



# PY2022 ANNUAL REPORT

SOUTHWESTERN AREA WORKFORCE DEVELOPMENT BOARD

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New Mexico  
Workforce Connection

*A Proud Partner of the American Job Center Network*

## Executive Summary

The Southwestern Area Workforce Development Board (SAWDB) is providing an overview of the workforce employment services for the seven-county workforce region of Southwestern New Mexico. This report highlights the challenges and numerous accomplishments for Program Year 2022 (PY22). The SAWDB strives to provide essential services to our region to assist in our workforce and economic growth. The Board, Administrative Staff, One-Stop Operator, and service providers promote collaboration with workforce partners to align efforts and work together to provide consistent, professional services to all participants.

During PY22, the SAWDB has positively contributed to stabilizing our local economies and supporting economic growth by providing stability and continuity with vital employment services. This Board uses reliable labor market information provided by the New Mexico Department of Workforce Solutions to cost-effectively administer faster services to participants by reacting to changes in the regional job market and economy. The following is an outline of the information contained in this report.

- Summaries of challenges and accomplishments of service delivery and business services as well as opportunities for improvements for the upcoming year.
- Performance metrics to highlight overall performance.
- Success stories, per funding stream, detailing services, and outcomes for participants.
- Labor market information highlighting how the SAWDB has affected the local economy.
- Quality improvement activities implemented throughout the program year with a description of customer and business surveys and how these surveys changed program delivery.
- Examples of partnership engagement and their outcomes with required and nonrequired partners highlighting opportunities for improvement as well as improvement for participants and businesses.

The SAWDB looks forward to building upon our accomplishments and learning from our challenges over the last year. We appreciate the support and work of all those who contribute to delivering our vision to build, support, and maintain a ready workforce for New Mexico.

Respectfully,



Alisa Estrada  
*SAWDB Board Chair*



Glory Juarez  
*WIOA Administrator*

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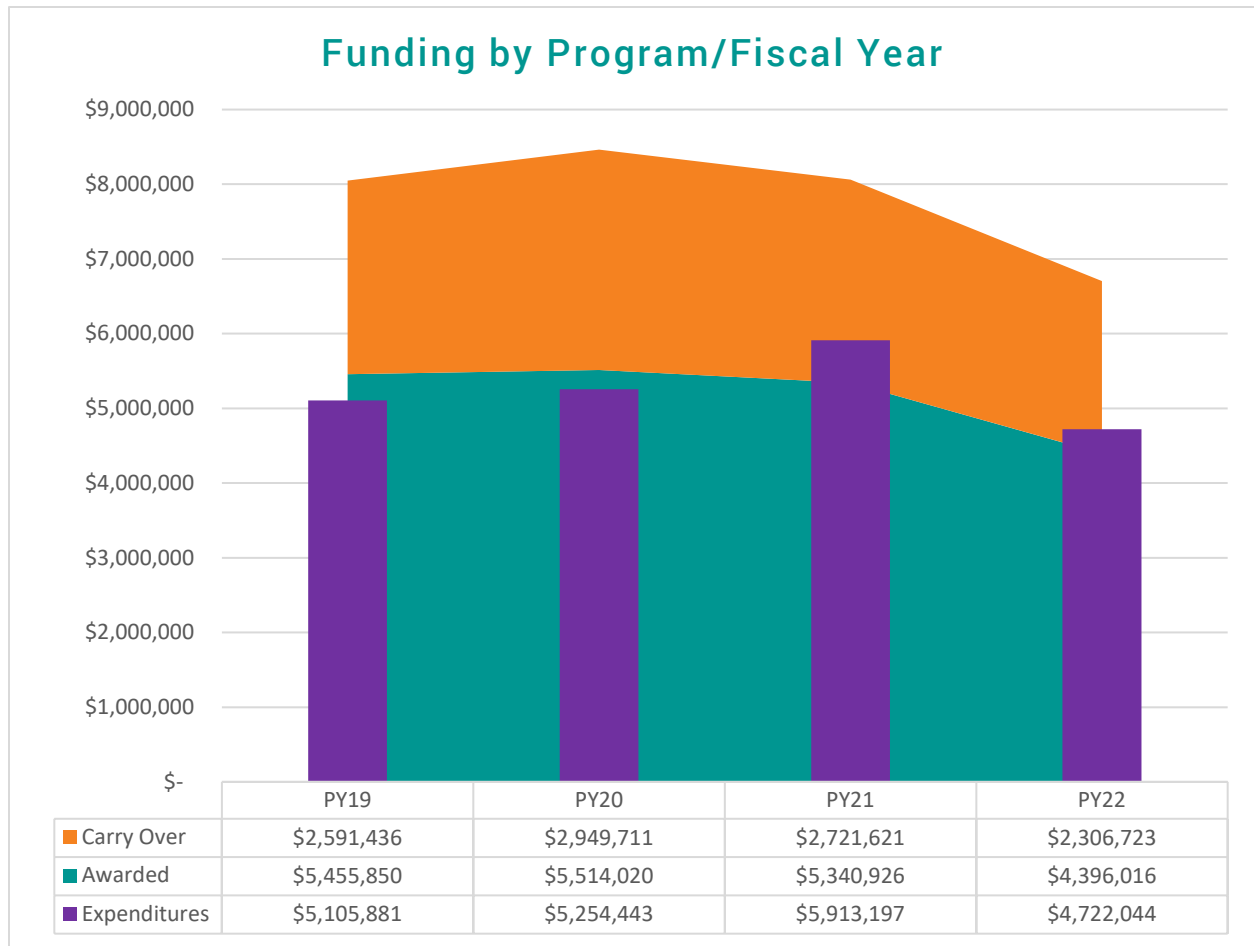
**Budget Summary**

The Workforce Innovation and Opportunity Act provides state Governors with funding that supports the needs of 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 annually on two-year terms. Unexpended funds from the first year are carried over and must be spent in year two 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) 22/Fiscal Year (FY) 23 allocated \$4,396,016, a decrease of \$944,910 from PY21/FY22. This constitutes the second year the funding allocation has decreased. However, the SAWDB was able to utilize \$326,028 of carry-over funds for expenditures beyond the allocation. The 18% decrease in funding allocation was almost mirrored by a 20% decrease in expenditures from the previous year.

**Budget vs. Actuals**

The Southwestern Area Workforce Development Board had an overall budget of \$6,702,739. As of the end of PY22, the Board expended \$4,722,044. The unexpended amount of \$1,980,695 has been allocated for PY23 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 graph below provides a breakdown of expenditures by program, services, and training for PY22.

PY 2022 BUDGET SUMMARY				
EXPENDITURES	TOTAL BY PROGRAM			Total
	Adult	Dislocated Worker	Youth	
Total Expenditures	\$ 1,282,621.08	\$ 1,573,158.45	\$ 1,148,092.10	\$ 4,003,871.63
Total Admin Expenditures	\$ 475,708.77	\$ 564,232.53	\$ 904,189.31	\$ 1,944,130.61
SUPPORTIVE SERVICE EXPENDITURES				
Total SSE	\$ 6,075.75	\$ 14,733.77		\$ 20,809.52
PARTICIPANT TRAINING SERVICE EXPENDITURES				
Individual Training Accounts	\$ 29,941.74	\$ 43,095.32		\$ 73,037.06
Customized Training	\$ - 0 -	\$ - 0 -	\$ - 0 -	\$ - 0 -
Incumbent Worker Training	\$ - 0 -	\$ - 0 -	\$ - 0 -	\$ - 0 -
On-the-Job Training	\$ 490,114.64	\$ 615,153.63		\$ 1,105,268.27
Work Experience	\$ - 0 -	\$ - 0 -	\$ 242,402.79	\$ 242,402.79
Transitional Jobs	\$ 68,126.63	\$ 58,197.97		\$ 126,324.60
Career Services	\$ 212,653.55	\$ 277,745.23	\$ - 0 -	\$ 490,398.78
Other	\$ - 0 -	\$ - 0 -	\$ 1,500.00	\$ 1,500.00
Total Training Expenditures	\$ 800,836.56	\$ 994,192.15	\$ 243,902.79	\$ 2,038,931.50

### 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.

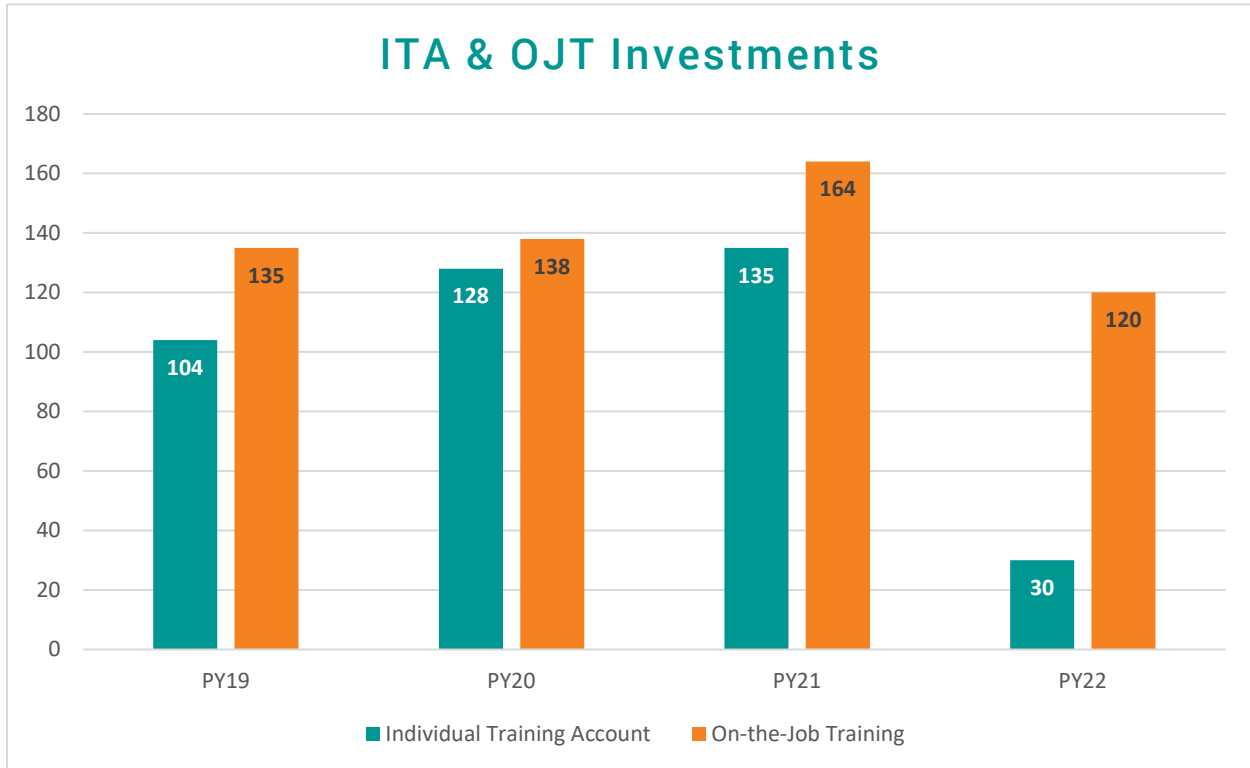
#### Adult and Dislocated Worker Programs – Equus Workforce Solutions

The SAWDB contracts with Equus Workforce Solutions to provide services throughout the southern region for Adult and Dislocated Worker programs. In PY21, Equus served 155 participants and fulfilled 30 Individual Training Account (ITA) contracts, 120 On-the-Job Training (OJT) contracts, and 21 Transitional Job contracts.

With the new New Mexico Opportunity Scholarship, the SAWDB saw fewer individuals requesting tuition assistance to attend colleges and universities. Although the number of ITAs dropped significantly, this created an opportunity to brainstorm how to seek out and enroll individuals and training institutions that do not qualify for the New Mexico Opportunity Scholarship. In PY23, the Adult and Dislocated Worker team will focus on working with non-traditional colleges to support participants in obtaining certifications such as dental certificates, medical certificates, CDLs, and more. Additionally, plans include partnering with apprenticeship programs, expanding support services to those in need, and focusing on small businesses and justice-involved populations.

A program highlight is that the State selected the SAWDB to pilot a Heavy Equipment Dozer Operations certification program with the Department of Corrections. This program received 8 participants, of

which 5 obtained their certification. Success is yet to be determined as data is still being collected and a couple of participants await their certificates. Challenges encountered included the location of participants, required time extensions due to lockdowns, short-term policy time frames to complete short-term certificates and early releases of participants to their home cities.



### Youth Services Program – Equus Workforce Solutions

A request for proposals was published for the Youth Services program in PY21 as the contract period was ending. The PY22 contract was awarded to Equus Workforce Solutions. As expected, the initial year for a new service provider can be challenging. Equus invested time in introducing new staff and building relationships with participants and communities. Internally, Equus experienced some staff turnover and a change in leadership. Equus served 61 participants in PY22 and plans to increase that number in PY23. The Youth program will guide and support youth and young adults in achieving career pathways using labor market information and targeted seven initiatives:

1. Improving outreach across the region
2. A solid commitment to following through and following up with every participant
3. Targeting priority populations
4. Providing support with Design Your Future strategies that develop career pathway goals through participants' aptitudes, interests, and in-demand occupations where they live
5. Work-based learning
6. Individual Training Accounts
7. Youth Career and College Fairs

The Program's success depends on relationships and building a cohesive workforce system. The Youth program is planting the seeds for a synergistic approach with a united provider by participating in career fairs, outreach events, and community education.

### Youth Services Program – Alamo Navajo School Board, Inc.

Alamo Navajo School Board, Inc. (ANSBI) is another youth service provider serving the Alamo Chapter of the Navajo Nation in Socorro County.

ANSBI served 18 participants; 14 were in-school, and 4 were out-of-school. The biggest opportunity for growth exists in out-of-school youth falling short of the enrollment goal of 15. In contrast, ANSBI was only 1 participant shy of their 15 in-school-youth enrollment goal—the loss of a case manager and the long search for one affected performance.

With a new healthcare center opening in Alamo, ANSBI will offer training opportunities in healthcare fields for positions such as medical assistant, medical billing and coding, pharmacy technician, dental assistant, and certified nurse's assistant, aligning with the Region's and State's sector strategies.

### Summary of Business Services

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

PY22 became the year of partnerships for business services. New Mexico Workforce Connection in Las Cruces worked to strengthen and increase referral process partnerships by collaborating with the Greater Las Cruces Chamber of Commerce, Community of Hope, Emergency Rental Assistance Program, Community Action Agency, and Temporary Assistance for Needy Families.

An accomplishment for New Mexico Workforce Connection in Deming was bringing in the pre-apprenticeship program for youth in May 2023. A total of 13 participants were enrolled from Deming and 57 from Las Cruces. Participants ranged in age from 16 to 24 and worked at a variety of businesses. Some of the employers who participated include the City of Deming, Deming Animal Guardians, Hotel Encanto, Las Cruces Convention Center, Mitchel Auto Repair, and Red Hawk Golf Course.

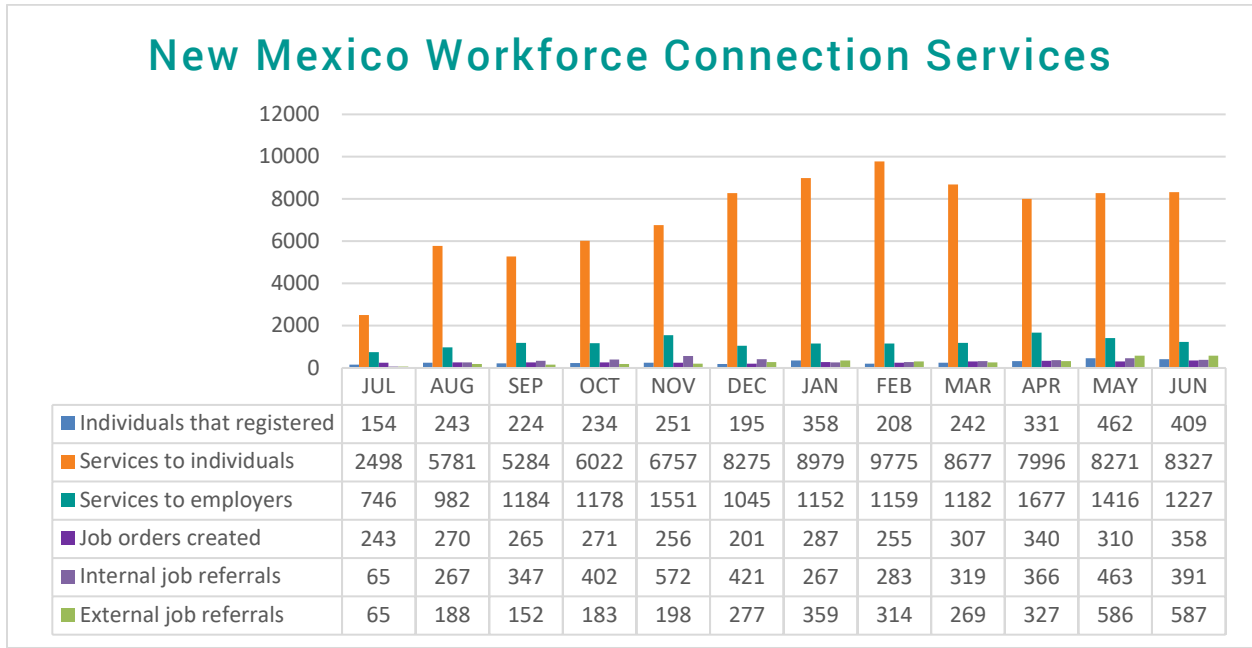
New Mexico Workforce Connection in Silver City still sees a deficient number of in-person visitors since opening its doors after the COVID pandemic. Employers shared that they struggle with employee retention. In PY23, staff will discuss increasing foot traffic into the workforce center, working with businesses to address retention issues, and creating job seeker workshops.

Additional positive highlights include:

- Added additional Disabled Veteran Outreach Program staff facilitating the Veteran's Program
- Worked with Migrant Seasonal Farm Worker State Monitor Advocate to assist farmworkers
- 2 Career Transitional Services staff assist with transitioning unemployment insurance participants to find job placements
- Monthly Career Readiness Connections Classes resulted in job placements
- Acquired additional state vehicles to ensure outreach is facilitated
- Held outreach events at busy local businesses such as supermarket
- Participated in other events to increase awareness, such as community festivals and parades
- Partnered with Corrections Facilities to implement the RISE reentry program

The graph on the following page shows the number of New Mexico Workforce Connection services provided in PY22 broken down by month from July 2022, through June 2023. Services to individuals fluctuated throughout the year, with the most individuals served in July at 6,538. Individuals that Registered had its highest number in July with 344. Services to Employers and Job Orders Created had

their highest counts in March, with 2,013 and 444, respectively. All categories saw a decline from March to April.



**Rapid Response**

Rapid Response services contacted 11 companies in the Southwestern region whose closures affected over 192 workers in our area. Three of the 11 companies did not respond to outreach and assistance efforts.

Date	Name of Business	City	County	Purpose of Event	# of Individuals
7/6/2022	Tatitlek Corporation	Las Cruces	Otero/Doña Ana	Rapid Response	35
8/30/2022	Midwest Finance Corporation	Las Cruces	Doña Ana	Rapid Response	N/A
9/13/2022	Point Blanc Winery and Taproom	T or C	Sierra	Rapid Response	N/A
10/19/2022	Modineer P-K Tool & Manufacturing	Santa Teresa	Doña Ana	Rapid Response	N/A
12/14/2022	Curative	Statewide, but the largest amount was in Las Cruces	Doña Ana	Rapid Response	32 statewide
2/9/2023	B&E Karing Hands, Inc.	Anthony	Doña Ana	Rapid Response	61
2/23/2023	Interceramic, Inc.	Santa Teresa	Doña Ana	Rapid Response	14
3/1/2023	Acme Mills, LLC	Santa Teresa	Doña Ana	Rapid Response	3
3/8/2023	Thomas L. Cardella & Associates	Las Cruces	Doña Ana	Rapid Response	8
6/14/2023	Bitewise Industries, Inc.	Las Cruces	Doña Ana	Rapid Response	5
6/23/2023	MCS Industries	Santa Teresa	Doña Ana	Rapid Response	34



**New Mexico Workforce Connection – Sunland Park**

Before COVID, New Mexico Workforce Connection opened a new location in Sunland Park and was planning a Grand Opening event. When COVID came, and all workforce centers shut down, priorities shifted. After returning from COVID and slowly opening services to the public with limited hours in PY21, staffing changes delayed the grand opening. New Mexico Workforce Connection held an official Grand Opening event for Sunland Park in September 2022. The event helped inform community members of the new location, and residents could stop traveling to El Paso, Texas, for workforce services.

**New Mobile App and Rebranding**

New Mexico Workforce Connection in the Southwestern region has a mobile app to help increase brand awareness, improve relationships with customers on the go, and stay up-to-date with technology. The region's website, EmployNM, also got a makeover, sporting shades of blue and a video background on the homepage. Business cards and outreach materials will be redesigned in PY23 to match the website.

**Performance Metrics**

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

The goals of the Southwestern Area Workforce Development Board are to increase employment, retention, and earnings to improve the skills of the region's workforce, reduce dependency on social services, enhance the productivity of our workforce, and help businesses compete. These goals and their associated performance outcomes aid the local workforce board in shaping their programs to place more participants in jobs and prepare them for their future careers.

The following informational blocks show how the region performed against expected performance metrics negotiated with the New Mexico Department of Workforce Solutions.

**Adult Program**

The Adult program performed well, meeting their goals for PY22. Employment Q2, Employment Q4, and Skills Gain exceeded set goals by going over 100%. The Credentia goal was the lowest at 90.47%, but still met expectations.

PY22 - Adult		Employment Q2			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	76.40%	78.58%	102.85%	Exceeded	
Central WDB	75.50%	78.69%	104.22%	Exceeded	
Southwestern WDB	78.00%	83.23%	106.70%	Exceeded	
Northern WDB	75.00%	68.29%	91.06%	Met	
Eastern WDB	77.00%	87.02%	113.01%	Exceeded	

PY22 - Adult		Employment Q4			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	75.19%	78.23%	104.03%	Exceeded	
Central WDB	75.50%	80.24%	106.28%	Exceeded	
Southwestern WDB	75.00%	83.20%	110.93%	Exceeded	
Northern WDB	75.00%	67.95%	90.60%	Met	
Eastern WDB	75.50%	85.23%	112.88%	Exceeded	

PY22 - Adult		Credential			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	62.87%	71.55%	113.80%	Exceeded	
Central WDB	64.00%	76.09%	118.90%	Exceeded	
Southwestern WDB	56.80%	51.39%	90.47%	Met	
Northern WDB	67.00%	67.35%	100.52%	Exceeded	
Eastern WDB	66.00%	75.00%	113.64%	Exceeded	

PY22 - Adult		Skills Gain			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	63.09%	75.51%	119.69%	Exceeded	
Central WDB	63.25%	82.28%	130.09%	Exceeded	
Southwestern WDB	60.30%	64.79%	107.44%	Exceeded	
Northern WDB	65.00%	66.88%	102.88%	Exceeded	
Eastern WDB	65.00%	72.45%	111.46%	Exceeded	

**Dislocated Worker Program**

As in the Adult program, the Dislocated Worker Program exceeded expectations in Employment Q2, Employment Q4, and Skills Gains by going over 100%. The Credential goal was not met by 0.2%, coming in at 89.80%.

PY22 - DW		Employment Q2			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	69.55%	71.61%	102.97%	Exceeded	
Central WDB	68.00%	76.08%	111.88%	Exceeded	
Southwestern WDB	71.00%	74.53%	104.97%	Exceeded	
Northern WDB	70.00%	70.83%	101.19%	Exceeded	
Eastern WDB	68.00%	67.20%	98.83%	Met	

PY22 - DW		Employment Q4			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	69.34%	72.83%	105.04%	Exceeded	
Central WDB	68.50%	73.38%	107.12%	Exceeded	
Southwestern WDB	71.30%	82.43%	115.61%	Exceeded	
Northern WDB	73.00%	71.17%	97.49%	Met	
Eastern WDB	60.00%	69.78%	116.30%	Exceeded	

PY22 - DW		Credential			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	60.84%	67.73%	111.33%	Exceeded	
Central WDB	70.00%	69.51%	99.30%	Met	
Southwestern WDB	58.10%	52.17%	89.80%	Not Met	
Northern WDB	60.00%	70.42%	117.37%	Exceeded	
Eastern WDB	55.00%	59.26%	107.74%	Exceeded	

PY22 - DW		Skills Gain			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	60.32%	72.55%	119.69%	Exceeded	
Central WDB	61.00%	75.12%	123.15%	Exceeded	
Southwestern WDB	56.00%	57.69%	103.02%	Exceeded	
Northern WDB	62.00%	76.07%	122.69%	Exceeded	
Eastern WDB	65.00%	75.71%	116.48%	Exceeded	

**Youth Program**

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

The Youth program met goals for Employment Q2 with 90.82% and Employment Q4 with 99.86%. The Program must focus on improvement in Credential and Skills Gain goals, having not met expectations with 63.32% and 67.61%, respectively.

PY22 - Youth		Employment Q2			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	65.74%	64.60%	98.26%	Met	
Central WDB	67.00%	70.04%	104.54%	Exceeded	
Southwestern WDB	64.00%	58.12%	90.82%	Met	
Northern WDB	66.00%	72.50%	109.85%	Exceeded	
Eastern WDB	67.00%	66.03%	98.55%	Met	

PY22 - Youth		Employment Q4			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	64.58%	68.69%	106.37%	Exceeded	
Central WDB	66.00%	73.03%	110.65%	Exceeded	
Southwestern WDB	62.50%	62.41%	99.86%	Met	
Northern WDB	65.00%	72.51%	111.56%	Exceeded	
Eastern WDB	66.00%	70.11%	106.23%	Exceeded	

PY22 - Youth		Credential			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	51.00%	47.59%	93.32%	Met	
Central WDB	52.00%	64.75%	124.53%	Exceeded	
Southwestern WDB	51.00%	32.29%	63.32%	Not Met	
Northern WDB	50.50%	51.19%	101.37%	Exceeded	
Eastern WDB	50.50%	34.72%	68.76%	Not Met	

PY22 - Youth		Skills Gain			
	Goal	Actual	% Achieved	Status	
All Workforce Boards	51.15%	55.71	108.93	Exceeded	
Central WDB	51.00%	57.45%	112.64%	Exceeded	
Southwestern WDB	51.00%	34.48%	67.61%	Not Met	
Northern WDB	51.50%	66.45%	129.03%	Exceeded	
Eastern WDB	51.00%	56.43%	110.64%	Exceeded	

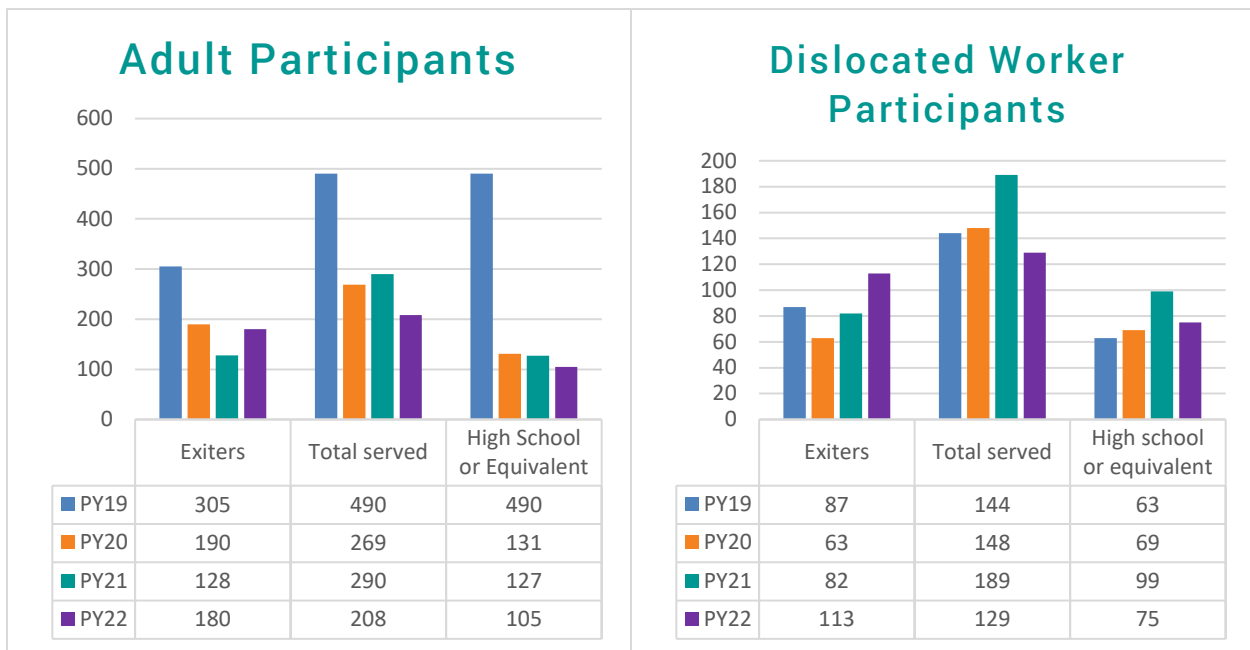
Performance Indicators

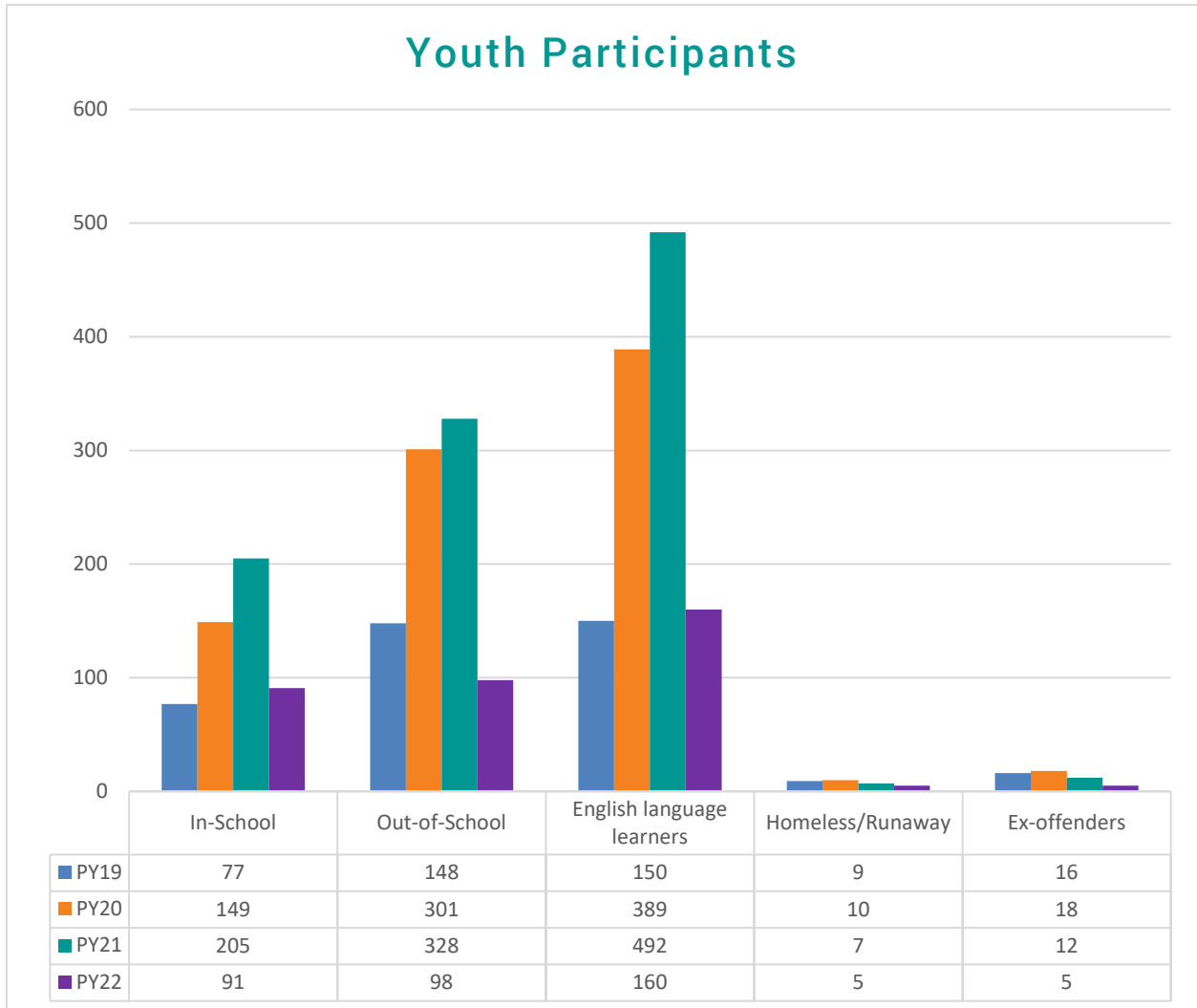
Performance indicators are a key performance measure within the public workforce system for local boards and their service providers. They show the rate of employment after exiting for the 2nd and 4th quarters, as well as the median earnings, credential attainment rates, and measurable skills gain.

The following table shows the results of those who exited the Adult, Dislocated Workers, and Youth Programs. Section 116 of WIOA establishes performance accountability indicators and performance reporting requirements to assess the effectiveness of States and local areas in achieving positive outcomes for individuals served by the workforce development system.

PY22 Performance Indicators	Adult	DW	Youth
Entered Employment (2nd Qtr.)	83.2%	74.5%	58.1%
Entered Employment (4th Qtr.)	83.2%	82.4%	62.4%
Median Earnings	\$8,399.31	\$7,888.70	\$3,715.07
Credential Attainment	51.4%	52.2%	32.3%
Measured Skills Gain	66.7%	58.8%	37.9%

Median Earnings for participants in all three programs increased in all three categories from the previous year. The Adult program reports median earnings of \$8399.31, up from \$8,076 in PY21. The Dislocated Workers program saw the most significant increase in median earnings to \$7,888.70 compared to last year's \$7,118. The Youth program reported an increase from \$3,585 in PY21 to \$3,715.07 in PY22. Despite the rise in Median Earnings, the indicator for Credential Attainment further documents the decrease for Youth with only 32.3%, down from 45.9% from PY21.





**Job Corps**

Distinction, LLC is the Job Corps service provider for Eastern and Southwestern New Mexico, with its campus in Roswell, NM. Job Corps actively participated in UFO-Youth Opportunities Committee meetings, career fairs, workshops, and trainings. They are regular attendees of SAWDB Board meetings, Region IV, Chief Elected Officials meetings, and SAWDB Committee meetings.

Initiatives for PY23 include increasing Job Corps' student enrollment and participation in New Mexico Workforce Connection's training programs such as career readiness, partnering to provide students with additional credentials offered by New Mexico Workforce Connection, and partnering with organizations to identify job opportunities that are utilizing the infrastructure law monies, and connecting students to employers for internships or job opportunities.

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## Success Story

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Inclusion of a maximum of one success story per funding stream, detailing exception outcomes for the participant, relevance to LWDB goals and objectives as stated in local plan.

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### Adult Success Story

At age 23, Jennifer Ojeda resides in Deming, NM, and is pursuing an Associate of Science degree at Doña Ana Community College. Without employment skills, she contacted C & H Advisory Solutions in Deming and applied for a full-time position. The C & H Advisory Solutions owner, Ms. Cecilia Herrera, referred Ms. Ojeda to New Mexico Workforce Connection. Ms. Herrera explained that she interviewed Ms. Ojeda and would like to hire her as a receptionist. With no work experience, Ms. Ojeda qualified for the Transitional Jobs Program and began her first job in January 2023.

At \$12 an hour, Ms. Ojeda worked 35 hours a week. She gained employment skills and work experience answering phones, organizing files, using office equipment such as computers, copiers, and scanners, and performing data entry.

Ms. Ojeda received \$276.84 in supportive services for work attire. Her contract ended in June 2023, and the total reimbursement amount provided to C & H Advisory Solutions was \$10,800.00.

Ms. Herrera retained Ms. Ojeda as Receptionist and stated she plans to promote her to Office Assistant soon with a pay increase of \$15 per hour and 40 hours per week. The WIOA Program allowed Ms. Herrera to fill a position that helped her concentrate on growing her business and creating other jobs. The money saved from the reimbursement permitted her to move to a much larger facility and serve more rural communities.

*"This employment opportunity could not have come at a better time and with an employer willing to take a chance on someone with zero experience to work in her busy office setting and at the same time for Cecilia to take the time to provide me with quality training. I believe having Workforce and its' services is what people like me need to help us see what opportunities are here for our community and residence."*  
- Jennifer Ojeda

### Dislocated Worker Success Story

Jason Reynolds was laid off as a bartender from Cache Creek Casino in California, where he was making \$14 an hour. A Navy veteran and single father, Mr. Reynolds made his way to Quemado, NM, and received public assistance. He qualified as a Dislocated Worker with New Mexico Workforce Connection and was enrolled in the Transitional Jobs program. He was hired as a part-time Sales Associate at McCoy's Hardware and Feed in Quemado at \$15 an hour, working 20 hours a week. His Transitional Jobs contract totaled \$7,200.00 and was successfully completed in the autumn of 2022. Aliesia McCoy, owner of McCoy's Hardware and Feed, kept Mr. Reynolds on staff because he showed an exceptional work ethic, potential, and eagerness to learn.

Ms. McCoy informed New Mexico Workforce Connection staff that she wanted to promote Mr. Reynolds to Store Supervisor. An On-the-Job Training contract was created when he enrolled in the Adult program. As Store Supervisor, Mr. Reynolds earned \$17 an hour, and his hours increased to 30-40 hours a week. The total OJT contract amount was \$12,240.00.

Mr. Reynolds said he is extremely grateful for Ms. McCoy and the opportunity she gave him. He learned good communication, customer service skills, how to keep a positive attitude, work ethic, professionalism, and team-building thinking. He said he is a self-starter, eager to learn, and has become a team player motivated to help others succeed.

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*"Jason is doing a great job at the store. Our latest product launch was managed by Jason. He planned and coordinated the purchase and sales promotions for our new paint line. The merchandise displays are organized appropriately on the shelves. In addition, he uploaded the new software to our tablet, which coincides with the paint chip rack and product line. We are very excited about the new products and services. Customers are too! He is continuing to monitor sales activities and ensuring that customers receive satisfactory service and quality products. He monitors inventory stock and reorders when inventory drops to a specified level. He successfully condensed and monitored priority products in our PlumbLine Pak section. This section is looking good and functioning better as well."*

*- Aliesia McCoy*

### **In-School Youth Success Story**

During the latter half of Sage Baca's junior year of high school at the Alamo Navajo Reservation in Socorro County, he heard a public service announcement on the Alamo radio station about a Summer Youth Employment Program available to the Alamo Navajo Community. When Mr. Baca enrolled in the summer program, he learned of the WIOA Youth program and enrolled as an In-School Youth for his senior year to gain additional work experience. Mr. Baca worked in the Division of Community Services, assisting the receptionist with administrative duties.

The Youth program provided Mr. Baca with comprehensive guidance and counseling, career awareness, and financial literacy skills. Mr. Baca used his financial literacy skills as an active Senior Class President. He was instrumental in helping the class raise funds for their high school trip to Los Angeles and graduated from high school in May 2023.

Mr. Baca had many discussions with his guidance counselor about continuing his education after high school. He decided to pursue a degree in Vision Care Technology at Southwestern Indian Polytechnic Institute. This Vision Care Technology program is the only one of its kind in New Mexico, accredited by the Commission on Opticianry Accreditation, and a stepping stone to a career for Mr. Baca in Ophthalmology.

WIOA invested \$8,412.25 in Mr. Baca.

*"I am so happy I heard that PSA on KABR when I was a junior. My experience in the SAWDB Program has helped me make some good choices about my life and earn a little money while finishing High School."*

*- Sage Baca*

### **Out-of-School Youth Success Story**

Thomas Yniguez was a homeless high school dropout with no work experience. He was staying at a homeless shelter in Silver City, NM. Unsure where to go for help and guidance, the shelter director recommended Mr. Yniguez visit New Mexico Workforce Connection. Mr. Yniguez told New Mexico Workforce Connection staff he wanted to get his GED and gain work experience. He was enrolled as an Out-of-School youth in February 2023 and registered for GED classes. For work experience, he was placed at Spin Shelter as a Counter Clerk 20 hours a week, earning \$14.00 an hour. With this new income, Mr. Yniguez moved into an apartment.

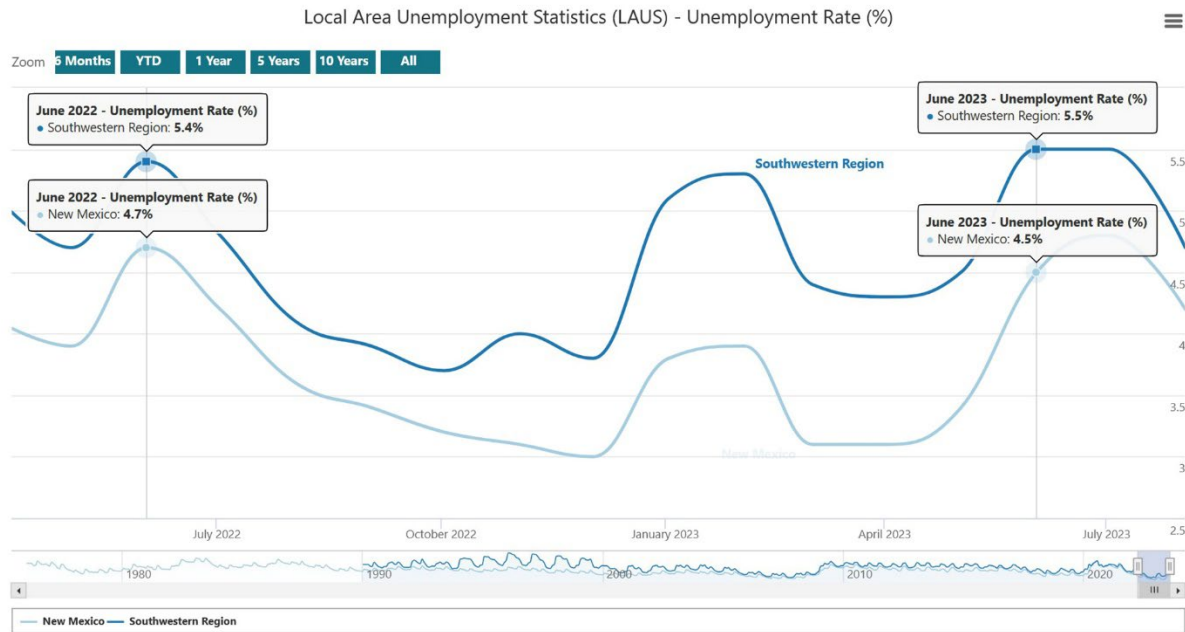
Spin Shelter has given Mr. Yniguez huge praise and is glad to have Mr. Yniguez as a part of their team. The employer expressed an interest in extending his work experience contract.

WIOA invested \$6,720.00 in Mr. Yniguez.

## Labor Market Summary

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

### Employment and Unemployment



Unemployment rate data are from the Local Area Unemployment Statistics, WCOS.

In June 2023, New Mexico's labor force comprised 967,114 individuals: 923,711 employed and 43,403 unemployed, constituting a 4.5% unemployment rate. At a 5.5% unemployment rate, the SAWDB had 129,918 employed and 7,562 unemployed, adding to a total labor force of 137,480 individuals. It is important to note that both started and ended the program year at a similar unemployment rate despite the fluctuations throughout the year. The graph above also suggests that unemployment rates in the region tend to mirror that of the State throughout the year by a percentage difference. This highlights the importance of tracking State activity to predict unemployment in the region, the factors that contribute to it, and improve workforce outcomes.

### Industry Snapshot

Area Profile for Southwestern Region, NM			
Industry Employment Distribution Table			
The table below shows the industries with the highest number of employees in the Southwestern Region, NM for the 1st Quarter, 2023.			
Rank	Industry Sector	Number of Establishments	Number of Employees
1	Health Care and Social Assistance	1,739	21,757
2	Educational Services	202	15,093
3	Retail Trade	776	11,253
4	Accommodation and Food Services	560	10,870
5	Public Administration	345	8,812
6	Construction	751	5,362
7	Administrative and Support and Waste Management and Remediation Services	452	4,430
8	Manufacturing	186	4,294
9	Professional, Scientific, and Technical Services	766	4,146
10	Transportation and Warehousing	295	3,057
<i>NMDWS, Quarterly Census of Employment and Wages program</i>			

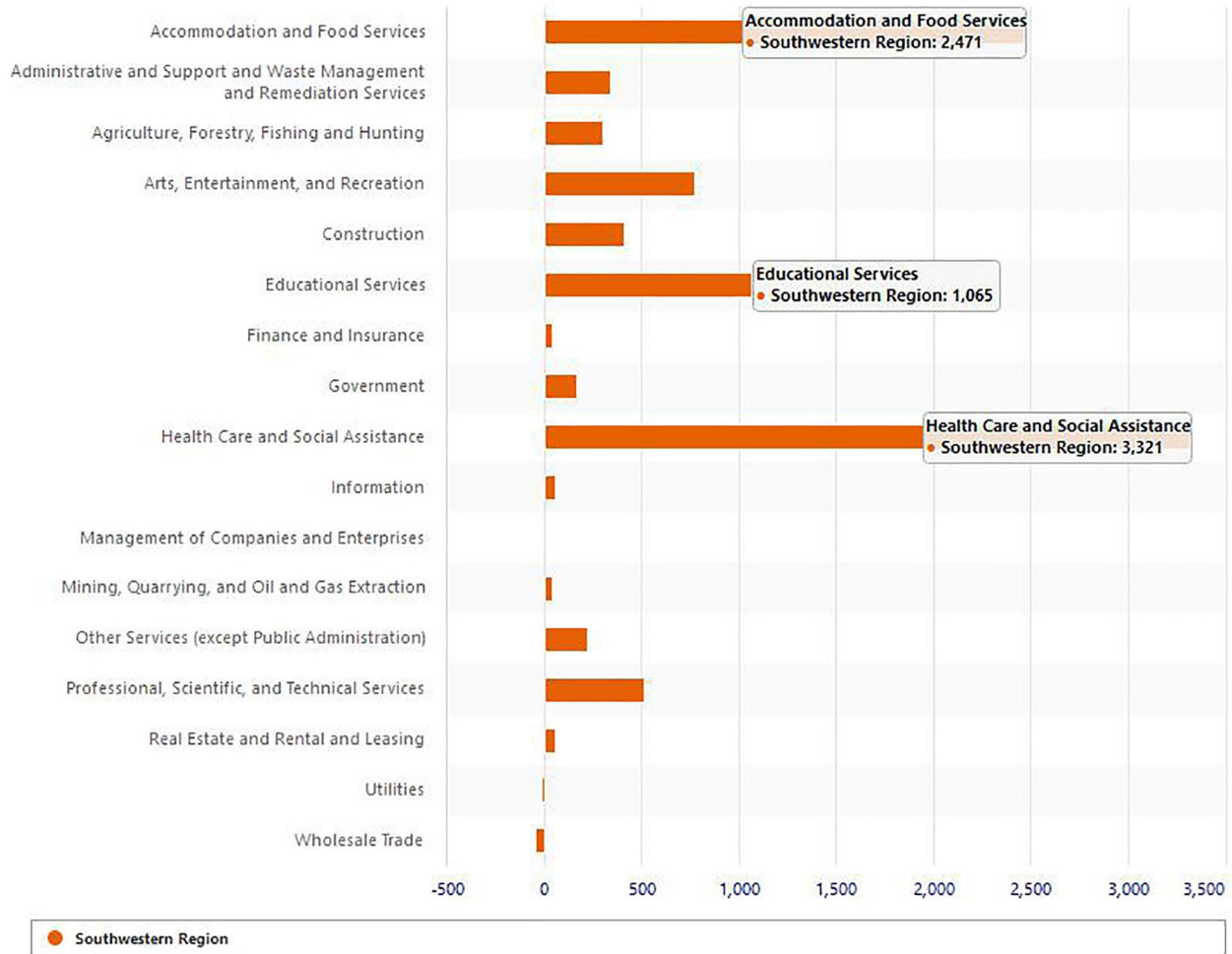
Health Care and Social Assistance, Educational Services, and Retail trade provide the largest employment in the Southwestern region. The Retail Trade had 11,253 employees, Educational Services had 15,093, and, rounding off the top, Health Care and Social Assistance had 21,757. As the population in New Mexico ages and retirees look to relocate to our state, the demand for Healthcare and Social Assistance jobs will continue to grow. That demand currently impacts the region's work; almost half of all ITAs are for positions in the medical field. It is important to note that the other half of ITAs is for CDLs. The region's proximity to the border and New Mexico's growing trade industry may have a significant impact.

### Notable Changes in the Region

New Mexico opened up its market for cannabis sales in April 2022. As cities and counties prepared for this new market with zoning and standards, the industry brought investments and jobs to the region. Communities like Sunland Park, along the eastern and southern border of the state, have seen millions in private investment fueling new construction and jobs not previously available in the community. Although this is an emerging industry that has had an impact on the labor force, WIOA dollars are **NOT** utilized in support of this industry.



The graph below shows the long term industry projections for Multiple Industries in Southwestern Region for the 2020-2030 projection period. Total 2020-2030 Employment Change



Source: NMDWS, Employment Projections program  
Downloaded: 10/14/2023 2:14 PM

New Mexico's top three industries' projected employment growth for 2030 includes food services and drinking places, accommodation, and ambulatory health care services. LMI identifies healthcare and social assistance, education, and government for the Southwestern region with the most significant projected employment in 2030. The SAWDB prioritized healthcare and education in its efforts. Current regional initiatives and work fulfill the needs of the Regional and Combined State Plan.

### Continuous Quality Improvements

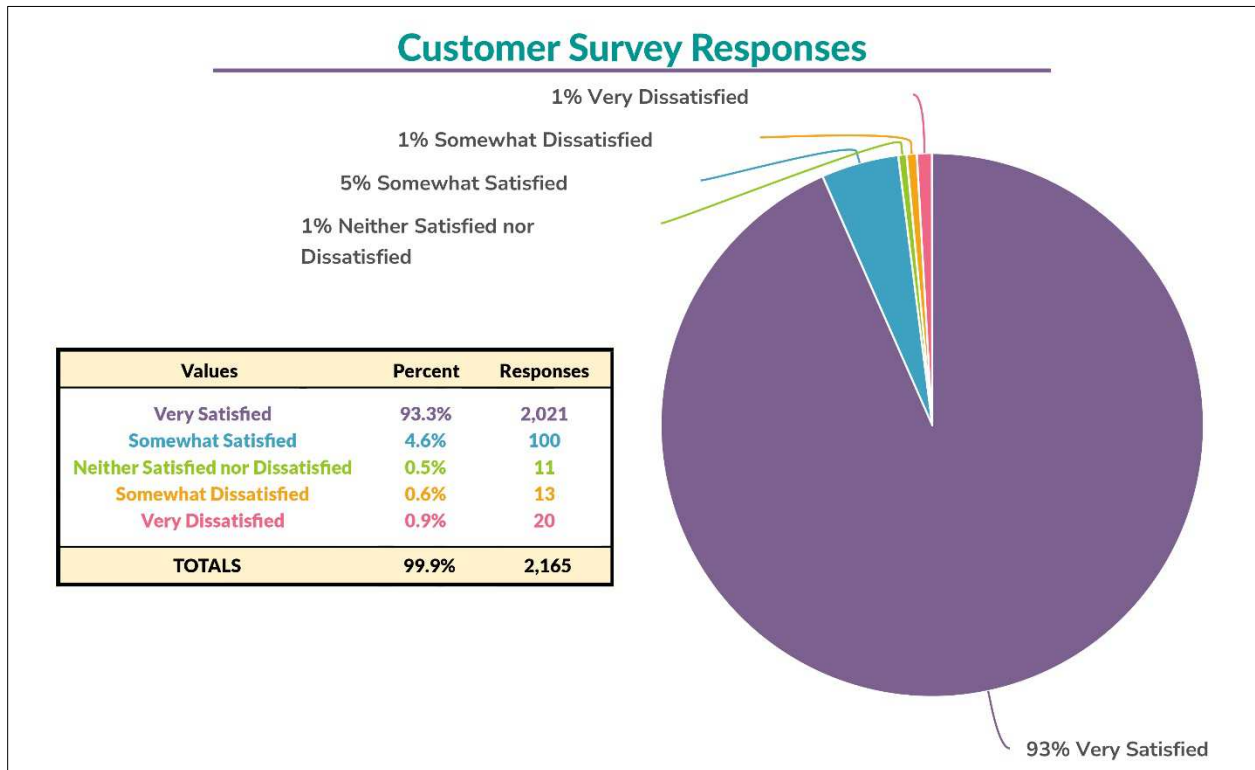
Continuous quality improvement activities: specifically, outcomes of customer/business surveys and how input is reflected in direct changes to system and/or program delivery.

### Customer & Employer Satisfaction Surveys

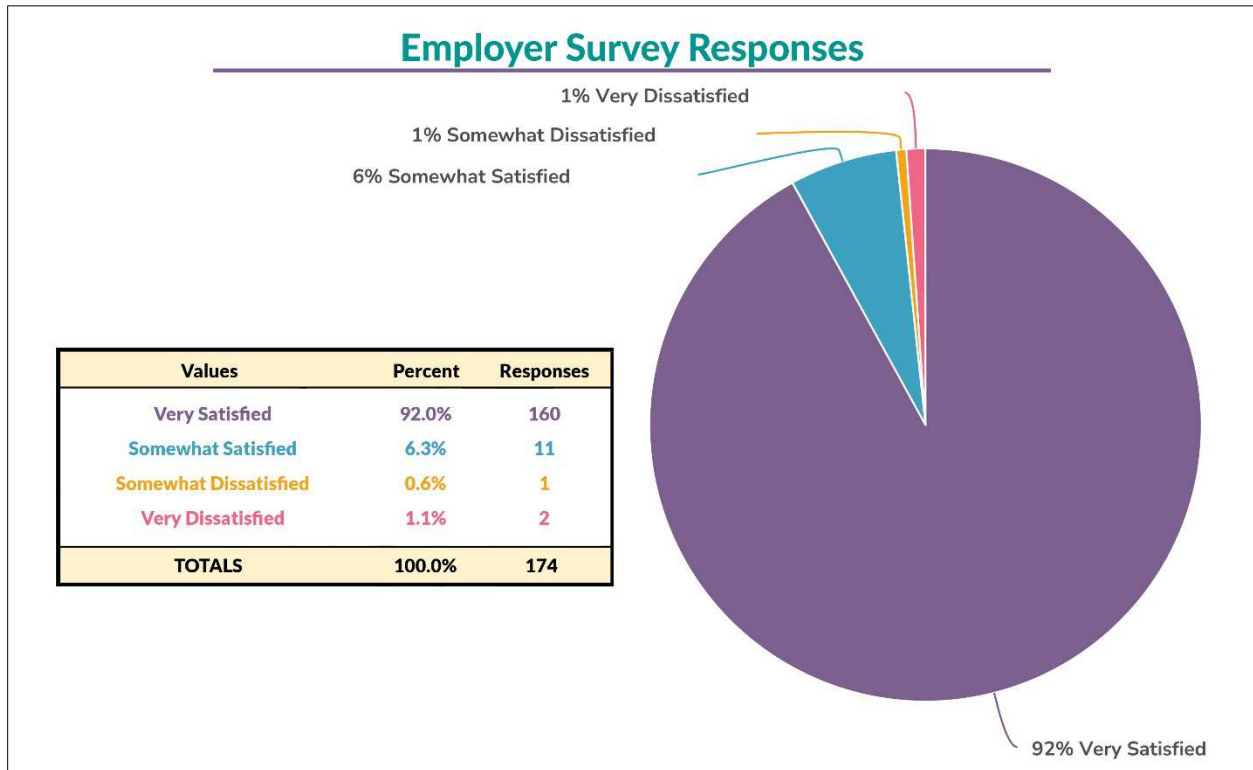
New Mexico Workforce Connection renamed the Job Seeker Survey to the Customer Survey and updated the questions in both the Customer and Employer surveys. New questions ask for the date and time of day the customer visited. Other updates include revising the list of services received and shortening it to encourage more submissions. Surveys are standard with all job fairs in the region.

The following graphs and tables show results for the overall satisfaction of both customers and employers. In PY22, New Mexico Workforce Connection in the Southwestern region received 2,165 customer survey responses, a significant increase from the 126 received in PY21. The employer survey responses also increased, from 81 in PY21 to 174 in PY22. Creating and distributing survey cards promoting the surveys contribute to the increase. Survey cards have a URL for the survey, allowing customers to take it on a computer elsewhere or on their phone by scanning the QR code.

Graph 1. Customer Survey Responses  
*Overall, how satisfied were you with your service?*



Graph 2. Employer Survey Responses  
 Overall, how satisfied were you with your service?



PY23 will show increased promotion of the Customer and Employer surveys. In addition to handing out survey cards, a QR code will be part of a custom desktop background on each resource computer in all New Mexico Workforce Connection centers. QR codes will be printed and posted at each staff cubicle so customers visiting with a workforce expert can scan it with their phone and take the survey on the spot. In PY22 survey responses, customers praised helpful staff by name, and the One-Stop Operator will use this element to create friendly competition among the team, encouraging customers to take surveys and mention the staff member's name.

**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, opportunities for improvement for upcoming year.

New Mexico Workforce Connection continues to host monthly Workforce Partner meetings. Partner meetings allow workforce partners to educate one another on programmatic information, discuss respective workforce initiatives, and identify opportunities for collaboration and outreach. Core Partner meetings occur quarterly to enhance service coordination and delivery. A Unified Business Team approach was created, and monthly meetings are held with core partners, including DVR, DACC, and SCSEP, with invitations extending to more partners in PY23. In these meetings, staff discuss how to improve business services and share what projects are in play to eliminate duplication of services.

### **ANSBI and Adult Education**

ANSBI also rolled out the Study Skills/Tutoring Program, graduating in-school participants while providing measurable skills gain. Out of 14 in-school youth, 4 are in post-secondary education, 1 joined Job Corps, and 2 enrolled in New Mexico Youth Conservation Corps. This program allowed for Dual Credit partnerships with two post-secondary institutions, providing participants the ability to receive college credit for class completion.

### **Division of Vocational Rehabilitation**

NM DVR attended all scheduled New Mexico Workforce Connection events in PY22. DVR also attended multiple events across southwestern New Mexico with the region's public schools. The most notable events were Mock It Till You Rock It in Las Cruces and the Las Cruces Public Schools transition fair. For PY22, the DVR team recorded 4,718 transactions in transition services, the highest in the state.

In PY23, NM DVR hopes to re-establish Project Search in southern Doña Ana county, increase employer outreach, pursue grant opportunities with Community Options, and additional employer projects.

New Mexico Workforce Connection in Socorro was closed for most of PY22 due to challenges in filling staff vacancies. The closure resulted in very little collaborative activity, addressing this in PY23 is a priority for the southern region. .

### **Temporary Assistance for Needy Families (TANF)**

The Department of Workforce Solutions was awarded the Temporary Assistance for Needy Families program and has some staff housed at New Mexico Workforce Connection in Las Cruces. This relationship with TANF has helped expand services to New Mexico Workforce Connection customers across the region. TANF has monthly Career Ready Connection Classes at New Mexico Workforce Connection in Deming, Las Cruces, and Silver City. In a classroom environment, staff educates participants about work ethics and soft skills, proper attire, best tactics for job searching, navigating WCOS, building a résumé, and enhancing their interview skills with mock interviews. Staff also started One & Done Engagement Events at TANF offices in each county. To help reach the TANF population, staff and other workforce partners take the information to them for these events. Staff provide information on the employment services and programs available at New Mexico Workforce Connection. TANF customers can register in WCOS at these events, sign up for a Career Ready Connection Class, or make an appointment for one-on-one assistance.

### **Services in Rural Communities**

New Mexico Workforce Connection staff have a space at the Rep. Andy Nuñez Health & Human Services Building in Hatch, where they visit the rural community weekly to provide employment services and assist individuals with unemployment insurance issues. Staff also provides information on New Mexico Workforce Connection's menu of services and what is available from other workforce partners.

New Mexico Workforce Connection has no office in the City of Lordsburg in Hidalgo County or the Village of Reserve in Catron County. Staff from Deming would travel one hour to Lordsburg and visit the community regularly to see if anyone needed workforce services, and staff from Silver City would occasionally make the 2-hour trek to visit Reserve. In PY22, the One-Stop Operator set up access points in these communities. Although staff are not physically present, access to the New Mexico Workforce Connection Online System is available through a computer provided by the SAWDB. The Village of Reserve provided space at the Reserve Village Hall. The City of Lordsburg provided space at the Lordsburg Hidalgo Library. At the end of PY22, the One-Stop Operator was working on setting up a second access point in Lordsburg.

### **Farmworker Workshops**

Each year, New Mexico Workforce Connection partners with the State Monitor Advocate and New Mexico Farm Labor Contractor Coordinator representing H2A to educate migrant seasonal farmworkers on available services. In PY22, Farmworker Workshops occurred in Anthony, Deming, and Hatch. More than 20 agencies/programs registered to participate in these events, including the NMSU College Assistance Migrant Program, the Consulate General of Mexico, the New Mexico Workers' Compensation Administration, and the DOL Wage and Hour Division.

### **Federal Tablet Campaign**

Under the Affordable Connectivity Program, the FCC is helping households afford broadband for work, school, healthcare, and more. Outreach Program Services of America is contracted with promoting this program in our region, and New Mexico Workforce Connection assisted with two events, one in Lordsburg and one in Columbus. The program representative was also invited to other New Mexico Workforce Connection events, such as the Farmworker Workshops and job fairs.

### **Employer Forum**

New Mexico Workforce Connection and the City of Anthony hosted an Employer Forum in Anthony where employers from the City of Anthony and surrounding areas learn how New Mexico Workforce Connection can assist them with their employment and business needs.

### **Silver City High School**

New Mexico Workforce Connection and Silver City High School partnered to host a job fair in Silver City and invited neighboring high schools, Cliff and Cobre, to participate.

### **DCCCHS Senior Workforce Strong 2-Day Event**

New Mexico Workforce Connection and Deming Luna County Economic Development partnered for the Deming Cesar Chavez Charter High School Senior Workforce Strong 2-Day Event. At this event, seniors were introduced to the New Mexico Workforce Connection Online System, registered, learned how to navigate the system, and searched for jobs. Students also learned about soft skills and proper work attire, created a résumé, and participated in a mock interview, all to help get them Workforce Strong.

### **Community of Hope Job Readiness Fairs**

Las Cruces has experienced an increase in the homeless population. New Mexico Workforce Connection partnered with the Mesilla Valley Community of Hope to introduce their members to the services available by taking staff to them. Planned as a monthly event, the Job Readiness Fair has workforce partners set up at the Community of Hope to share the available services and provide assistance on the spot. Community members get registered into the New Mexico Workforce Connection Online System and receive all the education and services needed to help get them job-ready.

### **Own Your Future**

Career exploration helps youth explore the many opportunities in the world. With so many options available and the importance of starting a career path, the journey should begin before high school. New Mexico Workforce Connection and the City of Deming, Deming Luna County Economic Development visited 5<sup>th</sup> graders at Ruben S. Torres Elementary School in Deming to introduce students to career exploration in the Own Your Future initiative. Students learned about dressing for success and soft skills, how to interview, and met with local employers who talked about their businesses and working there.

### **Achieving the State's Strategic Vision and Goals**

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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.

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The SAWDB provides ongoing support to New Mexico's strategic vision and goals. WorkKeys is a skills assessment test used to guide knowledge growth, often leading to college course credit hours. Using WorkKeys creates lifelong learning opportunities that can result in high-paying jobs.

Working to remove barriers is part of everyday workforce life. Through solid relationships with workforce partners, the regional staff are cross-trained on the various program services and make necessary referrals. Referrals are the beginning of the workforce journey, and staff discussions about new ideas to help remove existing barriers are endless.

During PY22, DVR focused on progressing towards all the goals listed in the Combined State Plan through daily efforts and exceeded all negotiated measurables per their federal reports to RSA.

### **Implementing Sector Strategies and Career Pathways**

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

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PY22 welcomed the hiring of a Project Manager by the Administrative Entity. Using the Six Elements of the Federal Toolkit for Career Pathways, the SAWDB is looking to update its plan, map the current resources, expand business connections, develop career pathways for in-demand industries, and systematically work towards a unified approach to workforce development for the Southwestern region. Early observations by the Project Manager indicate that the Southwestern area performs many activities that support career pathways and sector strategies. However, better documentation and communication as a unified region is vital.

Many examples exist and can be replicated across the region and state. For example, Doña Ana Community College recently partnered with Union Pacific to provide training space in Sunland Park and certification for welders in southern New Mexico. This partnership offers the resources to create a pipeline of welders to serve Union Pacific and the growing industrial base in Santa Teresa.

PY23 will see the services mapping so that partners can grasp the complexity of workforce services and work to create a continuous review and improvement system.

## Financials

The Southwestern Area Workforce Development Board had total expenditures of \$4,003,871.63. For the Adult program, the total expenditures were \$1,282,621.08. Of the \$1,282,621.08, the total amount expended on Training services (OJT, ITA, TJ, etc.) was \$800,836.56.

For the Dislocated Workers program, the total expenditure amount was \$1,573,158.45. Of the \$1,573,158.45, the total amount expended on Training services was \$994,192.15.

### Balance Sheet

On June 30, 2023, the Southwestern Area Workforce Development Board held assets of \$331,906.

#### Balance Sheet 6/30/2022 – Non-Close-Out

	<u>WIOA</u>
<b>ASSETS:</b>	
Cash and cash equivalents	\$ -
Accounts Receivable-Grants	<u>331,906</u>
Total assets	<u>\$ 331,906</u>
 <b>LIABILITIES AND FUND BALANCE:</b>	
Accounts payable	\$ 331,906
Deferred Revenue	<u>-</u>
Total liabilities	<u>331,906</u>
 <b>Fund Balance</b>	
Unreserved and designated for future expenditures	<u>-</u>
Total fund balance	<u>-</u>
Total liabilities and fund balance	<u>\$ 331,906</u>

**Budget vs. Actuals**

The Southwestern Area Workforce Development Board had an overall budget of \$6,702,739. As of the end of PY22, the Board expended \$4,722,042. The unexpended amount of \$1,980,697 has been allocated for PY23 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.

**Southwestern Area Workforce Development Board  
Workforce Innovation & Opportunity Act  
Statement of Revenues, Expenditures, and  
Changes in Fund Balances - Budget (GAAP BASIS) and Actual  
For the Fiscal Year 22-23      June 30, 2023**

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>
<b>Revenues:</b>			
Federal grants	\$ 6,702,739	4,722,042	1,980,697
<b>Expenditures:</b>			
Employment services:			
Program Year 21/Fiscal Year 22			
Adult	952,829	656,115	296,714
Dislocated Worker	1,543,938	991,850	552,088
Youth	1,459,648	540,215	919,433
Administration	439,601	227,139	212,462
Program Year 20/Fiscal Year 21			
Adult	626,506	626,506	0
Dislocated Worker	585,308	585,308	0
Youth	607,877	607,877	-
Administration	487,032	487,032	-
Total general governmental	<u>6,702,739</u>	<u>4,722,042</u>	<u>1,980,697</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>-</u></u>	<u><u>-</u></u>



# Southwestern Area Workforce Development Board

PY22 Annual Report

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## Contact Information

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