



Southwestern Area
Workforce Development Board

ANNUAL REPORT PY24

EXECUTIVE SUMMARY

The Southwestern Area Workforce Development Board (SAWDB) presents this overview of workforce development activities and outcomes for Program Year 2024 (PY24) across the seven-county Southwestern Region of New Mexico. This report highlights key accomplishments, challenges, and opportunities for continued improvement in delivering workforce services that support both job seekers and employers.

In PY24, SAWDB continued to strengthen the regional workforce system by fostering collaboration among the Board, Administrative Entity, One-Stop Operator, service providers, and workforce partners across the Region. Together, they worked to align programs, share resources, and ensure that all participants received consistent, high-quality services.

Throughout the year, the Board remained committed to stabilizing local economies and supporting economic growth by responding to evolving labor market trends. Using reliable labor market data from the New Mexico Department of Workforce Solutions, the Board and its partners efficiently delivered demand-driven services to prepare individuals for in-demand careers while helping employers meet critical workforce needs.

This report includes:

- Summaries of accomplishments, challenges, and opportunities for improvement in service delivery and business engagement.
- Performance metrics demonstrating overall accountability and program outcomes.
- Participant success stories from each funding stream.
- Labor market analysis highlighting regional economic conditions.
- Continuous quality improvement initiatives, including survey-based feedback and resulting system enhancements.
- Examples of partnership engagement across core and community partners, emphasizing collaboration and customer impact.

The SAWDB remains dedicated to building upon the successes of PY24, learning from challenges, and expanding access to opportunities that prepare New Mexicans for meaningful, sustainable employment. Through shared vision and partnership, the Board continues its mission to build, support, and maintain a ready workforce for the state of New Mexico.

Respectfully,

Jacqueline Fryar

Jacqueline Fryar
SAWDB Board Chair

Glory Juarez

Glory Juarez
WIOA Administrator

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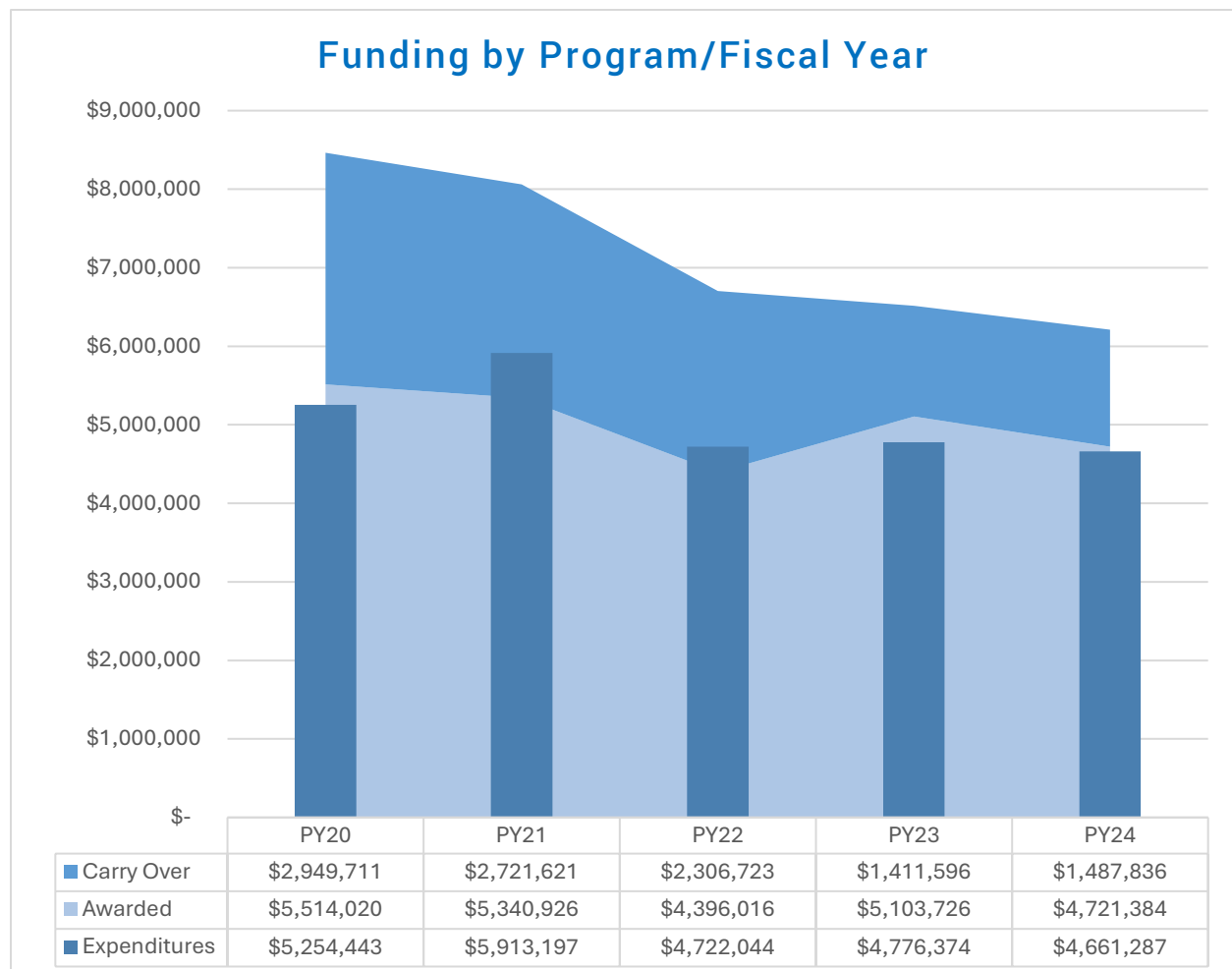
BUDGET SUMMARY

The Workforce Innovation and Opportunity Act provides state Governors with funding to support employers, job seekers, and youth through various funding streams. According to 20 CFR § 683.710, the local Chief Elected Officials in the Southwestern area of New Mexico are the grant recipients of the funds and work with the Southwestern Area Workforce Development Board (SAWDB) to develop a budget to allocate funds for use in the counties of Catron, Doña Ana, Grant, Hidalgo, Luna, Sierra, and Socorro.

WIOA grants are awarded for a two-year term each year. Unexpended funds from the first year are carried over and must be spent in the second year of the contract. The WIOA Funding by Program/Fiscal Year graph shows the annual formula fund allocations provided by the New Mexico Department of Workforce Solutions to the Chief Elected Officials. Program Year (PY) 24/Fiscal Year (FY) 25 allocated \$4,721,384, a decrease of \$382,342 from PY23/FY24.

Budget vs. Actuals

The Southwestern Area Workforce Development Board had an overall budget of \$6,209,220. As of the end of PY24, the Board expended \$4,661,287. The unexpended amount of \$1,547,933 has been allocated for PY25 and will be invested in various programs to benefit employers, job seekers, and youth. Types of costs include, but are not limited to, Youth Work Experience, On-the-Job Training, Supportive Services, Customized Training, and Career Services.



The table below summarizes expenditures by program, services, and training for PY24.

| PY 2024 BUDGET SUMMARY | | | | |
|--|-------------------------|--------------------------|----------------------|------------------------|
| Expenditures | Total by Program | | | Total |
| | Adult | Dislocated Worker | Youth | |
| Total Expenditures | \$ 1,143,722.99 | \$ 1,761,833.42 | \$ 1,339,477.92 | \$ 4,245,034.33 |
| Total Admin Expenditures | \$ 312,506.24 | \$ 480,289.95 | \$ 484,270.85 | \$ 1,277,067.04 |
| SUPPORTIVE SERVICE EXPENDITURES | | | | |
| Total SS Expenditures | \$ 18,301.64 | \$ 40,578.58 | \$ 16,630.82 | \$ 75,511.04 |
| PARTICIPANT TRAINING SERVICE EXPENDITURES | | | | |
| Individual Training Accounts | \$ 226,253.71 | \$ 406,139.38 | \$ 71,125.00 | \$ 703,518.09 |
| Customized Training | \$ -0- | \$ -0- | \$ -0- | \$ - |
| Incumbent Worker Training | \$ - | \$ -0- | \$ -0- | \$ - |
| On-the-Job Training | \$ 279,370.50 | \$ 366,548.36 | \$ -0- | \$ 645,918.86 |
| Work Experience | \$ -0- | \$ -0- | \$ 370,022.85 | \$ 370,022.85 |
| Transitional Jobs | \$ 52,606.50 | \$ 72,885.75 | \$ -0- | \$ 125,492.25 |
| Career Services | \$ 254,684.40 | \$ 395,391.40 | \$ 386,328.40 | \$ 1,036,404.20 |
| Other | \$ -0- | \$ -0- | \$ 11,100.00 | \$ 11,100.00 |
| Total Training Expenditures | \$ 812,915.11 | \$ 1,240,964.89 | \$ 838,576.25 | \$ 2,892,456.25 |

For the Adult Program, the total expenditures were \$1,143,722.99 in PY24. This represents a decrease of approximately 16.9% from the PY23 total expenditure of \$1,376,211.73. Of the PY24 total, the amount expended on Training Services was \$812,915.11. This training expenditure is a reduction of approximately 10.3% compared to the \$907,707.41 spent on training in PY23. The decrease in training expenditures is primarily attributed to a reduction in overall funding, which led to a refinement in the administration of OJT contracts to better align with program intent and prioritize participants requiring skill development.

For the Dislocated Worker Program, the total expenditure amount was \$1,761,833.42 in PY24. This reflects an increase of approximately 8.6% over the PY23 total of \$1,621,956.15. Of the PY24 total, the amount expended on Training Services was \$1,240,964.89. This is an increase of approximately 10.1% compared to the \$1,127,312.05 spent on training in PY23.

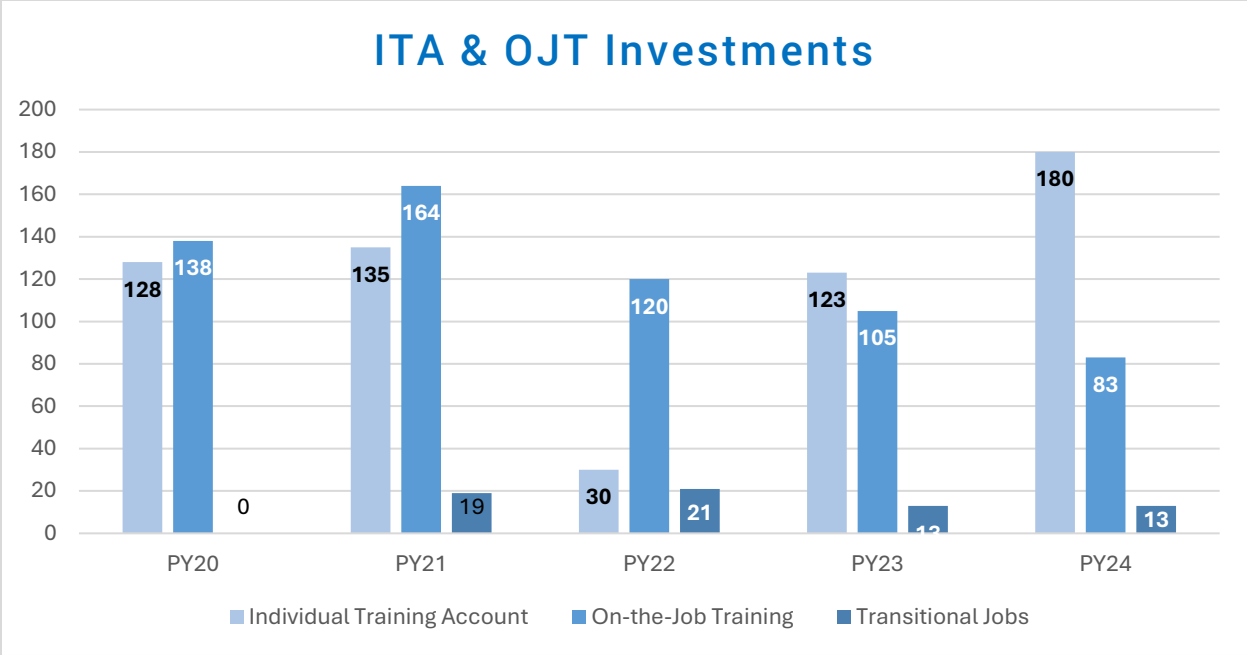
SUMMARY OF SERVICE DELIVERY

Summary of service delivery to adult, dislocated worker, and youth; major accomplishments, major challenges, and opportunities for improvement for the upcoming year.

Adult and Dislocated Worker Programs – Equus Workforce Solutions

The SAWDB contracts with Equus Workforce Solutions to provide Adult and Dislocated Worker services across the region. In PY24, the service provider fulfilled 180 Individual Training Account (ITA) contracts, 83 On-the-Job Training (OJT) contracts, and 13 Transitional Job contracts.

PY24 saw a significant increase in training investments aimed at long-term career pathways. The provider executed 180 ITA contracts, representing a 46.3% increase over the 123 contracts processed in the previous year (PY23). This growth underscores the continued success of expanding the list of Eligible Training Providers and introducing additional specialized course options for participants.



Overall program enrollment targets were also surpassed. The Adult program goal of 103 enrollments was exceeded with 121 new participants served (17.5% above goal). The Dislocated Worker program goal of 73 enrollments was exceeded with 153 new participants served (109.6% above goal). Strategic partnerships with Luna and Socorro Counties played a vital role in extending these efforts.

A major accomplishment in PY24 was the expansion of specialized training to non-traditional populations and rural areas. This included two key initiatives: the launch of a collaborative effort with the New Mexico Corrections Department’s Southern Facility, partnering with Mountain View Vocational Institute to establish a CDL cohort program; and the development of the first CDL training in Socorro County, created in collaboration with Capstone Construction School. The initial Socorro cohort began on May 27, 2025, with five participants enrolled.

Youth Services Program – Equus Workforce Solutions

The SAWDB contracted with Equus Workforce Solutions to provide Youth Services throughout the seven counties in the Region. In PY24, Equus served 232 In-School and Out-of-School Youth, including 104 rollover participants from PY23. The 128 participants enrolled in PY24 break down to 51 In-School Youth (39.8%) and 77 Out-of-School Youth (60.2%).

Relationships with local schools and community partners continue to strengthen. At the request of the SAWDB Youth & Young Adult Committee, the Youth program launched its first Youth Industry Forum, designed to introduce high school students to professionals representing in-demand careers. The inaugural Youth Education Industry Forum was held at Las Montañas Charter High School in Las Cruces. It featured panelists from local universities and school districts who shared their experiences working in the education field. A second event, the Youth Healthcare Industry Forum, was held in collaboration with Gadsden Independent School District and highlighted opportunities in the healthcare sector. Both events allowed students to meet industry professionals directly and engage in one-on-one conversations about education and employment goals. Following each forum, students interested in the Youth program were encouraged to connect with staff to learn more about available services, eligibility, and enrollment opportunities.

In PY24, continued outreach efforts across all seven counties resulted in increased engagement in career readiness activities, the successful completion of work experience placements, and strengthened collaborations with schools and community organizations. Staff remained proactive in connecting participants to opportunities aligned with their career goals and providing consistent support throughout their educational and employment journeys.

Looking ahead to PY25, the Youth program will focus on expanding employer participation in the Work Experience program, developing additional partnerships with educational institutions to broaden access to Individual Training Accounts (ITAs), and reestablishing collaboration with the State's pre-apprenticeship program to strengthen pathways into skilled trades and registered apprenticeships. Coordination with Title III employer services will also be enhanced to align workforce efforts and support local hiring needs. These initiatives aim to expand access, strengthen collaboration, and ensure that young people across the region continue to receive high-quality, career-focused workforce development services.

Youth Services Program – Alamo Navajo School Board, Inc.

The Alamo Navajo School Board, Inc. serves the Alamo Chapter of the Navajo Nation in Socorro County, delivering comprehensive youth services that empower young people through education, training, and work-based learning. In PY24, the program served a total of 30 youth participants—10 In-School Youth and 20 Out-of-School Youth—meeting enrollment goals for both groups.

All ten In-School Youth successfully attained their high school diploma and achieved measurable skills gains, with six now attending college for the fall semester. Several also participated in dual credit, financial literacy, and career awareness activities designed to strengthen their long-term success in education and employment.

Among Out-of-School Youth, 12 participants obtained employment, three enrolled in postsecondary education, and several earned industry-recognized credentials, including First Aid/CPR and Food Handler's Certificates. One participant completed CDL training and another earned a Certified Nursing Assistant (CNA) credential, reflecting the program's strong focus on hands-on training and career preparation.

Recruitment and outreach continue to present challenges, primarily due to documentation barriers, transportation limitations, and the scarcity of local employment opportunities. To address these challenges, staff increased community visibility through recruitment tables outside local stores and participation in community meetings, thereby connecting directly with youth and families. The program also continues to encourage participants to pursue education and training leading to credentials in in-demand fields within the Alamo area.

Looking ahead to PY25, the program will build on these successes by maintaining its emphasis on credential attainment, measurable skills gains, and work-based learning. Additional efforts will focus on employability and time management skills to help youth prepare for long-term success in education and the workforce.

Pre-Apprenticeship Program – Department of Workforce Solutions

The Department of Workforce Solutions expanded work-based learning opportunities for youth and young adults through a Pre-Apprenticeship program. In PY24, a total of 40 participants were enrolled and placed with regional employers, gaining hands-on experience and foundational career skills in multiple industries. Participating employers included the City of Deming, EB Heating & Cooling, Peppers Supermarket, Valued Medical Care, and the Village of Columbus, among others. Placements ranged

from maintenance and automotive technician roles to medical assistant, education, and HVAC apprenticeships.

Staff across the America's Job Center system in Deming work collaboratively to maintain strong relationships with local employers. Many employer connections are developed through Adult, Dislocated Worker, and Youth program activities, including work experience and On-the-Job Training opportunities. As new employers are identified, information is shared across programs to expand available opportunities and connect businesses to additional workforce services.

This initiative strengthened collaboration between Employment Services and local employers while creating new career exposure opportunities for young job seekers. Moving forward, it will continue to serve as a model for connecting youth to skill development, certification pathways, and long-term employment opportunities aligned with regional workforce needs.

SUMMARY OF BUSINESS SERVICES

Summary of Business Services, major accomplishments, major challenges, and opportunities for improvement for the upcoming year.

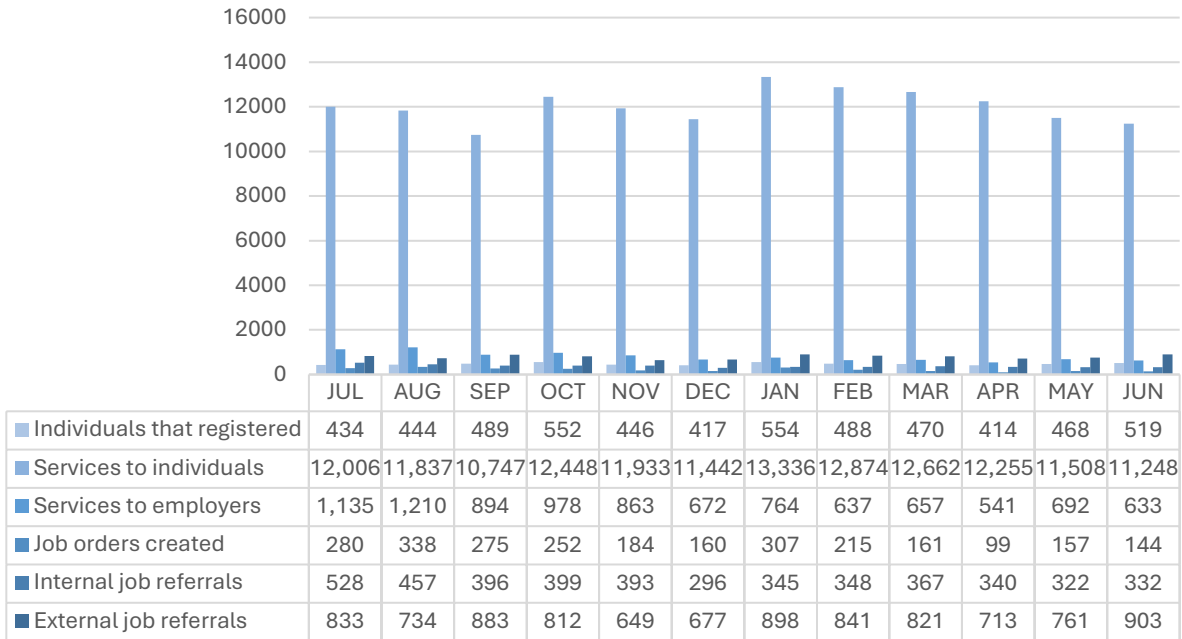
During PY24, Business Services made notable strides in employer engagement, most significantly through a collaborative partnership with Deming Luna County Economic Development. Together, they hosted an industry-specific job fair designed to be more interactive and informative than traditional hiring events. The event featured a panel-style format where employers introduced their companies, discussed current openings, and highlighted the benefits of working for them. Job seekers had the opportunity to ask questions directly, offering a more personalized and practical experience. This format also allowed employers to share information job seekers may not have otherwise considered, providing deeper insight into workplace expectations, benefits, and opportunities for advancement.

Local colleges also participated, providing information about training and certification programs, particularly for those interested in skilled trades but lacking the necessary credentials. The event received highly positive feedback from both job seekers and employers, with many citing the format as a more meaningful way to connect talent with opportunity.

Employment Services staff under Title III, in partnership with Deming Luna County Economic Development, also expanded community outreach through the Own Your Future program, a mindset-driven initiative that helps individuals of all ages build confidence, understand core employment principles, and develop skills for sustainable careers. In partnership with local schools, fifteen sessions were delivered in Deming to students from elementary through early college high school levels. Activities focused on early career awareness, helping students build foundational workplace skills and better understand future employment opportunities. Staff plan to expand these efforts to Animas in PY25.

Beyond these outreach initiatives, regional Business Services activity continued at a steady pace throughout PY24. The following table summarizes service activity for the year.

America's Job Center-SW Services



PY24 Job Orders Created decreased compared to PY23 in every month except January. In January 2024, 307 job orders were created, compared to 256 in PY23, representing a 20% increase. This strong January start reflects the typical national post-holiday hiring surge and first-quarter budget allocations for many businesses. The number of Job Orders Created fell below 100 only once in PY24, reaching 99 in April. This aligns with the national trend of slower spring hiring and may also reflect employers increasingly posting positions independently or through external platforms rather than NMJOBS.

External Job Referrals demonstrated consistent growth across PY24, rising in 10 out of 12 months. The total volume for the year was approximately 9,140 referrals, representing an increase of 1,383 over the previous year (PY23). The steady decline in internal referrals alongside this growth suggests that staff are increasingly connecting job seekers with opportunities outside the system, including through direct employer contacts, community hiring events, and third-party platforms.

Despite these successes, Business Services continues to face a significant challenge: a limited pool of skilled job seekers to meet ongoing industry demands. To address this, efforts in PY25 will focus on strengthening partnerships with local training providers to ensure program offerings align more closely with employer needs. There is also a continued push to expand outreach to underrepresented populations and to increase access to work-based learning opportunities such as apprenticeships and pre-apprenticeships. Encouraging major regional employers to become registered apprenticeship sites remains a strategic priority to support long-term workforce development.

Rapid Response

No Worker Adjustment and Retraining Notification (WARN) notices were issued in the Southwestern Region in PY24. Rapid Response services were provided to one employer, JOANN Fabrics and Crafts in Las Cruces, following its store closure. Staff met with affected employees to provide an overview of available services, including Unemployment Insurance and other relevant programs. Each individual received an information packet with guidance on filing claims and accessing local workforce resources.

Staff also worked closely with the Unemployment team to ensure every affected worker received direct assistance by phone.

These efforts concluded PY24 service activities. The following section summarizes performance outcomes across all programs.

PERFORMANCE METRICS






Inclusion of performance metrics to highlight overall performance accountability, major accomplishments, major challenges, and opportunities for improvement in the upcoming year.




The Southwestern Area Workforce Development Board's goals are to increase employment, retention, and earnings; enhance the skills of the Region's workforce; reduce dependency on social services; improve workforce productivity; and help businesses remain competitive. These goals and their associated performance outcomes guide the Board in shaping programs that place more job seekers and prepare them for successful careers.






The following sections show how the Region performed against the expected performance metrics negotiated with the New Mexico Department of Workforce Solutions.


Adult Program

The Adult Program met or exceeded three out of four performance goals for PY24. The program exceeded the Skills Gain measure with a rate of 115.80%, marking an improvement over the previous year's 111.76%. Both the Employment Q2 (98.29%) and Employment Q4 (95.15%) measures were Met. The Credential attainment rate (85.28%) was the only measure that was Not Met in PY24.

| PY24 - Adult | | Employment Q2 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 98.26% |  | Met |
| Central WDB | 104.89% |  | Exceeded |
| Southwestern WDB | 98.29% |  | Met |
| Northern WDB | 89.51% |  | Not met |
| Eastern WDB | 99.40% |  | Met |






| PY24 - Adult | | Employment Q4 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 99.17% |  | Met |
| Central WDB | 104.54% |  | Exceeded |
| Southwestern WDB | 95.15% |  | Met |
| Northern WDB | 91.34% |  | Met |
| Eastern WDB | 100.63% |  | Exceeded |

| PY24 - Adult | | Credential | |
|----------------------|---------|---|----------|
| All Workforce Boards | 93.26% |  | Met |
| Central WDB | 112.06% |  | Exceeded |
| Southwestern WDB | 85.28% |  | Not Met |
| Northern WDB | 68.82% |  | Not Met |
| Eastern WDB | 103.95% |  | Exceeded |



| PY24- Adult | | Skills Gain | |
|----------------------|---------|---|----------|
| All Workforce Boards | 104.18% |  | Exceeded |
| Central WDB | 102.85% |  | Exceeded |
| Southwestern WDB | 115.80% |  | Exceeded |
| Northern WDB | 88.22% |  | Not Met |
| Eastern WDB | 109.89% |  | Exceeded |






Dislocated Worker Program

The Dislocated Worker Program maintained its strong overall performance by exceeding three out of four performance goals for PY24. The program exceeded the Employment Q2 (114.07%), Employment Q4 (108.15%), and Skills Gain (121.72%) measures. However, the Credential attainment rate continued to be a significant challenge. Despite the PY23 implementation of agreements with training institutions designed to improve completion reporting, the Credential rate was Not Met at 58.56%, marking a decline from the prior year's 86.06%.

| PY24 - DW | | Employment Q2 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 107.18% |  | Exceeded |
| Central WDB | 110.69% |  | Exceeded |
| Southwestern WDB | 114.07% |  | Exceeded |
| Northern WDB | 85.44% |  | Not Met |
| Eastern WDB | 113.78% |  | Exceeded |

| PY24 - DW | | Employment Q4 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 100.37% |  | Exceeded |
| Central WDB | 108.24% |  | Exceeded |
| Southwestern WDB | 108.15% |  | Exceeded |
| Northern WDB | 85.82% |  | Not Met |
| Eastern WDB | 98.42% |  | Met |






| PY24 - DW | | Credential | |
|----------------------|---------|---|----------|
| All Workforce Boards | 96.27% |  | Met |
| Central WDB | 105.40% |  | Exceeded |
| Southwestern WDB | 58.56% |  | Not Met |
| Northern WDB | 81.59% |  | Not Met |
| Eastern WDB | 126.37% |  | Exceeded |






| PY24 - DW | | Skills Gain | |
|----------------------|---------|---|----------|
| All Workforce Boards | 93.90% |  | Met |
| Central WDB | 90.37% |  | Met |
| Southwestern WDB | 121.72% |  | Exceeded |
| Northern WDB | 69.44% |  | Not Met |
| Eastern WDB | 87.15% |  | Not Met |






Youth Program






The Youth Services program metrics combine results from both service providers: the Alamo Navajo School Board, Inc., and Equus Workforce Solutions.

Following a successful PY23 where three goals were exceeded, the Youth Program faced significant challenges in PY24, resulting in three measures being Not Met. The program Met the Employment/Education Q4 measure with a rate of 91.55%. However, the remaining three measures were Not Met, including the Employment/Education Q2 rate (85.29%), the Credential attainment rate (58.82%), and the Measurable Skills Gains rate (54.29%). This represents a major setback compared to PY23, where all three of these metrics were successfully exceeded.

| PY24 - Youth | | Employment Q2 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 92.19% |  | Met |
| Central WDB | 111.97% |  | Exceeded |
| Southwestern WDB | 85.29% |  | Not Met |
| Northern WDB | 72.38% |  | Not Met |
| Eastern WDB | 88.75% |  | Not Met |

| PY24- Youth | | Employment Q4 | |
|----------------------|---------|---|----------|
| All Workforce Boards | 92.51% |  | Met |
| Central WDB | 118.67% |  | Exceeded |
| Southwestern WDB | 91.55% |  | Met |
| Northern WDB | 79.77% |  | Not Met |
| Eastern WDB | 88.85% |  | Not Met |

| PY24 - Youth | | Credential | |
|----------------------|---------|---|----------|
| All Workforce Boards | 86.64% |  | Not Met |
| Central WDB | 127.23% |  | Exceeded |
| Southwestern WDB | 58.82% |  | Not Met |
| Northern WDB | 46.00% |  | Not Met |
| Eastern WDB | 82.66% |  | Not Met |

| PY24 - Youth | | Skills Gain | |
|----------------------|---------|---|----------|
| All Workforce Boards | 95.69% |  | Met |
| Central WDB | 114.50% |  | Exceeded |
| Southwestern WDB | 54.29% |  | Not Met |
| Northern WDB | 42.19% |  | Not Met |
| Eastern WDB | 123.65% |  | Exceeded |

To address performance measures that were not met, the Board and service providers are implementing targeted strategies to improve credential attainment, measurable skills gains, and employment outcomes. Efforts include strengthening coordination with training providers, improving documentation and tracking processes, and providing additional staff training to support accurate data entry and timely follow-up. Increased focus will also be placed on identifying basic skills needs early, particularly for English Language Learners, and connecting participants to appropriate support services. Enhanced case management practices, including regular follow-ups, will help ensure participants successfully complete training and transition into employment. These efforts are intended to improve performance outcomes and better support participants.

Performance Indicators

Performance indicators are a key measure of effectiveness within the public workforce system for local boards and their service providers. These metrics track employment outcomes in the 2nd and 4th quarters after program exit, median earnings, credential attainment, and measurable skill gains.

The following table presents results for individuals who exited the Adult, Dislocated Worker, and Youth programs. Section 116 of the Workforce Innovation and Opportunity Act (WIOA) establishes these accountability indicators and performance reporting requirements to evaluate the success of state and local areas in achieving positive outcomes for participants.

| PY24 Performance Indicators | Adult | DW | Youth |
|---|------------|------------|------------|
| Employment, Education or Training Placement Rate (2nd Qtr.) | 76.88% | 72.41% | 62.77% |
| Employment, Education or Training Placement Rate (4th Qtr.) | 83.15% | 82.20% | 63.32% |
| Median Earnings | \$9,630.96 | \$9,826.58 | \$4,467.12 |
| Credential Rate | 57.53% | 50.00% | 26.92% |
| Measurable Skill Gains | 60.20% | 58.09% | 58.82% |

Median earnings for participants in both the Adult and Dislocated Worker programs remained strong in PY24. The Adult program experienced a slight increase, rising from \$9,606.24 in PY23 to \$9,630.96 in PY24. The Dislocated Worker program held steady at \$9,826.58, maintaining the significant gains made in the prior year. The Youth program's median earnings remained unchanged at \$4,467.12.

Credential attainment rates held steady across all programs. The Adult program showed virtually no change, reporting 57.53% in PY24 compared to 57.5% in PY23. Dislocated Workers maintained a credential rate of 50.00%, while the Youth program saw a very slight increase from 26.9% to 26.92%.

The Measurable Skill Gains indicator showed a decrease in all three programs. The Adult program dropped from 75.0% in PY23 to 60.20% in PY24. The Dislocated Worker program decreased from 62.3% to 58.09%, and the Youth program declined from 62.3% to 58.82%.

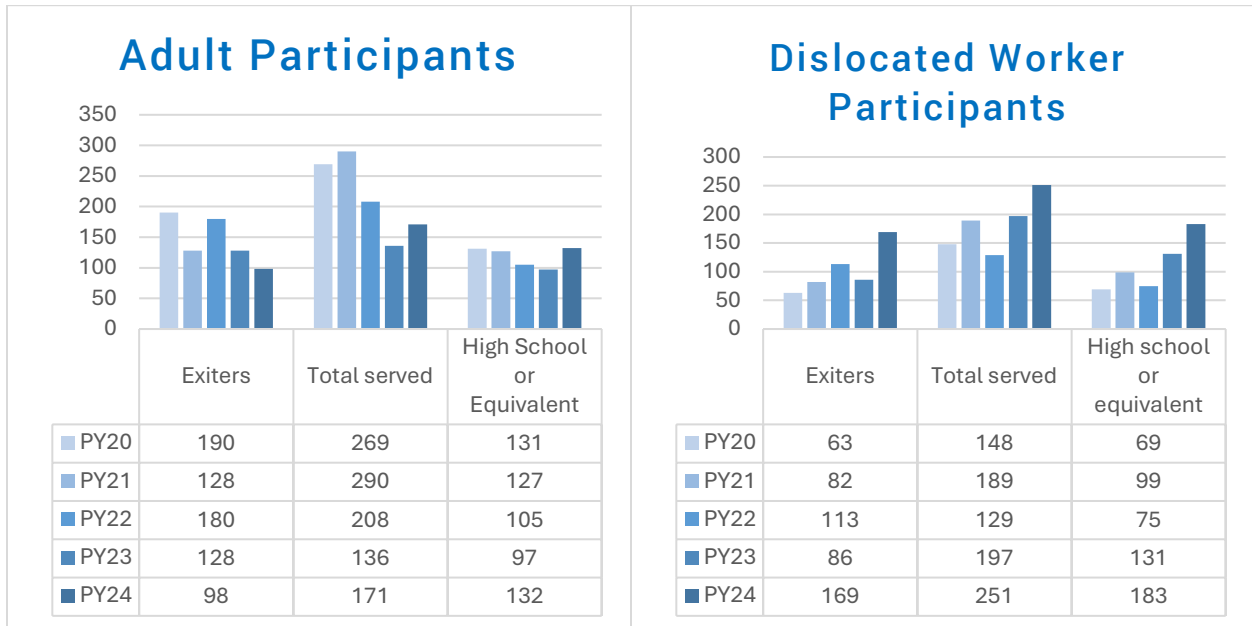
Despite these minor shifts, performance across core indicators remained generally stable, with continued strong outcomes in employment-related measures for Adult and Dislocated Worker participants.

The following tables provide a detailed breakdown of participant enrollment and exit data for the Adult, Dislocated Worker, and Youth programs.

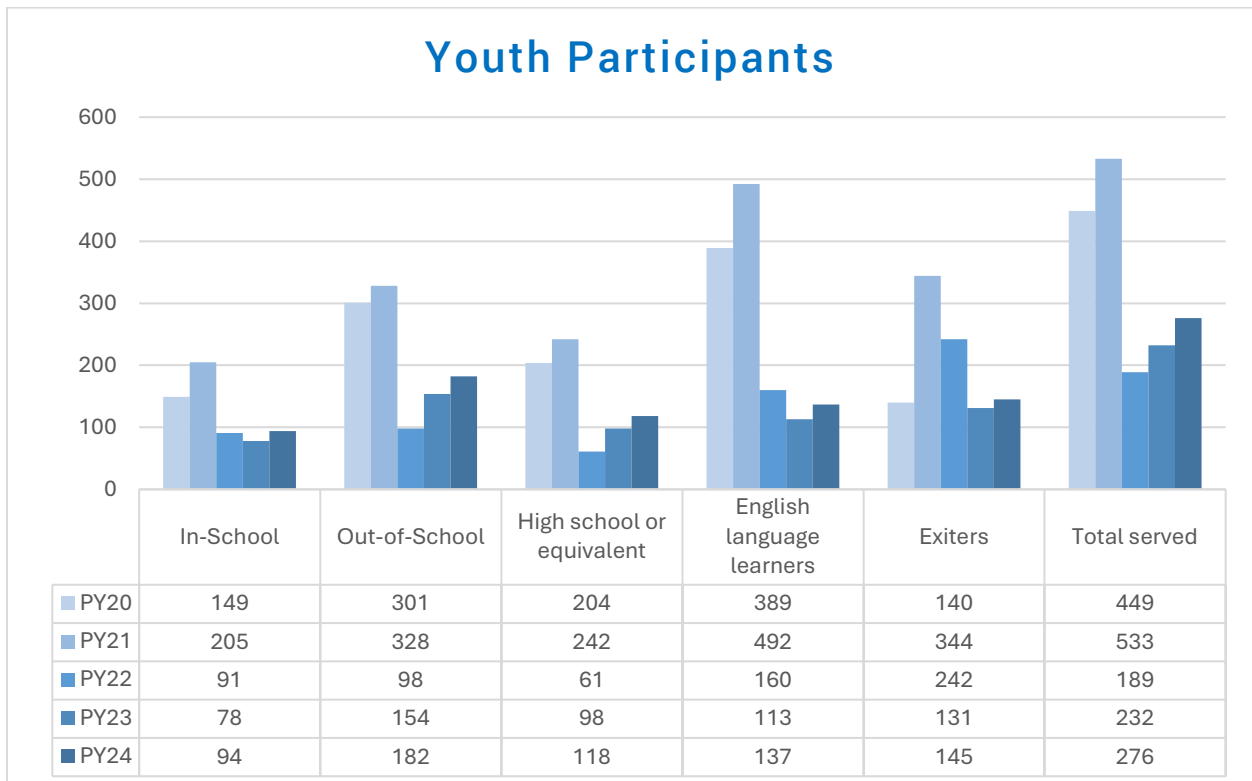
The Adult program served 171 participants in PY24, a 26% increase from the 136 participants served in PY23. However, the number of Exiters decreased by 24%, from 128 in PY23 to 98 in PY24. The program continues to support a skilled workforce, with 132 participants having a high school diploma or equivalent in PY24, representing 77% of those served, up slightly from 71% in PY23.

The Dislocated Worker program served 251 participants in PY24, representing a 27% increase from the 197 participants in PY23. Exiters rose significantly by 97%, from 86 in PY23 to 169 in PY24. The number

of participants with a high school diploma or equivalent increased by 40%, from 131 in PY23 to 183 in PY24, reflecting ongoing efforts to support educational attainment within the program.



The Youth program continues to expand its reach, serving a total of 276 participants in PY24, representing a 19% increase from the 232 participants served in PY23. In-School Youth enrollment rose by 21%, from 78 in PY23 to 94 in PY24. Out-of-School Youth enrollments also grew, reaching 182 in PY24, up 18% from 154 in PY23. These increases demonstrate the program's ongoing commitment to engaging and supporting both in-school and out-of-school youth in the region.



SUCCESS STORIES

Inclusion of at least one (1) success story per funding stream, detailing services and outcomes for the participant and/or employer relevance to LWDB goals and objectives, as stated in local plan.

Adult Success Story

Cassandra Castillo enjoyed 20 years as a stay-at-home mom raising her four children. With her two eldest daughters beginning their military careers and her younger children becoming more independent, Ms. Castillo was motivated to pursue a career. She reached out to the America's Job Center New Mexico for guidance.

At America's Job Center New Mexico in Socorro, staff helped her explore career options, and Ms. Castillo identified a strong interest in Medical Coding and Billing. She received Tuition Assistance to enroll in the Coding Clarified program, which also provided a laptop to support her virtual coursework.

To gain hands-on experience while completing her studies, Ms. Castillo was placed at the Socorro Public Library through the Transitional Job program, where she started as a Library Assistant. Her strong customer service skills and dedication quickly earned her a promotion to the Circulation Desk, where she continues to grow professionally.

When her tuition exceeded the standard funding limit, a waiver was granted to ensure her training continued uninterrupted. Ms. Castillo completed the program and earned her certification in Medical Coding and Billing.

The Adult program enabled Ms. Castillo to successfully transition from full-time caregiving to a credentialed professional in the medical field. The total WIOA investment in her success was \$14,338.15, including \$4,999.00 in Tuition Assistance, \$699.15 in supportive services, and \$8,640.00 through the Transitional Job component.

"All is going well with Cassandra. She is a fast learner and a reliable employee. She excels in customer service."

— Chelsea, Library Director

"This program gave me the tools and support I needed to change my life. From helping me get the training to providing a job opportunity and even a laptop—WIOA was there every step of the way."

— Cassandra Castillo

Dislocated Worker Success Story

With support from the Tuition Assistance Program at America's Job Center New Mexico, Angelica Pacheco earned her Phlebotomy certification in 2022. However, despite her qualifications, she struggled to secure employment as a phlebotomist in Las Cruces. As a single mother of four, Ms. Pacheco needed a steady income to support her family, so she accepted work outside the healthcare field. From May 2022 to June 2023, she worked as an Outreach Coordinator, earning \$17.00 per hour, until she was abruptly laid off.

Determined to build a better life for her family and return to her goal of working in Healthcare, Ms. Pacheco reconnected with America's Job Center New Mexico and enrolled in the Dislocated Worker program. She expressed a strong interest in becoming a Medical Assistant, confident that the certification would lead to long-term stability and independence.

In January 2025, she began training in the Certified Clinical Medical Assistant program at Pinnacle Institute in Las Cruces. After completing 305 hours of instruction and a clinical rotation at Esperanza Children's Therapy, she earned her Certificate of Completion in May 2025.

Today, Ms. Pacheco is employed at La Clinica de Familia, earning \$16.00 per hour and gaining hands-on experience in the healthcare field.

WIOA invested \$6,000 in her education and an additional \$996.22 in supportive services, including a laptop, clinical supplies, scrubs, and professional attire.

In-School Youth Success Story

McLane Guerro grew up in a traditional home on the Alamo Navajo Reservation in Socorro County, attending the Alamo Navajo Community School. Just before his senior year, Mr. Guerro faced a difficult adjustment after his parents' separation. Despite this challenge, he remained focused on completing high school and becoming independent.

Mr. Guerro learned about the Youth Services program provided through America's Job Center New Mexico from his family and school counselor. Working closely with his Youth Services case manager and high school counselor, he found the support needed to stay in school and plan for his future. Mr. Guerro earned his high school diploma from Alamo Navajo High School in May 2025.

He shared with his case manager and counselor that he enjoys working with his hands and has a strong interest in his Automotive Technology class. With their assistance, Mr. Guerro applied to the Automotive Technology Program at Navajo Technical University (NTU) in Crownpoint, NM. He was accepted and began his first semester, working toward an Associate of Applied Science degree in Automotive Technology.

Bryan Baca, the Automotive Technology instructor at Alamo Navajo High School, was Mr. Guerro's biggest inspiration as he considered his career direction. Mr. Baca, an experienced auto mechanic with over 25 years in the field, plans to retire soon. Mr. Guerro intends to return to the Alamo Navajo Reservation after graduating to be near family and take over Mr. Baca's role as an instructor, filling a soon-to-be-open position.

This plan aligns with the SAWDB Local Plan Goal 5: "Build a trained and ready workforce to replace workers who are retiring and leaving the industry."

"The program has helped me throughout my senior school year to attain my high school diploma as well as get a start in my move to Crownpoint to attend NTU. My goal was to attend college at NTU, so the funds helped me a lot."

– McLane Guerro

Out-of-School Youth Success Story

Scarlett J. Zumaya Torres, an 18-year-old mother from Las Cruces, NM, became a parent at the age of sixteen but remained enrolled at Las Cruces High School. During her senior year in 2023, her education was interrupted when her mother fell seriously ill, and Ms. Zumaya Torres left school to become her primary caregiver.

Determined to build a better future for her mother and son, Ms. Zumaya Torres recognized that she needed a secondary credential to pursue her career goal in cosmetology. She visited the Adult Education Department at Doña Ana Community College to ask about earning her High School Equivalency diploma and learned about the WIOA Youth Services program offered through America's Job Center New Mexico.

Ms. Zumaya Torres enrolled in the program in July 2024. With the support of the Youth Services program, she was able to balance her caregiving responsibilities with her exam preparation. She earned her New Mexico High School Equivalency Certificate on April 10, 2025.

Ms. Zumaya Torres remains active in the program and is now enrolling at Glitz School of Cosmetology in Las Cruces. WIOA invested a total of \$400.00 in Ms. Zumaya Torres's success.

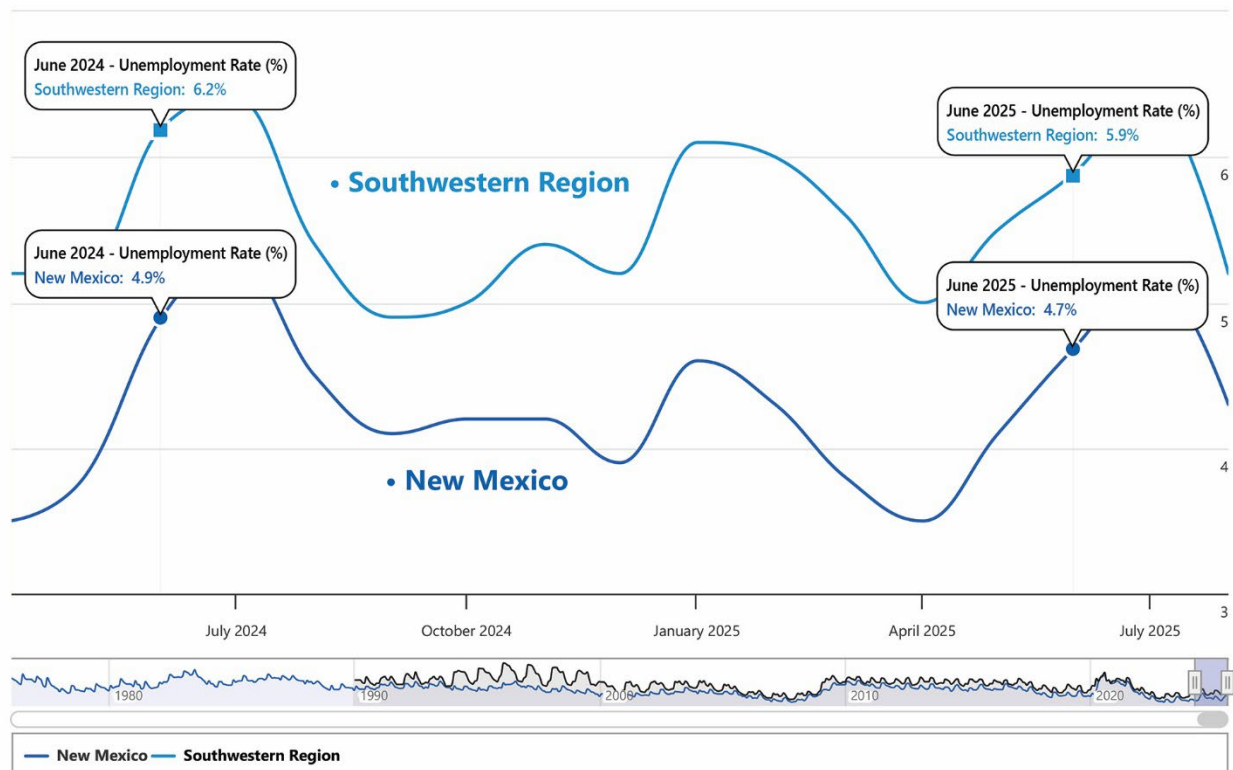
Beyond individual success stories, broader labor market data help illustrate the regional economic context in which these accomplishments occurred.

LABOR MARKET SUMMARY

Labor market summary highlighting how the LWDB reported activities impacted the local regional economy, business sectors, and/or career pathway outcomes; opportunities for improvement and focus for the upcoming year.

Employment and Unemployment

Not seasonally adjusted Labor Force, Employment and Unemployment data in Multiple Areas
Unemployment Rate (%) June 2024 - June 2025



Source: NMDWS, Local Area Unemployment Statistics program in conjunction with U.S. Bureau of Labor Statistics
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Unemployment rate data are from the Local Area Unemployment Statistics, WCOS.

In June 2024, New Mexico's total civilian labor force (not seasonally adjusted) was 989,714, with 941,600 employed and 48,114 unemployed, resulting in a 4.9% unemployment rate. The Southwestern Region's labor force totaled 136,447, with 127,977 employed and 8,470 unemployed, for an unemployment rate of 6.2%.

By June 2025, New Mexico's labor force increased to 999,717, with 952,911 employed and 46,806 unemployed, yielding a 4.7% unemployment rate. In the Southwestern Region, the labor force rose slightly to 137,861, with 129,670 employed and 8,191 unemployed, corresponding to a 5.9% unemployment rate.

Unemployment in the Southwestern Region has consistently remained approximately 1.2–1.3 percentage points higher than the State average.

Over the two years, the State experienced a modest increase of 10,003 in the total civilian labor force, while the Southwestern Region added 1,414 individuals. Employment increased in both areas, and the total number of unemployed individuals decreased slightly at the State level and more modestly in the Region. These numbers reflect the overall stability of the labor market during the program year.

Industry Snapshot

Industry Employment Distribution Table

| Rank | Industry Sector | Number of Establishments | Number of Employees |
|------|--|--------------------------|---------------------|
| 1 | Health Care and Social Assistance | 11,176 | 152,325 |
| 2 | Retail Trade | 6,367 | 94,299 |
| 3 | Accommodation and Food Services | 4,429 | 92,623 |
| 4 | Educational Services | 1,693 | 82,664 |
| 5 | Professional, Scientific, and Technical Services | 8,676 | 69,294 |
| 6 | Public Administration | 1,797 | 63,940 |
| 7 | Construction | 5,586 | 58,212 |
| 8 | Administrative and Support and Waste Management and Remediation Services | 4,312 | 48,342 |
| 9 | Transportation and Warehousing | 1,935 | 30,175 |
| 10 | Manufacturing | 1,505 | 28,214 |

NMDWS, Quarterly Census of Employment and Wages program

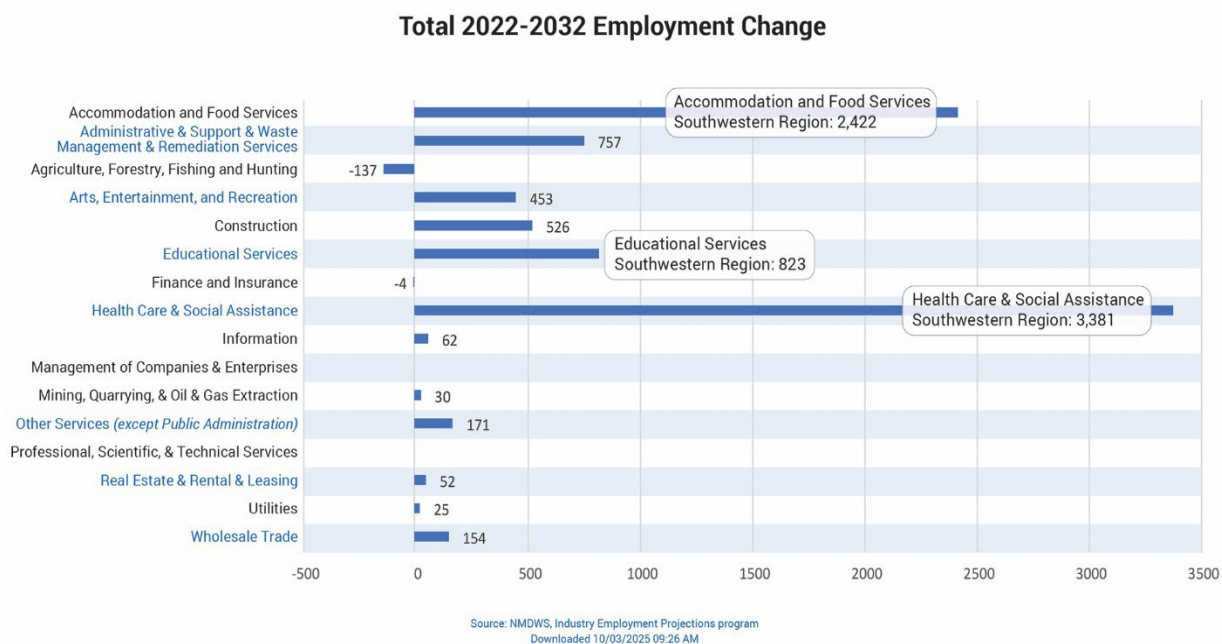
The Industry Employment Distribution Table above shows the top ten industry sectors in New Mexico by number of employees for the first quarter of 2025. Health Care and Social Assistance leads the state, employing 152,325 individuals across 11,176 establishments. Retail Trade and Accommodation and

Food Services follow closely, employing 94,299 and 92,623 workers, respectively. Educational Services and Professional, Scientific, and Technical Services round out the mid-tier, with 82,664 and 69,294 employees.

Public Administration employs 63,940 workers, while Construction accounts for 58,212. Administrative and Support and Waste Management and Remediation Services employs 48,342, followed by Transportation and Warehousing with 30,175 employees and Manufacturing with 28,214.

These figures highlight the sectors with the largest workforce presence in New Mexico, providing a snapshot of industry distribution and employment concentration in the state.

The graph below shows the long-term industry projections for Multiple Industries in the Southwestern Region for the 2022-2032 projection period.



Analysis of the long-term industry projections for the Southwestern Region reveals shifts in the most significant growth sectors compared to the previous year's forecast, while still confirming the overall direction of the regional economy. For the 2022–2032 projection period, the industries anticipated to experience the highest job growth are Health Care & Social Assistance (3,381 new jobs), Accommodation and Food Services (2,422 new jobs), and Educational Services (823 new jobs).

A notable finding in this year's LMI data is the significant downward revision in the projected growth for the Health Care & Social Assistance sector. Last year's analysis anticipated the creation of 7,863 new jobs by 2032. However, this year's forecast indicates that projected growth has fallen to 3,381 new jobs—a reduction of over 57%. While Healthcare remains a key growth sector, the revised projection is crucial for strategic planning. The SAWDB will continue to prioritize training in high-demand, high-wage occupations within Healthcare and will closely monitor this trend to ensure that WIOA investments align with the most accurate long-term employment needs. Simultaneously, the Board notes the sustained strong growth forecast in Accommodation and Food Services as a source of entry-level and short-term job opportunities for the region's workforce.

CONTINUOUS QUALITY IMPROVEMENTS

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

Continuous quality improvement activities were implemented throughout the year, focusing on enhancing system performance, strengthening partnerships, and improving responsiveness to the needs of both customers and employers.

Customer & Employer Satisfaction Surveys

During PY24, America's Job Center New Mexico in the Southwestern Region continued its commitment to collecting and using feedback to guide service improvements. Survey data is regularly reviewed by the One-Stop Operator and leadership teams to identify areas of strength and opportunities for improvement.

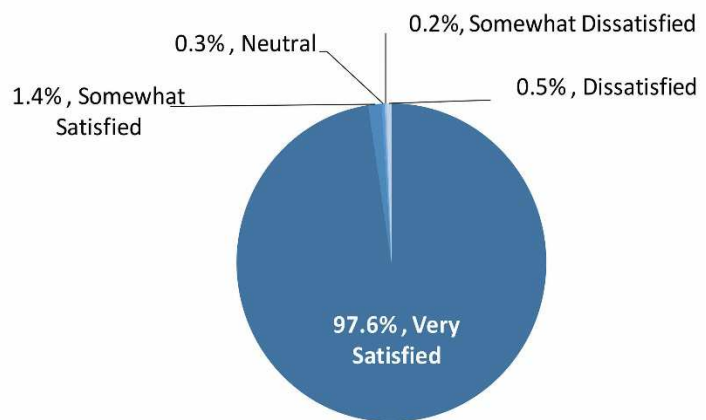
Customer Survey Results – PY24

Total Responses: 1,021

Overall, how satisfied were you with your service?

Customer Satisfaction Survey Responses

| VALUE | PERCENT | RESPONSES |
|------------------------------------|---------|--------------|
| Very Satisfied | 97.6% | 997 |
| Somewhat Satisfied | 1.4% | 14 |
| Neither Satisfied nor Dissatisfied | 0.3% | 3 |
| Somewhat Dissatisfied | 0.2% | 2 |
| Very Dissatisfied | 0.5% | 5 |
| Totals | | 1,021 |



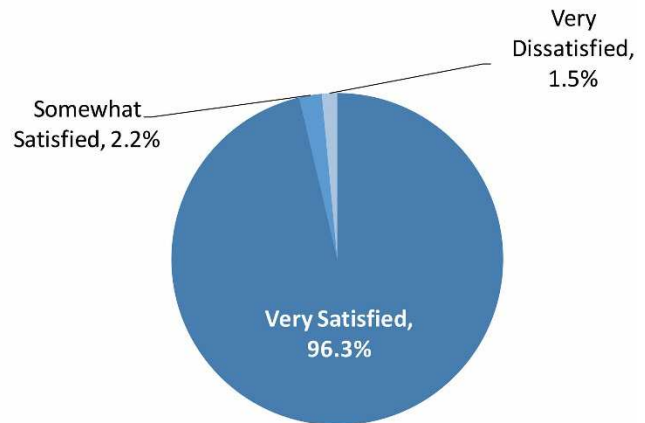
Customer satisfaction levels remained strong across the region, with the vast majority of respondents reporting positive experiences with services at America's Job Center New Mexico.

Employer Survey Results – PY24
 Total Responses: 135

Overall, how satisfied were you with your service?

Employer Satisfaction Survey Responses

| VALUE | PERCENT | RESPONSES |
|--------------------|---------|------------|
| Very Satisfied | 96.3% | 130 |
| Somewhat Satisfied | 2.2% | 3 |
| Very Dissatisfied | 1.5% | 2 |
| Totals | | 135 |



Employers who engaged with Business Services expressed high satisfaction with recruitment support, hiring events, and workforce coordination efforts. The continued collection and analysis of this data enables staff to identify strengths and promptly address any service gaps.

Workforce System Improvements

The One-Stop Operator (OSO) team led several initiatives in PY24 to improve collaboration, efficiency, and safety across the Southwestern Region. Monthly co-located partner meetings and systemwide coordination sessions strengthened communication and alignment of services. Emergency Action Plans were completed for all offices, and quarterly Safety Committee meetings were launched to maintain a culture of readiness. The Workforce Hero of the Month initiative boosted morale and recognition across the region by highlighting outstanding staff contributions.

Together, these efforts ensured that customer feedback translated into actionable changes, resulting in stronger partnerships, more responsive services, and an improved customer experience.

Operational Updates

In PY24, several operational updates improved efficiency, accessibility, and collaboration across the region. The Truth or Consequences office relocated to the Tresco, Inc. building, and the Socorro office moved to the Socorro County Annex. These strategic changes enhanced visibility, accessibility, and cost efficiency. The OSO also restructured partner meetings to strengthen cross-program coordination. To further support staff engagement, the Workforce Hero of the Month initiative was expanded to include peer nominations, fostering recognition and collaboration across the region.

Collectively, these operational enhancements reinforce the region's commitment to maintaining accessible, efficient, and well-coordinated offices that support both staff and customers. They also reflect the Board's ongoing investment in continuous improvement, a foundation that ensures every operational change contributes to a stronger, more responsive workforce system.

PARTNERSHIP ENGAGEMENT

Examples of partnership engagement strategies and outcomes; specifically, with required partners such as vocational rehabilitation, adult education, Wagner-Peyser programs. Highlight examples of partnership engagement that improved or enhanced the experience for customers and businesses and opportunities for improvement or focus for the upcoming year.

America's Job Center New Mexico continues to host monthly Workforce Partner meetings that foster collaboration, align outreach activities, and share resources. Quarterly co-located partner meetings further strengthen coordination at the physical offices. Across the Southwestern Region, partnerships continued to mature in PY24, with most service providers identifying "strengthening existing partnerships" as a top priority for the upcoming year.

Below are examples of partnership engagement and coordinated efforts carried out across the Southwestern Region in PY24.

Adult Education Services

Adult Education partners—including Doña Ana Community College, the University of New Mexico-Valencia (ACCE), and Western New Mexico University—maintained regular coordination with the Adult and Dislocated Worker programs to jointly support participants seeking high school equivalency and basic skill development. Co-enrollment expanded access for individuals who needed both academic remediation and workforce services, particularly at America's Job Center New Mexico in Las Cruces. One Adult Education partner reported substantial gains this year, including a 62% increase in HSE enrollment, a 162% increase in HSE completions, and a 9% increase in ESL enrollment; retention improved from 54% in FY24 to 85% in FY25.

Adult and Dislocated Worker (ADW)

The ADW Program collaborated closely with Adult Education, Wagner-Peyser, and the Division of Vocational Rehabilitation to enhance case management, improve service delivery, and support job seekers facing barriers. Partnerships with local governments and chambers of commerce strengthened outreach and training opportunities, including CDL programs and other employer-driven initiatives in rural areas.

Division of Vocational Rehabilitation (DVR)

DVR remained an active partner throughout PY24, participating in events such as Mock It Till You Rock It, the Las Cruces Transition Fair, and regional job fairs. A key success was the launch of Project SEARCH programs in Deming and Gadsden, offering immersive internships for youth with disabilities. The ADW and Youth Services teams supported these initiatives through referrals, panels, and supportive services, helping expand inclusive workforce opportunities.

Employment Services

Employment Services staff under Title III played a central role in coordinating regional job fairs and hiring events, ensuring the participation of partners, including DVR, TANF, and Adult Education, and collaborating with the One-Stop Operator to streamline referrals and customer flow. Staff also partnered with the RISE program to deliver pre-release workforce services at the Deming Luna County Detention Center on three occasions in FY24, assisting approximately 14 individuals with résumé preparation, job readiness, and referrals to training and tuition assistance. Participants reconnected with the local America's Job Center New Mexico after release and attended partner events. In addition,

Employment Services staff supported targeted rural outreach in Columbus, Lordsburg, and Animas to expand access in underserved areas.

Migrant and Seasonal Farmworker (MSFW)

The State Monitor Advocate (SMA), based in Deming, continued outreach to agricultural employers and workers to promote compliance, worker protections, and access to workforce services. In coordination with partners such as NFJP and the Mexican Consulate, the SMA conducted field visits and informational sessions that reached hundreds of farmworkers across the region.

One-Stop Operator (OSO)

The OSO facilitated coordination among all core and required partners through monthly Southwest Partner Meetings, bringing together WIOA partners, employers, and community organizations to align services and outreach. Continued collaboration with Wagner-Peyser staff and other partners ensured efficient communication, improved referrals, and stronger customer experiences across all offices.

Temporary Assistance for Needy Families (TANF)

TANF providers hosted Career Essentials events at Income Support Division offices, giving job seekers walk-in access to career services, résumé assistance, and program referrals. Workforce partners plan to refine event formats in PY25 to increase participation through targeted outreach and improved follow-up with attendees.

Youth Services

Youth Service providers worked closely with Adult Education and the Division of Vocational Rehabilitation to support youth with disabilities and those at risk of disengagement. Highlights included collaboration on Project SEARCH programs in Deming and Gadsden, which provided hands-on learning and career readiness opportunities, and expanded partnerships with NACTEP and Navajo Technical University to promote dual credit and postsecondary enrollment.

Community and Local Government Partners

Workforce teams maintained strong partnerships with the cities of Sunland Park and Deming, Doña Ana County, and local chambers of commerce. Collaboration led to the launch of new training cohorts, including CDL programs in Socorro County, which aligned with infrastructure and transportation workforce needs.

Opportunities for Improvement – PY25 Focus Areas

In PY25, partners will continue to strengthen their collaboration with DVR, improve communication and co-enrollment processes, and expand their engagement with TANF. Efforts will focus on enhancing event participation, formalizing referral pathways, and ensuring seamless service delivery across rural and underserved areas.

Beyond regional partnerships, the Southwestern Region's collective efforts also directly supported New Mexico's broader workforce vision and statewide goals.

ACHIEVING THE STATE'S STRATEGIC VISION AND GOALS

Progress made in achieving the state's strategic vision and goals, as described in the state's unified or Combined State Plan, for developing its workforce and meeting employer needs in order to support economic growth and economic self-sufficiency.

In PY24, the Southwestern Region advanced New Mexico's Combined State Plan goals through coordinated strategies that strengthened families, met employer needs, and promoted mobility.

Through employer engagement, job fairs, and work-based learning, the region supported Goal 1 by helping build a workforce that sustains the health, safety, and infrastructure of New Mexico communities. Initiatives such as the Pre-Apprenticeship Program and targeted hiring events connected job seekers with in-demand careers while giving employers a direct role in workforce development.

In alignment with Goals 2 and 3, partners emphasized career readiness, alternative pathways, and access to postsecondary education. Co-enrollment with adult education and ESL programs—particularly through Doña Ana Community College—helped participants strengthen foundational skills while preparing for employment. Programs such as Project RISE and initiatives in rural areas like Alamo Navajo expanded access for hard-to-reach populations.

Partners also supported Goal 4 through efforts that help New Mexicans train, work, and build careers within their communities. Collaboration with local schools and counties created pathways close to home, reinforcing the State's vision of an adaptable, inclusive, demand-driven workforce system.

Building on this progress, the region also advanced sector strategies and career pathways that align education, training, and employer needs.

IMPLEMENTING SECTOR STRATEGIES AND CAREER PATHWAYS

Progress made in implementing sector strategies and career pathways. The discussion may include business engagement strategies, work-based learning (including apprenticeship and pre-apprenticeship), work experience for youth and adults, transitional jobs, and incumbent worker training strategies and policies in the state.

In PY24, the Southwestern Area Workforce Development Board advanced sector strategies and career pathway development through demand-driven training and partnerships. Healthcare remained a priority, supported by Individual Training Accounts, On-the-Job Training, and work experience placements leading to careers in medical assisting, radiology, and nursing. Youth Industry Forums introduced students to healthcare and education professions, encouraging exploration of high-demand career paths.

The Adult and Dislocated Worker Programs emphasized work-based learning in transportation, agriculture, and healthcare. A CDL training cohort launched in Socorro with Capstone Construction School and Socorro County provided a local entry into transportation careers, while Heavy Equipment Operator training at the Southwestern Correctional Facility expanded opportunities for justice-involved individuals.

Partnerships with Doña Ana Community College, DVR, and local chambers of commerce aligned education and training with employer needs. Events such as the One Community Career Fair showcased opportunities across key industries—childcare, healthcare, hospitality, and the trades—further strengthening the region's alignment between education, workforce programs, and employer demand.

FINANCIALS

The Southwestern Area Workforce Development Board had total expenditures of \$4,706,423.83 in Program Year 2024 (PY24).

For the Adult program, the total expenditures were \$1,143,722.99. Of the \$1,143,722.99, the total amount expended on Training services (OJT, ITA, TJ, etc.) was \$812,915.11.

For the Dislocated Workers program, the total expenditure amount was \$1,761,833.42. Of the \$1,761,833.42, the total amount expended on Training services was \$1,240,964.89.

Balance Sheet

On June 30, 2025, the Southwestern Area Workforce Development Board held assets of \$730,804.

WORKFORCE INNOVATION AND OPPORTUNITY ACT SOUTHWESTERN AREA WORKFORCE DEVELOPMENT BOARD BALANCE SHEET 06.30.2025 Non-Close Out

| | <u>WIOA</u> |
|--|-------------------|
| ASSETS: | |
| Cash and cash equivalents | \$ |
| Accounts Receivable-Grants | 730,804 |
| Total assets | \$ <u>730,804</u> |
| LIABILITIES AND FUND BALANCE: | |
| Accounts payable | \$ 730,804 |
| Deferred Revenue | - |
| Total liabilities | <u>730,804</u> |
| Fund Balance | |
| Unreserved and designated for future expenditures | - |
| Total fund balance | <u>-</u> |
| Total liabilities and fund balance | \$ <u>730,804</u> |

Budget vs. Actuals

The Southwestern Area Workforce Development Board had an overall budget of \$6,209,220. As of the end of PY24/FY25, the Board expended \$4,661,287. The unexpended amount of \$1,547,934 has been allocated for PY25 and will be invested in various programs to benefit employers, job seekers, and youth. Costs include, but are not limited to, Youth Work Experience, On-the-Job Training, Supportive Services, Customized Training, and Career Services.

**SOUTHWESTERN AREA WORKFORCE DEVELOPMENT BOARD
 WORKFORCE INNOVATION AND OPPORTUNITY ACT
 STATEMENT OF REVENUES, EXPENDITURES, AND
 CHANGES IN FUND BALANCES - BUDGET (GAAP BASIS) AND ACTUAL
 FOR THE FISCAL YEAR 24-25
 06/30/2025 Non-Close Out**

| | <u>Budget</u> | <u>Actual</u> | <u>Variance</u> |
|---|------------------|------------------|------------------|
| Revenues: | | | |
| Federal grants | \$ 6,209,220 | 4,661,287 | 1,547,934 |
| Expenditures: | | | |
| Employment services: | | | |
| Program Year 24/Fiscal Year 25 | | | |
| Adult | 1,035,554 | 910,043 | 125,511 |
| Dislocated Worker | 1,868,436 | 1,213,240 | 655,196 |
| Youth | 1,345,255 | 806,659 | 538,596 |
| Administration | 472,139 | 243,508 | 228,631 |
| Program Year 23/Fiscal Year 24 | | | |
| Adult | 233,680 | 233,680 | 0 |
| Dislocated Worker | 549,593 | 549,593 | 0 |
| Youth | 519,728 | 519,728 | 0 |
| Administration | 184,835 | 184,835 | (0) |
| Total general governmental | <u>6,209,220</u> | <u>4,661,287</u> | <u>1,547,934</u> |
| Excess (deficiency) of revenues over expenditures | - | - | - |
| Fund balance, beginning of year | <u>-</u> | <u>-</u> | <u>-</u> |
| Fund balance, end of year | <u>\$ -</u> | <u>-</u> | <u>-</u> |

Southwestern Area Workforce Development Board

PY24 Annual Report

Contact Information

Southwestern Area Workforce Development Board

PO Box 1072

Elephant Butte, NM 87935

(575) 744-4857

Glory Juarez, *WIOA Administrator*

gjuarez@sccog-nm.com

www.EmployNM.com

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