocated Worker, Youth, Title III (Wagner-Peyser) are detailed in the following tables and include Employment Q2, Median Wages in Q2, Employment Q4, Credential

Attainment Rate, and Measurable Skill Gains Rate. All performance indicator percentages for each WCCNM program show that performance was exceeded in all categories, with the exception of the Dislocated Worker and Youth Participation Thresholds. The Participant Threshold outcome measure was first added to the regional performance outcome indicators beginning in PY22 and will serve as precedence moving forward with NMDWS during annual Central Region performance outcome negotiations.

Table 1: Adult Program Performance Indicators – PY24

Indicator	Numerator/Denominator	Actual	Negotiated	% Met	Status
Employed in Q2 Rate	506/603	0.8391	0.8	1.048	Exceeds
Employed in Q4 Rate	485/591	0.8206	0.785	1.045	Exceeds
Median Wages	—	10837.1	9200	1.177	Exceeds
Credential Attainment Rate	302/385	0.7844	0.7	1.12	Exceeds
Measurable Skills Gains Rate	506/656	0.7713	0.75	1.028	Exceeds
Adult Participation Threshold	701/670	701	670	1.046	Meets

Summary:

Adult program performance indicators met or exceeded negotiated performance targets across all measured categories during PY24.

Source: FutureWorks report dated 8/11/2025.

Table 2: Dislocated Worker Program Performance Indicators – PY24

Indicator	Numerator/Denominator	Actual	Negotiated	% Met	Status
Employed in Q2 Rate	96/118	0.8136	0.735	1.106	Exceeds
Employed in Q4 Rate	113/145	0.7793	0.72	1.082	Exceeds
Median Wages	—	12481.87	8500	1.468	Exceeds
Credential Attainment Rate	88/121	0.7273	0.69	1.054	Exceeds
Measurable Skills Gains Rate	109/163	0.6687	0.74	0.903	Meets
DW Participation Threshold	167/200	167	200	0.835	Fail

Summary:

Dislocated Worker program performance indicators exceeded negotiated targets in most measured categories during PY24. Measurable Skills Gains met expected performance levels, while the participation threshold did not meet the negotiated target.

Source: FutureWorks report dated 8/11/2025.

Table 3: Youth Program Performance Indicators – PY24

Indicator	Numerator/Denominator	Actual	Negotiated	% Met	Status
Employed in Q2 Rate	232/296	78.38%	70.00%	111.90%	Exceeds
Employed in Q4 Rate	244/298	81.88%	69.00%	118.60%	Exceeds
Median Wages	—	\$6,253.59	\$4,855.00	128.80%	Exceeds
Credential Attainment Rate	117/183	63.93%	50.25%	127.23%	Exceeds
Measurable Skills Gains Rate	115/186	61.83%	54.00%	114.50%	Exceeds
Youth Participation Threshold	318/619	318	619	51.30%	Fail

Summary:

Youth program performance indicators exceeded negotiated performance targets across most measured categories during PY24. The Youth Participation Threshold did not meet the negotiated target level.

Source: FutureWorks report dated 8/11/2025.

Table 4: Title III – Wagner-Peyser Performance Indicators – PY24

Indicator	Numerator/Denominator	Actual	Negotiated	% Met	Status
Employed in Q2 Rate	4103/6308	65.04%	63.00%	103%	Exceeds
Employed in Q4 Rate	3313/5070	66.77%	63.00%	105.90%	Exceeds
Median Wages	—	\$8,176.29	\$7,170.00	114%	Exceeds

Summary:

Title III Wagner-Peyser performance indicators exceeded negotiated performance targets across all measured categories during PY24.

Source: FutureWorks report dated 8/11/2025.

5.1. Major Challenges and Opportunities for Improvement

In PY24 the WCCNM service providers demonstrated strong performance in all aspects of service delivery as reflected in the above WIOA Performance Indicators and Measures outcome. However, challenges remain in ensuring best practices continue to evolve to meet changing employer and workforce needs driven by sector strategy and career pathway development initiatives.

PY24 marks the third year that Youth Measurable Skills Gains (MSG) and Dislocated Worker performance measures have met and exceeded negotiated outcomes. During PY24 WCCNM service providers maintained a strong focus on and continued to develop new practices to address these two historically challenging performance outcome measures, which remain an ongoing challenge. During PY25 and beyond WCCNM Service Providers will continue to utilize participant data to drill down into possible data input errors or omissions and closely monitor participant data to ensure every opportunity is made in capturing participant data needed to meet performance goals.

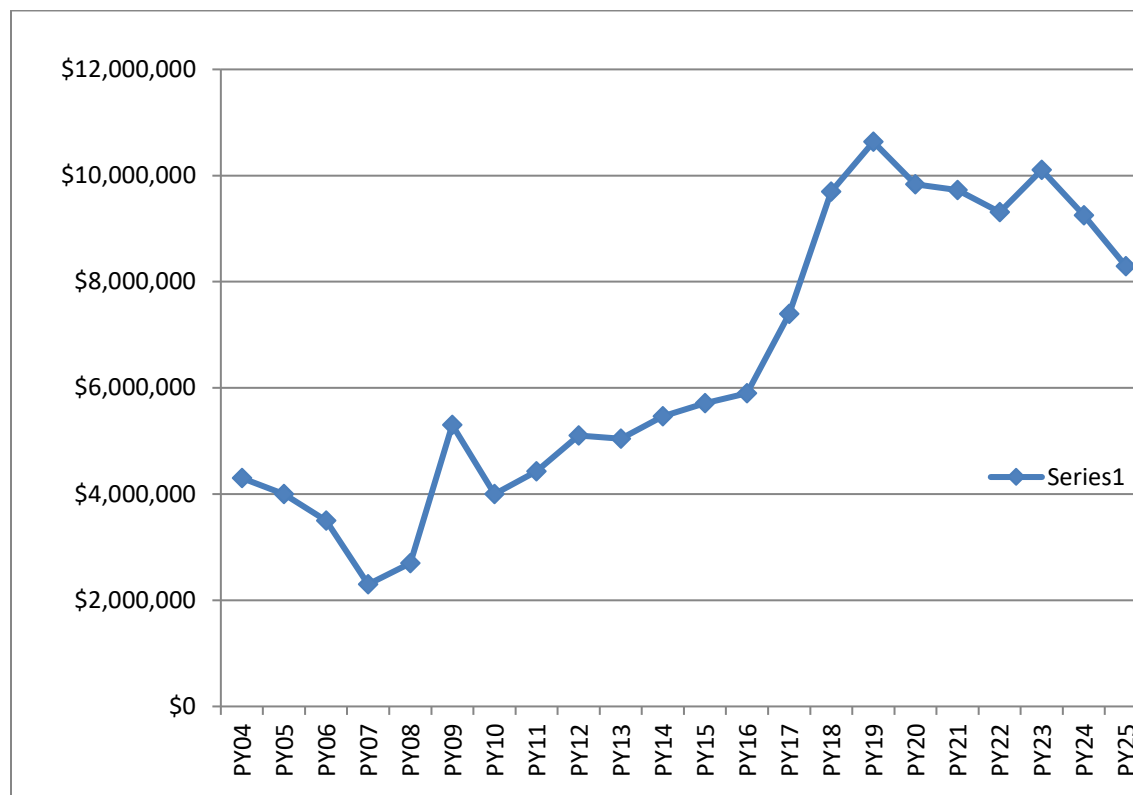
In addition, the WCCNM has developed a new data validation protocol implemented during PY24 that focuses on monitoring participant post-exit activity to ensure wage, employment, credential attainment and MSG data are properly indicated in WCOS and facilitate accurate Quarterly and Annual reporting. In

addition, data validation helps identify any data collection issues or patterns and allows for corrective actions to be taken early.

5.2. Funding

The WCCNM has assumed responsibility for many past workforce-related special projects and grant opportunities from the USDOL and the State of NM. These include past successful completions of ARRA American Recovery Reinvestment Act, SESP State Energy Sector Partnership Act, NEG National Emergency Grant(s), NM's TechHire H1B Grant, as well as new Apprenticeship, USDOL REO Grant, USDOL and H1B Infrastructure Grant. Up to this time, there have been no forfeitures of granted WIOA or other appropriations and the Central Region has managed to remain in good standing with clean third-party independent audits for over 19 years. PY24 's Audit is currently being performed and due to the NM State Auditor Dec 1, 2025.

The following graph demonstrates the WCCNM WIOA Title I Formula funding allocation for recent years. For Program Year PY24 (7-1-24 through 06-30-25) the WCCNM was awarded \$9,253,434 representing a \$855,507 decrease overall from PY23's \$10,108,941 formula funding, resulting in an 8.46% decrease. PY25's Funding (7-1-25 to 6-30-26) is known at this time to be \$8,293,072 which is down again \$960,362 or 10.38% decrease over PY24.



Program Year 2004 through Program Year 2024

One success for the Central Region is budget management. The board members do not direct their interests to contractors or sub recipients and avoid any appearance or potential for conflict of interest. County board representatives work together recognizing the four-county region as one area, serving customers based upon individual needs via the New Mexico Workforce Connection centers without a focus on budget allocations or expenditures to each county. Therefore, the region's partner activities and direction may be adjusted

quickly to address new demands and WIOA initiatives, while maintaining what is best for business leaders as a region versus a siloed approach.

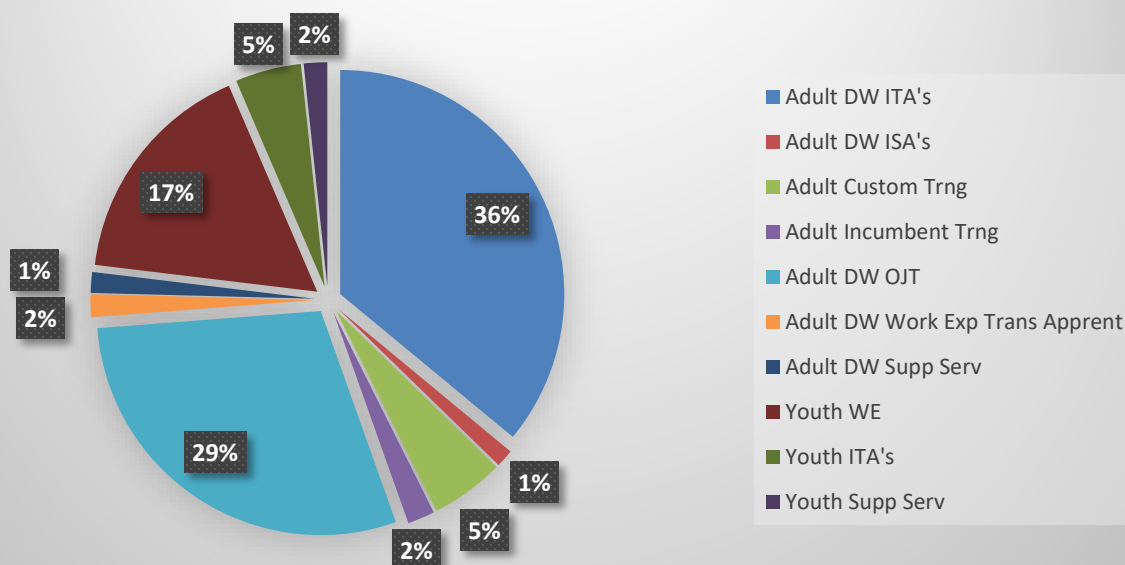
Furthermore, the WCCNM has managed to perform USDOL directives and maintain costs at a reasonable level by sharing of resources and leveraging costs amongst WIOA mandated partners. The WCCNM provides the One-Stop Operator authority to navigate complexities of bureaucracies with a focus on customer service and flexibility in all the Central Region centers, including the operation of New Mexico's premier comprehensive jobs center in Albuquerque. In support, the WCCNM provides significant investments for development of a comprehensive communications and internet-based infrastructure that allows for a combination of in-person and virtual services which promotes robust service strategies and an enhanced customer experience. In PY24 total managed Business Centers or now American Job Centers costs were \$979,102 of which WCCNM was reimbursed by space sharing partners \$790,608 netting WCCNM a facilities cost of \$188,494. This operator role is a service to NMDWS.

WCCNM operates under a grant requirement to expend 40% of WIOA monies on client or participant services, with 60% available for infrastructure and administrative costs such as facilities, staff, and other board related expenses. The WCCNM manages to exceed this threshold and has been at hovering at about a 55% expenditure rate year after year historically for training services. WCCNM attempts to reach 60% and might be able to get there when redistributions from other regions are provided and the formula allocations by the State NMDWS begin to increase again. This is because our infrastructure costs and staff remain the same and this additional funding goes straight to participant services.

WCCNM has two subrecipients (One-Stop Operator, Adult/Dislocated Worker and a Youth service/Chances service provider). These providers receive monies for their staff's payroll costs and indirect business expenses. The MRCOG serving as the WCCNM's Fiscal Agent is responsible for all fund-draw downs and management of capital improvement, administrative and operational monies, and the majority of participant fund distributions for payments. The MRCOG's comprehensive internal controls and procedures have limited most financial risks and increases the capacity for the WCCNM to function and perform at a high-level.

Please see the charts below depicting a breakdown of costs by program year periods to include Program Year 2004 through Program Year 2024.

WCCNM PY04 to PY24 (6-30-25) Client Services by % Total



Program Type	Amount
Adult DW ITAs	\$29,137,935
Adult DW ISAs	\$1,040,444
Adult Custom Training	\$4,297,068
Adult Incumbent Training	\$1,586,591
Adult DW OJT	\$23,644,260
Adult DW Work Experience Transitional Apprenticeship	\$1,327,501
Adult DW Supportive Services	\$1,211,944
Youth WE	\$13,461,129
Youth ITAs	\$3,854,955
Youth Support Services	\$1,369,362
Total	\$80,931,188

Program Year 2004 through Program Year 2024

6. Success Stories

6.1. Adult

Adessa - had been laid off from the Lowes call center and began receiving unemployment benefits. She was referred to the WIOA program through RESEA. Prior to that, she had worked at Sonic as a Crew Lead, where she gained valuable experience in team supervision and motivation. As she considered her next steps, Adessa was determined to pursue a career rather than just another job. She expressed a strong interest in the healthcare field, recognizing it as an industry that offers long-term employment, opportunities for advancement, and a stable income. Although she held a high school diploma and had completed some college coursework, she was aware that entering the medical field would be challenging without additional

training or credentials.

Adessa was assigned to a Business Consultant (BC) who guided her through the assessment and eligibility determination process, provided labor market research support, and engaged in career exploration discussions. As a result, she was officially enrolled in the WIOA program on January 13, 2025. After identifying healthcare as a promising career path, her BC submitted her résumé to CURA Healthcare LLC for consideration. CURA invited Adessa to interview for a Medical Team Liaison position. Her previous leadership experience as a Team Lead at Sonic proved valuable in demonstrating her ability to manage and motivate a team. Adessa interviewed strongly and was ultimately selected for the role through an On-the-Job Training (OJT) contract.

Two months into her training, Adessa reached out to her Business Consultant (BC), feeling unsure and overwhelmed. Her employer was ready to promote her to a leadership role, but Adessa questioned whether she was truly ready to take on the responsibility. Despite having the necessary skills and training, she lacked confidence. Recognizing this as a pivotal moment, her BC provided guidance, mentorship, and reassurance. To further support Adessa, the BC arranged a meeting with both her and the employer to help build her confidence and encourage her to embrace the opportunity.

With that support, Adessa accepted the leadership role and successfully completed her training. Today, she thrives in her new healthcare career and speaks highly of the team she works with. This experience has not only built her confidence but has also shaped her into a capable leader who ensures smooth operations across the medical facility. She knows now that given the opportunity to learn new skills and building confidence in herself has made a world of difference. Reflecting on her journey, Adessa stated, “Without this program, I may never have known what I was capable of.”

6.2. Dislocated Worker Success Story:

Freddy - When Freddy first enrolled in the WIOA program, he was facing unemployment and was uncertain about his future. His previous employment, as a cashier at a convenience store and later as a security guard, had been temporary and lacked stability. With only a high school diploma and a forklift credential, Freddy's earning potential was limited.

Realizing that he needed more training to build a sustainable career, his goal was clear: he wanted to obtain a Commercial Driver's License (CDL) and transition into a stable, high-demand occupation.

As a dislocated worker receiving unemployment benefits, Freddy was determined to secure long-term employment and improve his income. He entered the WIOA program with the drive to achieve those goals. Freddy was provided with financial assistance via a WIOA-ITA along with support and guidance from his Career Development specialist, which enabled him to successfully complete CDL training. Freddy approached the training with focus, discipline, and determination, acquiring the technical knowledge and safety skills required for a career in commercial truck driving. Not only did he earn his CDL, but he also gained the confidence and career readiness needed to thrive in a competitive industry.

After completing his training, Freddy was hired by Lightning J Energy Services as a tanker truck driver, starting at \$23 per hour. Since his hire, he has already received a \$2 raise, a clear testament to his value as an employee and his potential for career growth. Freddy is now setting his sights on advancing to specialized hauling positions and earning additional certifications to further increase his earning capacity. What began as a period of underemployment and uncertainty has now evolved into a stable, rewarding career with room for advancement.

6.3. Youth Success Story

Gemma - In April of 2025, Gemma was high school senior at Belen High School who was unsure of a plan once she graduated. She had never worked before and was eager to learn job skills. Gemma qualified for the program as an In-School Youth who was considered low-income, has a disability and scored Basic Skills Deficient on TABE pre-test.

Gemma worked quickly to meet her pre-work experience requirements by completing five hours of online tutoring and the BEST pre-employment training. Her YDP scheduled an interview at the Los Lunas Municipal Schools Administration office where she began work experience as a secretary training in a variety of transferrable work skills.

Gemma's had great attendance while completing work experience which was supported by WIOA's transportation reimbursement. She was also able to earn incentives for increasing her Math and Reading TABE scores, maintaining her secondary GPA of a 2.0 or higher, as well as earning her High School Diploma.

Despite Gemma's challenges with her diagnosis, she persevered meeting multiple Measurable Skills Gains, and successfully completing 300 hours of work experience where her worksite often commended her progress. Gemma now feels more confident and ready to embark on her next journey.

7. Labor Market Summary

7.1. PY23 Labor Market Information

The Central Region and Albuquerque MSA, comprising Bernalillo, Sandoval, Torrance, and Valencia counties, surrounds the Sandia Mountains and includes the cities of Albuquerque and Rio Rancho. Most of the state's major technological industries and businesses are located in this region, which is the state's most populous but geographically smallest region. In 2024 Q1 the Albuquerque MSA represents 46.4% of the employees in the state per current QCEW data.

The demand for a qualified workforce in the Central Region and the alignment of WCCNM sector strategies and priority industries is reflected in labor market information and economic data. The top ten industry sectors in the region are represented in the table below (Source: Jobs EQ 2025 Q1). The largest employers in the region are the Sandia National Laboratories; The University of New Mexico; Presbyterian Healthcare Services; Kirtland Air Force Base; Intel Corporation; The City of Albuquerque; Lovelace Health System; PNM; Honeywell Aerospace; and Albuquerque Public Schools.

Table 5: Top Ten Industry Sectors in the Albuquerque Metropolitan Statistical Area (MSA) – 2024

Rank	Industry Sector	Establishments	Employees
1	Health Care and Social Assistance	5170	76,291
2	Retail Trade	2533	42,358
3	Accommodation and Food Services	1844	43,269
4	Professional, Scientific, and Technical Services	4228	36,910
5	Educational Services	757	32,095
6	Construction	2315	28,353
7	Administrative and Support and Waste Management and Remediation Services	1809	26,272
8	Public Administration	351	26,306
9	Manufacturing	782	17,151
10	Transportation and Warehousing	614	16,522

In 2024, New Mexico's unemployment rate was 4.1 percent, 0.1 percentage point higher than the U.S. rate of 4.0 percent. Since 2019, New Mexico's unemployment rate decreased from 5.0 percent to 4.1 percent, a decrease of 0.9 percentage points, while the unemployment rate for the U.S. increased by 0.3 percentage points, from 3.7 percent to 4.0 percent. *Source: NMDWS Economic Research and Analysis Bureau and the U.S. Bureau of Labor Statistics, Employment Status of the Civilian Noninstitutional Population, Annual Averages, www.jobs.state.nm.us/laus. Data measure the civilian noninstitutionalized population.*

Table 6: Average Wage Information – 2025 Q1

Area	Employees	Average Hourly Wage	Average Weekly Wage	Average Annual Wage
Albuquerque MSA	403,705	\$30.17	\$1,207	\$62,754
New Mexico	869,989	\$30.07	\$1,202	\$62,556

Note: Assumes a 40-hour work week year-round.

Source: BLS Quarterly Census of Employment and Wages program.

From July 2024 to July 2025, the Albuquerque MSA grew by 11,500 jobs in total nonfarm employment, representing a gain of 2.8 percent. The private sector was up 10,900 jobs, or 3.2 percent, while the public sector was up 600 jobs, or 0.8 percent. The following private-sector industries added jobs: private education and health services, up 6,300 jobs, or 9.0 percent; professional and business services, up 2,800 jobs, or 4.2 percent; mining and construction, up 900 jobs, or 3.2 percent; trade, transportation, and utilities, up 1,500 jobs, or 2.2 percent; and leisure and hospitality, up 300 jobs, or 0.6 percent. Miscellaneous other services was down 400 jobs, or 2.9 percent. Manufacturing employment was down 400 jobs, or 2.3 percent, and information was down 100 jobs, or 1.9 percent. In the public sector, state government was up 1,400 jobs, or 5.3 percent; local government was up 100 jobs, or 0.3 percent; and federal government employment was down 900 jobs, or 6.1 percent. *Source: NMDWS, Labor Market Review Volume 54 No. 7 Published August 26, 2025.*

7.2. Continuous Quality Improvement

Continuous quality improvement activities implemented throughout PY24 focused on workforce system improvements; including summary description of customer/business surveys activities and how data from these surveys is reflected in direct changes to system and/or program delivery.

In PY24 (July 1, 2024 – June 30, 2025), the Workforce Connection of Central New Mexico (WCCNM) advanced its commitment to Continuous Quality Improvement (CQI) through a yearlong strategy focused on operational efficiency, accessibility, customer experience, and data-informed decision-making. Guided by a standalone CQI Plan, WCCNM prioritized streamlining customer service processes, improving internal communication, leveraging data more effectively, and fostering a culture of innovation through staff training, outreach, and interagency collaboration, aligning with the State Plan's call to coordinate people, processes, and technology across the system.

To strengthen employer services and accountability, WCCNM enhanced and promoted the Business Services Connector so inquiries are routed efficiently and receive timely responses. Internally, a real-time operational dashboard was implemented to monitor customer flow (check-ins, wait times, service durations)

and call activity (missed calls and follow-ups), enabling teams to identify bottlenecks and adjust quickly. Consistent with the State Plan's emphasis on aligned case management, WCCNM also implemented referral system automation and advanced an Interest Form decision tree that guides customers to the right services based on their needs, reducing hand-offs, improving documentation, and helping partners coordinate service delivery through shared processes and tools.

Standardization and documentation were central to CQI this year. WCCNM developed or updated more than ten SOPs, including those for proctoring, flyer creation, marketing requests, event participation, and governance for the Data, AI & Technology Steering Committee, ensuring that staff across counties follow the same steps. The onboarding experience was fully digitized, consolidating 36 documents into one streamlined workflow in MyHub to reduce errors and accelerate time-to-productivity. Automation further reduced manual work: Resource Room Booking and referral workflows now run reliably in the background, and staff have access to on-demand training and visual guides to maintain process consistency over time.

Customer- and staff-facing learning tools expanded significantly. A resume workshop was transformed into an on-demand video (featuring an avatar) that complements in-person classes; standardized videos now explain WIOA during RESEA presentations to ensure consistent messaging; and WCCNM launched the Jumpstart Your Career Video Series, a public website video library that currently includes Youth Career Services, Top 5 Benefits of Registered Apprenticeship, Meeting with a Career Counselor, Getting Started on Your Journey, Resume How-To, and LMI Tips, with additional topics in development. An Unemployment Insurance quick-facts video is under review and will be added once approved.

In addition, the Apprenticeship Program launched a series of virtual employer information sessions organized by industry sector to explain how registered apprenticeship programs operate, the benefits to employers, and how to start new programs. These sessions align with sector strategies and are designed to strengthen employer engagement in priority industries. The Adult & Dislocated Worker Program is planning to implement a similar virtual series to educate employers about available workforce services and funding opportunities.

To enhance career exploration opportunities, WCCNM introduced the use of Transfer VR (Oculus) technology, allowing customers, particularly youth and apprenticeship participants, to explore different occupations in a virtual environment before committing to training. This immersive approach helps participants make informed career decisions and is planned for future expansion to include all customers.

Together, these tools support the State Plan's cross-goal strategies for sector outreach and flexible, short-form pathways by giving customers clear, consistent, and timely information to choose their best next step, whether that's work-based learning, short-term training, or further education.

Internal communication and capability building remained CQI priorities. Staff completed a six-part Organizational Techniques Workshop Series and received targeted training in Trello, Formsite, MyHub, Microsoft Bookings, and WCOS. Two internal communication initiatives led to MyHub enhancements, including a centralized announcements space, a shared events calendar, a consolidated SOP library, and easier partner access. These improvements strengthen day-to-day coordination and support a more consistent service experience across the region.

Transparency with stakeholders also grew. WCCNM launched and publicly shared its Board Dashboard, accompanied by a short video presentation that demonstrates how real-time performance data guides strategy and governance. The marketing team supported these efforts with ongoing website enhancements, social content, and video production to amplify awareness and ensure consistent messages across programs

and partners, furthering the State Plan's emphasis on common communication and regular partner coordination.

Looking ahead, CQI in PY25 will continue to focus on innovation, accessibility, and accountability. A formal staff recognition program launched in July 2025 to reinforce a performance-driven culture across programs. WCCNM will continue developing its CQI dashboard (including KPIs for leadership and teams), expand automation and AI where they meaningfully reduce wait times or manual effort, strengthen marketing-enabled customer education, and finalize the Interest Form to support customer-centered triage. In line with the State Plan's sector strategies and flexible pathway approach, WCCNM will continue using the Business Services Connector, standardized videos, and the Jumpstart library to guide customers into priority-sector pathways, pairing short-term training and work-based learning with strong employer engagement so that the region's job seekers and businesses can connect faster and more effectively.

8. Survey Outcomes

In PY24, WCCNM launched a new, always-on, bilingual (EN/ES), QR-enabled survey available to every customer who visits our centers; job seekers and employers. The survey's purpose is to hear our customers and capture real-time experience data so we can improve our services, guiding operational tweaks (messaging, follow-up standards, routing via the Business Services Connector) and informing frontline coaching with a live results dashboard.

- 384 completed responses; 34 from employers
- 82% satisfied with services
- 85% rated staff professionalism good/excellent
- 67% of job seekers reported positive experiences with training/job placement
- 60% of employers reported successful connections at hiring events
- 18% cited slower response times by phone/email

8.1. Post-Event Employer Survey (new in PY24):

This quick instrument is collected at or after hiring events to understand employer outcomes and logistics. Results help us fine-tune event design (timing, layout), reinforce staff supports that employers value, and target follow-up via the Business Services Connector.

- 292 employer responses
- Events meet needs: 97.9% YES (286), 2.1% NO (6)
- Event-day outcomes: 591 on-site interviews; 90 on-site hires
- Planned interviews post-event: 2,281
- Candidate quality: 38.0% Excellent (111); 25.0% Above Average (73); 34.2% Average (100); 2.7% Below Average (8)
- Industries represented (top): Government, Healthcare & Social Assistance; Retail/Service; Construction; Educational Services; Hospitality/Tourism
- Services of interest (top): Job posting (186); Applicant referrals (160); Candidate résumé search (87); Website knowledge (43); Program info tags (WIOA/YDI/TANF/Veterans: 36 each)
- Comment themes (most frequent): Staff support; Organization/venue; Candidate quality; Timing/length (occasional).

8.2. Employer Questionnaire (new in PY24):

This deeper intake helps align sector strategy, short-term credentials, and work-based learning with current hiring realities. Distribution has been challenging so far due to limited buy-in from the Business Team,

which has constrained response volume. Findings inform outreach, candidate prep, and how we present certification pathways to employers and job seekers.

- 22 employer responses (9 Complete and 13 Incomplete)
- Industries:
 - Administrative and Support, Waste Management and Remediation Services [NAICS 56]
 - Health Care & Social Assistance [NAICS 62]
 - Utilities [NAICS 22]
 - Agriculture, Forestry, fishing and hunting [NAICS 11]
 - Professional, Scientific, and Technical Services [NAICS 54]
 - Construction [NAICS 23]
 - Arts, Entertainment, and Recreation [NAICS 71]
 - Administrative and Support, Waste Management and Remediation Services [NAICS 56]
 - Utilities [NAICS 22]
 - Other NAICS 61152, 481212, 481211
 - Administrative and Support, Waste Management and Remediation Services [NAICS 56]
 - Accommodation & Food Service [NAICS 72]
 - Transportation and Warehousing [NAICS 48]
 - Other Gaming (government agency) - the NM Lottery
 - Utilities [NAICS 22] Agriculture, Forestry, fishing and hunting [NAICS 11]
 - Other Government agency
 - Other Hospitality
- Priority openings: Mid-level roles (most cited); Entry-level roles; Skilled trades; Healthcare roles; Sales/Customer service; Some senior/management roles
- Recruitment channels (top): Employee referrals (9); Job fairs/networking (5); Company website postings (5); Internal promotions (3); Social media (3); University/college partnerships (3)
- Skills emphasis
 - Soft skills: Communication & interpersonal; Problem-solving/critical thinking; Adaptability; Time management; Teamwork
 - Workplace competencies: Leadership/management potential; Customer service; Attention to detail/quality
 - Technical: Industry-specific certifications (most frequent); Data analysis/reporting
 - Readiness: Work ethic/professionalism; Punctuality/reliability; Ability to follow instructions; Willingness to learn
- Program effectiveness (self-report): Somewhat effective (9); Very effective (3); Not effective (5)
- Interest: Upskilling YES (7)/NO (3); Work-based learning YES (9)/NO (1)
- Hiring challenges (themes): Skills/experience gaps; Soft skills/communication; Credential/licensure requirements

8.3. Employment & Career Services Participant Survey (PY24)

This instrument gathered feedback from customers served by Employment & Career Services (Wagner-Peyser) across the Central Region during PY24. We analyzed 76 responses, summarizing experience, access channels, service usage, and satisfaction to inform CQI actions.

- Engagement & Recommendation: Avg. reported contacts with staff 4.8 (last 12 months); avg. likelihood to recommend (0–10) 5.9/10.
- How customers found us (top channels): WCCNM/State websites 43.4%; government agency referral 23.7%; friend/family 19.7%; AJCC staff referral 15.8%; social media 9.2%; community/nonprofit 10.5%; education/training 2.6%.
- Overall satisfaction (program-level): Avg. 3.0 (scale shown in survey).

- Services received (top selections): Employment/Hiring Event 38.4%; Supportive Services 13.7%; Access to Resource Room 11.0%; Help applying for jobs 8.2%; Career Counseling 9.6%; Referrals to community resources 5.5%; Resume Development 4.1%; Workshops 5.5%; (Interview Skills, Assessments, HSE help: 0% this cycle).
- Did services meet needs? Extremely Well 14.5%; Very Well 32.9%; Somewhat 19.7%; Not so well 11.8%; Not at all 21.1%.
- Professionalism & accessibility of staff: Extremely Satisfied 34.2%; Very Satisfied 34.2%; Somewhat 9.2%; Not So 6.6%; Not at all 15.8%.
- Expectations met: Exceeded 18.9%; Met 44.6%; Below 36.5%.
- Comment themes (selected): Praised staff friendliness and efficiency; requests for more direct connections to hiring employers; notes about wait times/response follow-up; desire for resume review and stronger labor-market guidance; some concerns about job board quality and matching for experienced/older workers.

8.4. WIOA Program Participant Survey (PY24)

This instrument gathered feedback specifically from WIOA Title I participants served in the Central Region during PY24. Results (n=2) are below.

- Responses: 2
- Average reported staff contacts (last 12 months): 7.5 (survey scale)
- Likelihood to recommend (0–10): 10.0
- How participants learned about WIOA: Education/training referral (1); Friend/family (1)
- Overall satisfaction with WIOA Title I.B: Avg. 5.0 (survey scale)
- Completion outcomes (if completed): 100% found employment in their career field (2/2)
- Funded program used: ITA – Individual Training Account (100%)
- Services received at AJCC: Funding for Education/Training Program (100%)
- How well services met needs: 100% “Extremely Well”
- Professionalism & accessibility of staff: 100% “Extremely Satisfied”
- Expectations: 100% “Exceeded Expectations”
- Open-text comments: None

9. Changes to System and Program Delivery

The WCCNM continuously uses customer survey results to assess and improve service delivery across New Mexico Workforce Connection Centers. Based on customer feedback, adjustments will be made, as needed, to resource room activities, customer flow, focusing on frequently requested services. The survey insights are also key in maintaining the structure and content of the new WCCNM and America’s Job Center Central Region website. To enhance the survey process, surveys continue to be sent via text instead of email, which encourages higher response rates.

The Dislocated Worker (DW) Program is committed to continuous quality improvement by identifying and enrolling participants not currently engaged in career pathways leading to economic self-sufficiency. Key efforts continued from PY23 include:

- Ongoing collaboration with RESEA,
- Raising awareness about opportunities for dislocated workers, with clear explanations of who qualifies as a DW, and creating targeted outreach materials to promote DW program benefits on WCCNM’s social media platforms,
- Promoting short-term training and credential programs for in-demand fields like IT boot camps, apprenticeships, and fast-track associate degrees,

- Offering needs-related payments to DW clients who have exhausted unemployment benefits to support training completion, and
- Conducting data-driven outreach projects to target areas with high numbers of dislocated workers.

10. Partnership Engagement Strategies

The WCCNM remains committed to exploring innovative approaches that yield lasting enhancements throughout the workforce system. Our commitment lies in delivering cost-effective results for job seekers and businesses, thereby contributing to the local economy. Fundamental to these initiatives are our strategies emphasizing engagement with partnerships and system-wide approaches, WCCNM is dedicated to pursuing innovative strategies that drive sustainable improvements across the workforce system. Our focus is on delivering impactful, cost-efficient solutions for both job seekers and businesses, ultimately supporting the growth of the local economy. Central to these efforts are our partnership engagement strategies and system-wide approaches, which form the backbone of our continuous improvement initiatives. The WCCNM partner network in the Central Region remained constant and, including a wide range of co-located partners, external required partners, and community partners:

Partners Co-located in New Mexico Workforce Connection Centers

- WIOA Title I.B Adult & Dislocated Worker (WCCNM Contracted Provider – Mid-Region Council of Governments)
- WIOA Title I.B Youth (WCCNM Contracted Provider – YDI)
- WIOA Title III Career Services (NM Department of Workforce Solutions)
- Trade Adjustment Assistance (TAA) Program (NM Department of Workforce Solutions)
- Reemployment Services and Eligibility Assessments (RESEA) Program (NM Department of Workforce Solutions)
- Veteran Services Program (NM Department of Workforce Solutions)
- National Farmworker Jobs Program-Employment and Training Grant (MET, Inc.)
- New Mexico Works-Wage Subsidy & CareerLink Programs (NM Department of Workforce Solutions)
- UNM Valencia Accelerated College & Career Education (ACCE)
- TANF Program - NM Works (NM Department of Workforce Solutions)
- Rapid Response (NM Department of Workforce Solutions)
- Unemployment Insurance (NM Department of Workforce Solutions)

Required External Partners

- WIOA Title II (Albuquerque Adult Learning Center)
- WIOA Title II (Catholic Charities-Adult Basic Education)
- WIOA Title II (CNM SAGE-Adult Basic Education)
- WIOA Title II (UNM Valencia- Adult Basic Education)
- WIOA Title II (Southwestern Indian Polytechnic Institute)
- WIOA Title II (Adult Education Santa Fe Community College)
- WIOA Title II (Adult Education UNM- Los Alamos)
- WIOA Title IV Vocational Rehabilitation (NM Division of Vocational Rehabilitation)
- CNM Carl D. Perkins Grant
- Five Sandoval Pueblos Inc. WIOA Program
- National Indian Youth Council WIOA Program
- SCSEP (Goodwill)
- SCSEP (NICOA)
- SCSEP (NM Aging and Long-Term Services Department)
- Help NM-Community Based Service Grant

- TANF Program (NM Human Services Department)
- Isleta Pueblo WIOA Program
- Job Corps
- Santo Domingo Pueblo WIOA Program
- San Felipe Pueblo

Our Community Partners

- HopeWorks LLC
- Gordon Bernell Charter School
- Rio Metro Regional Transit District, New Mexico Job Access Program (Rio Metro Regional Transit District)
- Ticket-to-Work (TTW) (Adelante of NM)
- Bernalillo County
- CNM Workforce & Community Success
- Albuquerque Housing Authority

10.1. Reentry Employment Opportunity Grant- CHANCES

The WCCNM's Pathway Home 3, Reentry Employment Opportunity (CHANCES) grant was awarded to the WCCNM in July 2022. Through this grant, the WCCNM served incarcerated individuals who were within 20 to 270 days of release to ensure they received pre-release job readiness and occupational training. Prior to participants being released, CHANCES case managers worked with incarcerated participants to begin planning and arranging needed reentry supportive services and leveraging additional post-release training with the goal of participants being placed in jobs very quickly after they are released. Through WCCNM's work on the CHANCES program, we have identified and coordinated a network of reentry service providers in Bernalillo County to facilitate the programs sustainability plan. WCCNM plans to continue providing WIOA-funded, and partner services, as well as leveraging critical reentry services provided through our recently developed reentry partner network after the CHANCES grant period of performance ends.

The WCCNM began its final year of the CHANCES grant on July 1, 2025, with the grant ending on June 30, 2026. This final 12-month grant period is limited to follow-up for all participants who have not previously completed their 12-month follow-up period. During follow-up, the CHANCES staff are working with all employed participants in an effort to identify any additional training needed for participants to either retain their current employment or ideally to advance in their employment status by gaining additional certifications or credentials whereby enhancing their career pathways leading to self-sufficiency. In addition, WCCNM received approval from the USDOL to reach out to any unemployed participants in an effort to re-engage them in any needed training and employment opportunities.

In addition, WCCNM plans to identify future reentry grant opportunities to continue building on the foundation and successes achieved through the CHANCES grant. Formerly incarcerated individuals seeking employment have difficulty finding jobs or steady employment. Many suffer from behavioral health and substance abuse issues, and they are high risk for recidivism. Through the CHANCES grant these individuals receive the reentry services they need including housing, food, clothing, healthcare, behavioral and substance treatment and counseling, incentives, and training stipends to help ensure they successfully complete WIOA Adult funded training and job placement within the Central Region.

10.2. H1-B Pathways to Infrastructure Jobs Grant

In July 2023, WCCNM successfully submitted the Department of Labor's H-1B Building Pathways to Infrastructure Jobs Grant. The project, titled New Mexico's Mid-Region Infrastructure Partnership (NM-

MIP): Training Central New Mexico for Quality Jobs in Infrastructure, was awarded to WCCNM for \$1,999,976 in October 2023 and continues to build off a developed sector strategy in IT along with other career pathways. The infrastructure sectors that are highlighted are IT, Advanced Manufacturing, Professional, Scientific, and Technical services career pathways and will focus on these areas of job demand: Broadband, Renewable Energy, and Transportation. WCCNM is currently working on a process to begin co-enrollment of individuals participating in training programs at CNM aligned with the grant. This program year WCCNM has emphasized sector strategies, participant co-enrollment, supportive services, collaborating an aligning with NMDWS clean energy and infrastructure sector strategy to ensure long-term career sustainability and high-wage job outcomes.

A total of 71 participants have been co-enrolled from grant start to the end of PY 24. Our programs streamlined co-enrollment process and monthly meetings with the WIOA team has allowed us to co-enroll and track participants efficiently. WCCNM has been working on diversifying the types of trainings that individuals decide to go into. Currently CDL's are the top choice for individuals in search of training, and they are currently most of the individuals that are being co-enrolled in the grant under the transportation sector. These remain popular due to the short completion times and job placement rates. Efforts will continue to introduce participants to broader infrastructure career pathways, including IT and skilled trades.

During PY24, grant staff participated in specialized business services training to strengthen employer engagement and improve referral processes. The team maintained strong communication across America's Job Center programs to ensure services align with regional workforce needs and sector strategies work.

Looking ahead, WCCNM plans to adopt a systems-level approach to workforce development, including an analysis of Title III career services to better integrate local resources and support career transitions. Staff also aim to expand co-enrollment efforts for participants completing training through CNM and CNM Ingenuity with WIOA Adult and Dislocated Worker programs. These efforts will help diversify the types of programs supported by the grant. WCCNM remains committed to leveraging partnerships, refining operations, and expanding outreach to build a resilient, high-wage infrastructure workforce in Central New Mexico.

11. Partner Engagement & Systems-Wide Approaches

11.1. Intake and Referrals

In PY24, the Workforce Connection of Central New Mexico (WCCNM) continued to enhance and streamline its referral system through the intranet, building on the foundation set in previous years. Key updates were made to ensure a more efficient process for both internal and external partners, fostering greater collaboration and improving service delivery across the entire network.

One of the major improvements made was the consolidation of referral forms. Previously, there were different forms for each of the three partners that had requested referrals. In PY23, we introduced a single, comprehensive referral form with a dropdown menu listing all partners, including external, co-located, and community partners and in PY 24 the operations team has continued to refine the process with staff and partner feedback. This update simplified the referral process, enabling staff to make referrals more quickly and efficiently. Additionally, the referral system was expanded to allow co-located partners to refer clients to external partners, facilitating two-way communication and collaboration.

Throughout the year, staff worked diligently to educate and inform our partners about the enhanced referral system, resulting in more teams requesting access and using the platform. We also placed a strong emphasis on promoting referrals from RESEA to WIOA and Apprenticeship programs, ensuring that job seekers could access the most relevant services. Alongside these efforts, we shared more detailed information about different partners and programs through the intranet, helping staff gain a better understanding of the New

Mexico Workforce Connection (NMWC) network and improving the overall referral process. Additionally, as highlighted in the CQI section, the Business Services Connector continued to play a crucial role in serving business clients, with inquiries steadily increasing throughout PY24.

11.2. System-wide Training Strategy

In Program Year 2024, the Workforce Connection of Central New Mexico (WCCNM) continued to prioritize system-wide staff training, ensuring all team members are equipped with the knowledge and skills needed to efficiently manage programs, tools, and services.

A key focus this year was enhancing staff proficiency in form creation and data management, with dedicated training sessions on Ninja Forms and FormSite. These trainings empowered staff to streamline form creation processes, improving operational efficiency across various departments. Additionally, staff were trained in WCOS reporting, equipping them with the necessary skills to generate and interpret essential data. Other sessions included CANVA training for creating engaging presentation decks, and hands-on training on updating key sections of the WCCNM website, such as the board and success stories.

Monthly staff meetings hosted by the One-Stop operator continued to provide an opportunity for partners to present their services, ensuring that the team stays informed on available resources.

11.3. Bi-weekly Team Coordination Meetings

In PY24, the Workforce Connection of Central New Mexico (WCCNM) continued to hold bi-weekly Team Coordination Meetings to maintain alignment and foster collaboration across the Central Region. As in PY23, these meetings convened managers and supervisors from all regional programs, alongside representatives from both comprehensive and affiliate centers. However, in PY23, the invitation was extended to include all partners, ensuring that everyone remained informed and engaged, promoting stronger collaboration and more cohesive service delivery across the board.

The meeting agendas typically focused on key areas such as the events calendar, including both internal events across various counties and partner-hosted events. Discussions also covered quality improvement initiatives, shared challenges, and infrastructure requirements to ensure smooth operations across all centers. To accommodate all participants, the meeting format shifted from in-person to a hybrid model, allowing individuals who could not attend in person to join remotely and actively contribute to the discussion. This change not only increased participation but also enhanced communication and collaboration across all teams.

The bi-weekly meetings remain a vital platform for staying up to date on the activities across the Central Region, fostering coordination, and addressing any challenges that arise. By bringing together staff and partners in a more inclusive, flexible format, WCCNM has reinforced its commitment to open communication, ensuring that all stakeholders are aligned in their efforts to support job seekers and businesses in the region.

12. Communication and Marketing Efforts

12.1. Major Accomplishments

Digital marketing strategies for PY24 were optimized by focusing on streamlining internal communication and marketing procedures, expanding social media content, and leveraging community partnerships to increase brand awareness. Key accomplishments include **Social Media Channel Growth**: We saw a steady increase in followers across our social media channels (Instagram, Facebook, LinkedIn, TikTok, X, and YouTube), surpassing a 5% quarterly growth benchmark on the Meta platform and TikTok. WCCNM's video educational content continues to increase reach and brand awareness. Our goal for PY25 is to

maintain this growth while diversifying content to cover additional four-county programs, partners, and services.

- **Strategic modernization & rebrand** to AJC New Mexico: completed a unified brand system aligned to 'America's Job Center New Mexico' across all digital assets, videos, templates, and web pages.
- **Data Collection & Analysis:** We invested in the digital platform Formsite to collect detailed data using secure event registration forms. This enhances our ability to target outreach, improve customer service, and help job seekers connect with opportunities. Our goal is to spend more time analyzing this data to make more informed marketing decisions and to increase brand awareness as measured by the number of residents and businesses who use our services.
- **Website Enhancements:** Significant upgrades were made to improve navigation, SEO, accessibility, and ADA compliance. We also updated key content areas like the Community Calendar of Events, WIOA Success Stories, Employer Services, Youth, Veteran Services, and FAQ document creation available to print, all which ensure a more user-friendly experience.
- **Streamlined Digital Content Management:** Cross-training additional staff for website content production has improved consistency of posting, addressed ADA compliance issues, and kept our communications and content fresh and relevant.
- **Email Marketing Development:** We have begun to utilize data from our new investment in the secure digital tool Formsite to broaden email marketing efforts. Goals for PY25 include expanding email marketing with additional staff and partner support. Marketing Automation & AI adoption: integrated Mailchimp/Canva/web/social workflows and Avatars; applied LLMs to analyze registration data.
- **Improved Participant and Employer Communications:** We created new handouts and online resources to highlight "Hot Jobs," and current career opportunities on all social channels, to distribute at the Welcome Desk, post on our website, and provide in person to job seekers so they know exactly which career opportunities will be at any given event. Consistently posting these job vacancies on social media, we aim to expand this practice across all Central Region events, especially at Sandoval County events, in PY24.
- **Increased Partner Collaboration and Outreach:** We utilized Team Coordination meetings, both in person and online, to expand our social media content, with the goal of encouraging partners and diverse community programs such as Job Corps, Adult Education, Apprenticeship, and local community partners to request our marketing services. The Social Media Marketing Request process was streamlined for faster communication facilitation between partners which is tied to more content diversity on our social media channels as well as on our website. Youth & Career Pathways promotions promoting Youth Build certifications, and social media campaigns including the use of VR to explore entry level career efforts.

12.2. Challenges and Strategic Adjustments

- **Increased Competition:** With social media becoming more saturated, we will emphasize partnering with local Chambers of Commerce and other community partners to introduce services

to new participants and employers. We aim to drive new traffic to the Business Services Connector portal on our website and increase attendance at our events through partner outreach in PY24.

- **The Demand for Video Content and Email Marketing:** Recognizing that social media is only part of a more comprehensive digital strategy, our goal is to include more email marketing with partner support and increase production of educational and trending video content (which is demonstrated to outperform other forms of social media content).