



# PY2020 ANNUAL REPORT

SOUTHWESTERN AREA WORKFORCE DEVELOPMENT BOARD

PO Box 1072  
Elephant Butte, NM 87935  
(575) 744-4857

New Mexico   
Workforce Connection

*A Proud Partner of the American Job Center Network*

## Executive Summary

The Southwestern Area Workforce Development Board is providing an overview of the workforce employment services for the seven-county workforce region of Southwestern New Mexico. This report will show the challenges and accomplishments for Program Year 2020 and demonstrate why the SAWDB is an essential agency committed to supporting and growing our region's economic development.

Aiding businesses with finding skilled employees and getting New Mexicans back to work during these challenging times is at the core of what motivates and inspires the challenging work of the local workforce board, staff, and its committees and workgroups.

The 2020 annual report shows how this agency implemented strategies and programs to shape the Southwestern workforce region as we dealt with the pandemic and the abrupt changes experienced by businesses and workers throughout the region.

During Program Year 2020, 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 is looking forward to building upon our accomplishments and learning from our challenges over the last year. We appreciate the support and work of all the people who contribute to delivering our vision to build, support, and maintain a ready workforce for New Mexico.

Respectfully,

*Mario Juarez-Infante*

Mario Juarez-Infante  
SAWDB Board Chair

*J. Armijo*

Jay Armijo  
SCCOG Executive Director

**Contents**

Executive Summary..... 1

Budget Summary..... 3

Summary of Service Delivery ..... 4

Summary of Business Services ..... 6

Performance Metrics ..... 8

Success Story..... 11

Labor Market Summary ..... 13

Continuous Quality Improvements..... 17

Partnership Engagement ..... 19

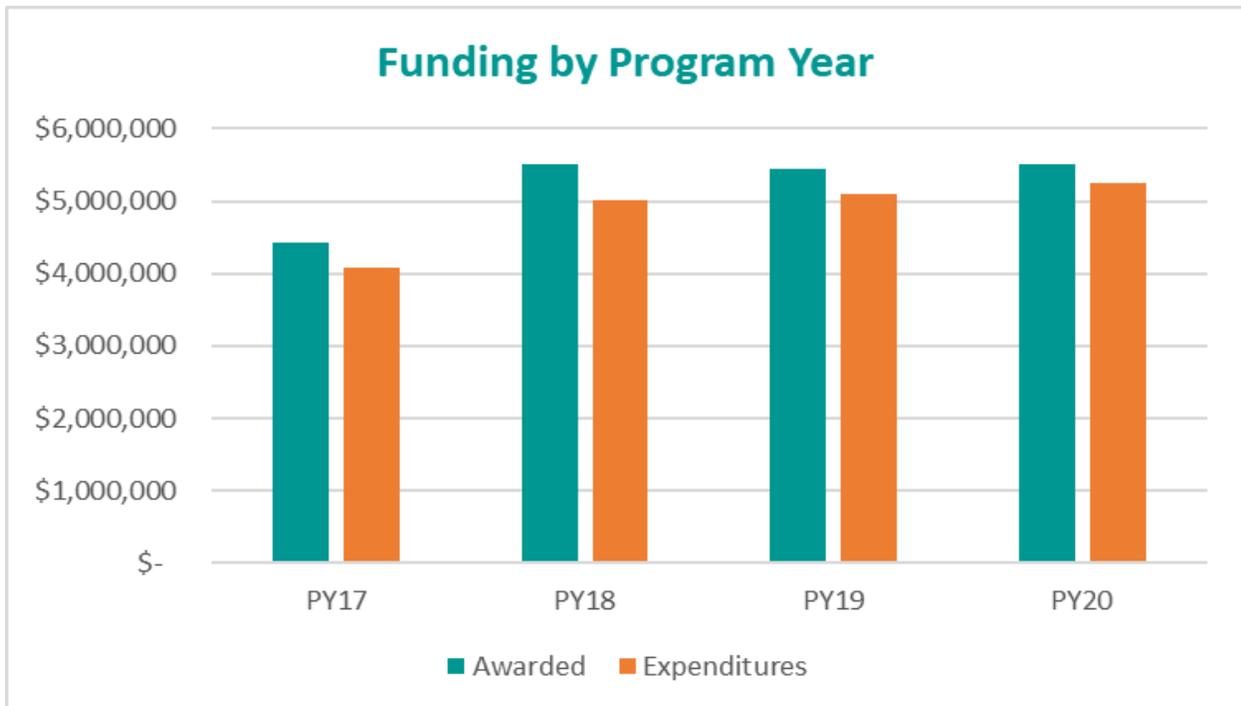
Financials..... 22

**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. Pursuant 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 to develop a budget to allocate funds for use in the seven counties of Southwestern New Mexico.

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. The workforce funds increased from \$5,455,850 PY19/FY20 to \$5,514,020 in PY20/FY21. The added funds afforded the resources to build capacity within the Board’s service delivery model.

Budget vs. Actuals – The Southwestern Area Workforce Development Board had an overall budget of \$8,004,141. As of the end of PY20, the Board expended \$5,254,443. The unexpended amount of \$3,293,892 has been allocated for PY21 and will be invested in various programs to benefit the 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.

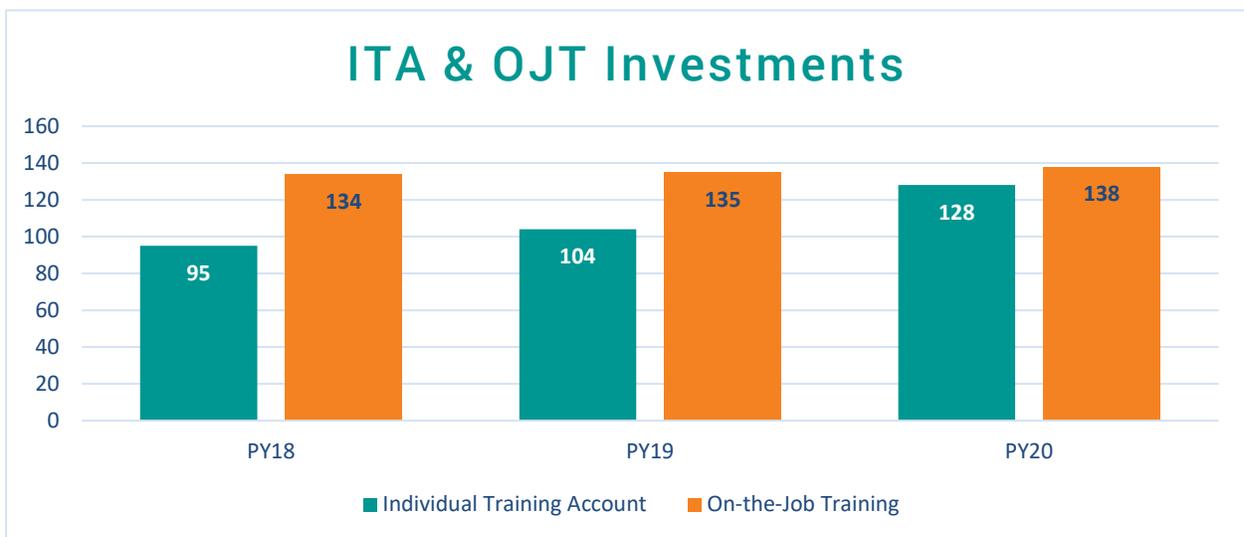


PY 2020 Budget Summary				
Expenditures	Total by Program			Total
	Adult	Dislocated Worker	Youth	
Total Expenditures	\$ 1,505,662.34	\$ 1,436,507.06	\$ 1,771,878.98	\$ 4,714,048.38
Total Admin Expenditures	\$ 355,522.02	\$ 489,110.25	\$ 1,100,983.93	\$ 1,945,616.20
Supportive Service Expenditures				
Total SSE	\$ 19,238.86	\$ 22,156.29	\$ -	\$ 41,395.15
Participant Training Service Expenditures				
Individual Training Accounts	\$ 183,922.17	\$ 89,590.47	\$ 14,304.50	\$ 287,817.14
Customized Training	\$ - 0 -	\$ - 0 -	\$ - 0 -	\$ - 0 -
Incumbent Worker Training	\$ 6,269.91	\$ 5,388.00	\$ - 0 -	\$ 11,657.91
On-the-Job Training	\$ 607,033.63	\$ 256,846.94	\$ 10,016.45	\$ 873,897.02
Work Experience	\$ - 0 -	\$ - 0 -	\$ 356,745.00	\$ 356,745.00
Transitional Jobs	\$ 16,021.00	\$ 15,984.00		\$ 32,005.00
Career Services	\$ 317,654.75	\$ 557,431.11	\$ - 0 -	\$ 875,085.86
Other	\$ - 0 -	\$ - 0 -	\$ 289,829.09	\$ 289,829.09
<b>Total Training Expenditures</b>	<b>\$ 1,130,901.46</b>	<b>\$ 925,240.52</b>	<b>\$ 670,895.04</b>	<b>\$ 2,727,037.02</b>

### Summary of Service Delivery

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

The Adult and Dislocated Worker service provider, Equus Workforce Solutions, provides services throughout the entire seven-county region. They fulfilled 128 Individual Training Account (ITA) contracts and 138 On-the-Job Trainings (OJTs). The following graph shows how the number of investments increased over the last three years.



Overall spending in PY20 for only participant training dollars was 76% of the budget. Considering the pandemic, this was only slightly lower than the 78% for PY19.

PY20 had significant hurdles to overcome with the COVID-19 pandemic. In March 2020, the Adult and Dislocated Worker program had to restructure service delivery to continue to provide meaningful training and job opportunities to the Southwestern region. Amid school closures and company shutdowns, Equus surpassed ITA and OJT investments over previous years and were able to expend at near pre-COVID-19 norms. WIOA investments were made in every county in the Southwestern region.

PY20 also ushered in a new partnership with Freeport McMoran and Western New Mexico University (WNMU). In Partnership with TAA, the Adult and Dislocated Worker program provided the needed support to an estimated 850 furloughed employees in the mining district. A virtual Rapid Response activity was held, and close to 300 individuals attended group WIOA orientations over four months. WNMU hosted a Drive-Thru Expo on their campus, where individuals received personal consultations about the university's programs and received help applying for ITA and TAA programs. More than a dozen individuals were enrolled in the tuition assistance program, and 95 enrolled in the trade adjustment assistance program.

In the coming year, the Adult and Dislocated Worker service provider expects to work more closely with priority populations, specifically, those who are justice-involved or incarcerated. Southwestern New Mexico was asked to pilot a Heavy Equipment Operator program for those currently or recently incarcerated. The overall participant enrollment goal will increase 10% from PY20 to 391, 191 adult and 207 dislocated workers.

Youth Development, Inc. (YDI) became the Board's WIOA Youth service provider in PY19. They gained significant momentum in Year 2, successfully meeting their enrollment goal of 335 youth participants and placing 368 youth into placements such as paid work experience, online training, individual training accounts, and on-the-job training.

Youth participants received work experience in a variety of industries, including construction, childcare, animal shelters, landscaping, food pantries, government offices, auto centers, financial services, realty services, physical therapy, psychiatry and counseling services, libraries, chamber offices, universities, schools, senior centers, and hospitality services.

The mentoring component was successful in recruiting 65 mentors (providing mentoring services to 84 participants), focusing primarily on career goals and planning, employability skills, and job readiness.

Outreach and partnerships were a focus in all communities, and their efforts resulted in 375 outreach connections that led to increased referrals and partner collaborations.

The COVID-19 pandemic created challenges for the program with most schools operating solely online, thus eliminating onsite school access to youth, limiting the number of Individual Training Account dollars that could be spent. This created a need for YDI to adjust its practices and shift its focus to online

training. Work experience is the most significant component of expending funds. The closing, or limited operation, of businesses in all communities brought about many challenges with work experience placements. Youth were limited to the number of hours they could work due to adjusted business hours. Some employers were concerned about exposing youth to COVID-19 and did not want to offer their business as a worksite. The number of on-the-job training contracts executed was low but picked up at the end of the year.

To compete with higher wages offered by local businesses, YDI plans to increase wage rates in PY21, helping with placement and expending more funds faster. YDI's total enrollment goal is 370 participants, an increase of 10% from the PY20 goal. The enrollment breakdown is 92 in-school and 278 out-of-school youth. The plan to increase the wage rate will affect the total served.

With businesses and schools now open and operating, the Youth program can look forward to continued success in connecting youth to onsite work experience and on-the-job training, leading to increased employment opportunities. Furthermore, sector strategies, post-secondary education, and training for in-demand and emerging occupations will position youth for career pathways and self-sufficiency.

Alamo Navajo School Board, Inc. (ANSBI) is another youth service provider serving the Alamo Chapter of the Navajo Nation in Socorro County. They experienced a high number of COVID-19 cases in PY20, causing stricter guidelines to be enacted by the Navajo Nation. Education, training, and tutoring were provided virtually to all youth participants. Despite the challenges of virtual learning, ANSBI provided services to a total of 21 youth participants, 10 in-school and 11 out-of-school. They met their goal of enrolling 10 in-school youth; however, for out-of-school youth, their enrollment goal was 19 participants, but they only enrolled 10. All participants received tutoring and study skills as well as comprehensive guidance and counseling. Nine participants, both in-school and out-of-school, received laptop computers to help them continue their education throughout their senior year of high school and to encourage them to continue onto post-secondary education. 7 students participated in work experience in the Alamo Navajo community. With COVID-19 restrictions in place, worksite opportunities were limited to outdoor locations and included landscaping/groundskeeping at the local Wellness Center and the Community Services Center.

ANSBI's will increase their total enrollment goal for PY21 by 10%. The goal will be 32 participants, 11 in-school youth and 21 out-of-school youth.

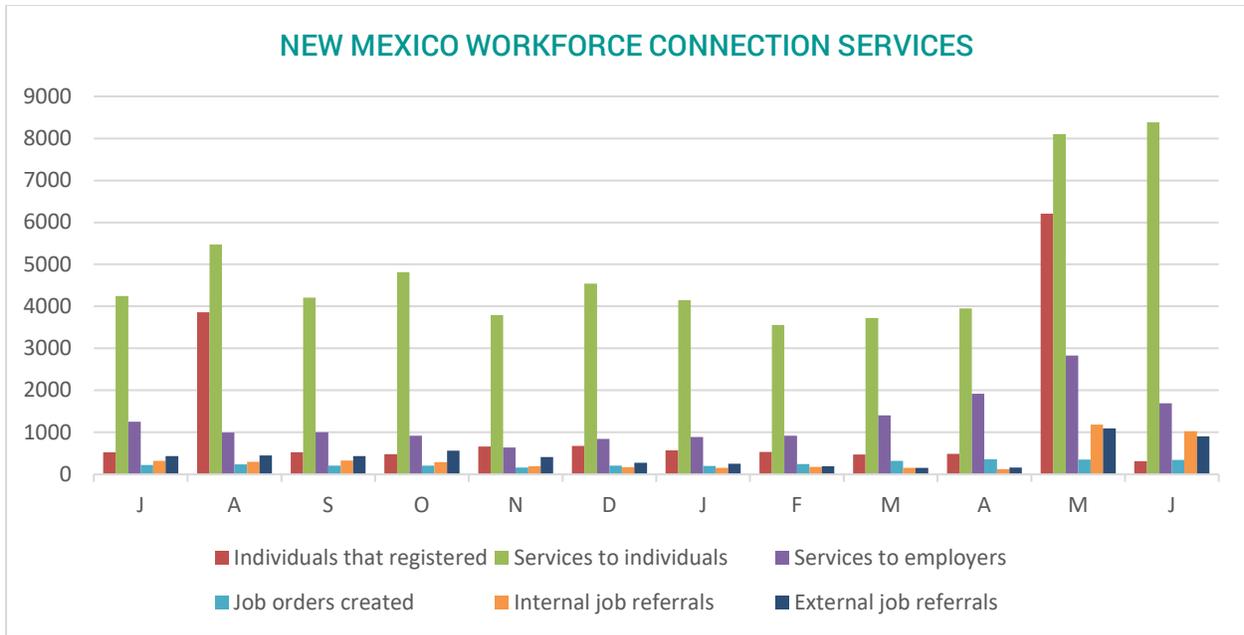
### **Summary of Business Services**

---

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

---

The graph below shows an increase in Workforce Connection services in the months of August and June of 2020. Workers began to increase enrollment into the workforce system when the State lifted most restrictions and people started to get vaccinated and positive COVID-19 cases started to decrease across the state.



**Sector Strategies**

Sector strategies are regional, industry-driven approaches to building a skilled workforce, and among the most effective ways to align public and private resources to address the talent and skillset needs of employers and businesses. The local Board prioritized healthcare and education as the two industries of focus for the Board and its providers. Both these industries have been upended during the pandemic, slowing progress in developing and expanding networks to create a long-term solution to a skilled worker shortage. Throughout the program year, both targeted industries experienced an unprecedented need for a skilled workforce and have even struggled to motivate and keep existing staff due to the many changes and challenges resulting from the COVID-19 pandemic. The SAWBD will focus on leading this initiative by continuing to provide a labor market analysis for identification of in-demand jobs within these sectors and identifying skill gaps to aid businesses in finding talent, create jobs, and support our local communities.

**Virtual Events**

With New Mexico Workforce Connection centers closed to in-person services, local employers still sought aid with filling their vacancies and requesting information about other available services. The Southwestern region began offering virtual recruitment events for employers via Zoom. Representatives would provide information about their business, describe the vacancies, and answer questions live. The Southwestern region also saw a need for informational sessions and hosted virtual Town Hall events on topics such as Employer Services, Youth Services During COVID-19, Veterans Services, and Accessibility in Workforce. From July 2020 through June 2021, the Southwestern region hosted 19 virtual events; events were recorded and are housed on the EmployNM YouTube Channel. The number of views for each event increased after regular business hours proving that on-demand access is favorable. Follow-ups with the businesses reported some employers hired as a result of their virtual event.

**Performance Metrics**

Inclusion of performance metrics to highlight overall performance accountability, major accomplishments, major challenges, and opportunities for improvement in 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 Board in shaping their programs to place more participants in jobs and prepare them for their future careers.

The SAWDB showed an increase in median earnings for participants serving in the Adult and Dislocated Worker Programs. The Adult Program participants show a median earning of \$6,364.93 up from \$6,159.38 in PY2019. Dislocated workers show an increase to \$5,658.49, up from \$ 5,533.96 in PY19. Both programs also show an increase in measurable skills gains with the Adult Program increasing 12.2% and the Dislocated Workers having an increase of 20.1%. Participants active in the Adult Program also had a 6.7% increase in gaining a skills credential while enrolled the program for PY20.

The pandemic sparked unusual unemployment rates among youth brought on by statewide mandates put in place to contain the virus. Essentially being that the youths’ concentration of employment was primarily in retail and hospitality, and the inability to telework these types of jobs. Young workers made up roughly 30% of persons on unemployment the past year and show little desire of returning to low paying dead end jobs. Parents of youth workers also expressed to the program that they did not want their children to conduct on-the-job training opportunities while the pandemic was affecting their communities. PY21 will have a chance to increase training opportunities as these workers will need new skills to enter the workforce post-pandemic.

Below are informational blocks showing how the region performed with expected performance metrics negotiated with the New Mexico Department of Workforce Solutions.

**Adult Program**

The Youth program now offers ITAs to their participants, resulting in decreased referrals to the Adult program. Regardless, the Adult program exceeded the below goals in PY20. However, with this new element for the Youth program, the Adult program plans to create more direct channels with the training providers to increase ITA enrollment.

PY20	Employment Q2 Adult	
All Workforce Boards	100.9%	Exceeded
Central WDB	103.5%	Exceeded
Southwestern WDB	100.3%	Exceeded
Northern WDB	91.2%	Met
Eastern WDB	94.4%	Met

PY20	Employment Q4 Adult	
All Workforce Boards	99.6%	Met
Central WDB	101.3%	Exceeded
Southwestern WDB	106.6%	Exceeded
Northern WDB	89.1%	Not Met
Eastern WDB	113.0%	Exceeded

PY20		Credential - Adult	
All Workforce Boards	99.6%		Not met
Central WDB	101.3%		Exceeded
Southwestern WDB	106.6%		Exceeded
Northern WDB	89.1%		Not Met
Eastern WDB	113.0%		Met

PY20		Skills Gain - Adult	
All Workforce Boards	85.9%		Met
Central WDB	103.1%		Exceeded
Southwestern WDB	109.2%		Exceeded
Northern WDB	56.4%		Not Met
Eastern WDB	95.2%		Exceeded

**Dislocated Worker Program**

Near the end of PY20, the Adult and Dislocated Worker service provider, Equus Workforce Solutions, learned staff entered an incorrect activity code in WCOS that affected the credential attainment numbers. Staff training was conducted immediately to correct this issue. The Southwestern region expects to meet or exceed the Dislocated Worker credential attainment metrics in PY21.

PY20		Employment Q2 DW	
All Workforce Boards	87.3%		Not Met
Central WDB	91.0%		Met
Southwestern WDB	100.6%		Exceeded
Northern WDB	89.8%		Not Met
Eastern WDB	75.6%		Not Met

PY20		Employment Q4 DW	
All Workforce Boards	91.8%		Met
Central WDB	100.9%		Exceeded
Southwestern WDB	103.6%		Exceeded
Northern WDB	77.2%		Exceeded
Eastern WDB	87.8%		Not Met

PY20		Credential DW	
All Workforce Boards	96.9%		Met
Central WDB	106.7%		Exceeded
Southwestern WDB	67.0%		Not Met
Northern WDB	77.2%		Not Met
Eastern WDB	81.4%		Not Met

PY20		Skill Gains DW	
All Workforce Boards	102.4%		Exceeded
Central WDB	102.3%		Exceeded
Southwestern WDB	112.6%		Exceeded
Northern WDB	64.5%		Not Met
Eastern WDB	124.4%		Exceeded

**Youth Program**

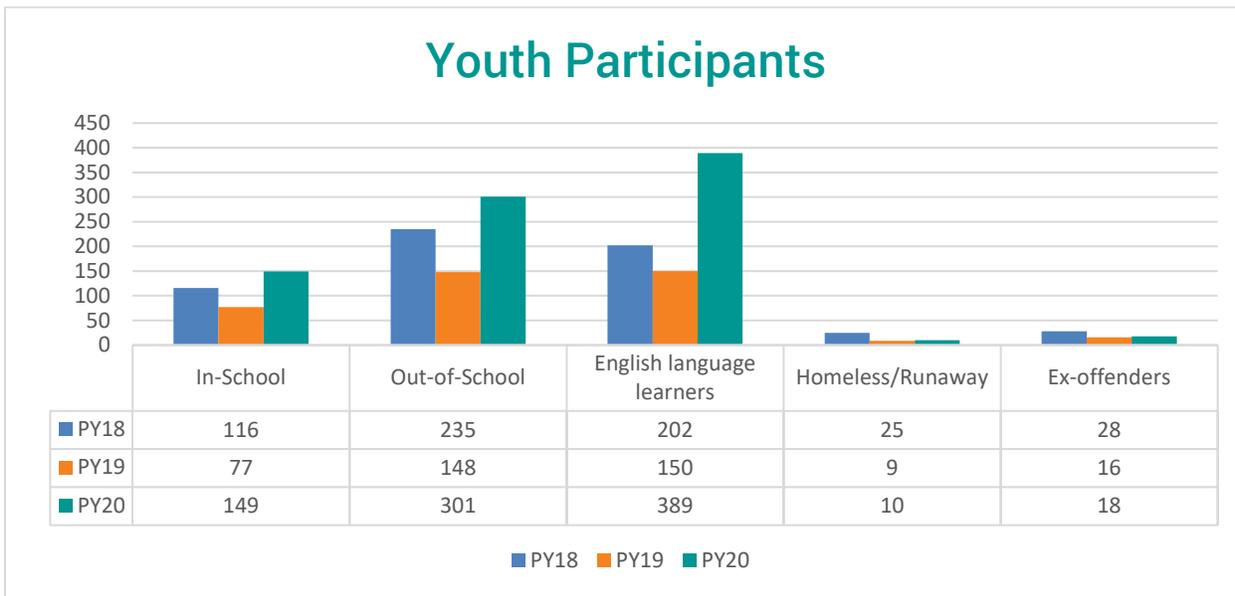
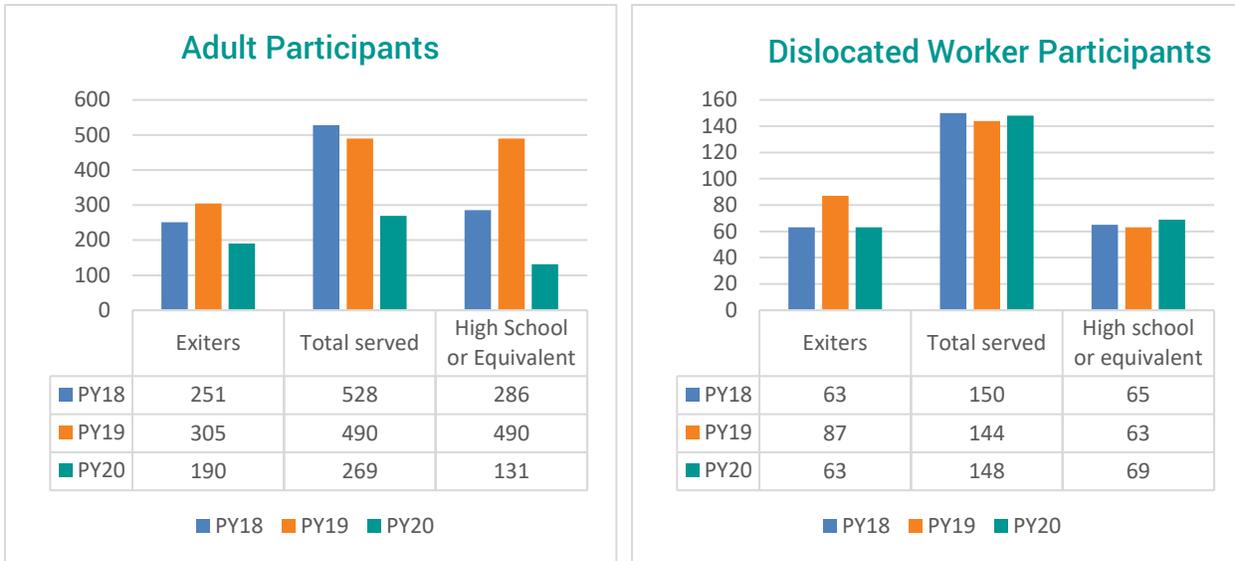
The Youth program service providers are devising strategies for improving performance metrics to include effective planning and assessments. They are investing resources to develop practical training and work plans for their participants and provide consistent follow-ups. They will build partnerships with core partners like Adult Education and the business community and educate staff on the performance measures.

PY20		Employment Q2 Youth	
All Workforce Boards	86.9%		Not Met
Central WDB	96.4%		Met
Southwestern WDB	85.2%		Not Met
Northern WDB	74.0%		Not Met
Eastern WDB	98.5%		Met

PY20		Employment Q4 Youth	
All Workforce Boards	95.9%		Met
Central WDB	106.3%		Exceeded
Southwestern WDB	93.7%		Met
Northern WDB	74.2%		Not Met
Eastern WDB	89.9%		Not Met

PY20		Credential Youth	
All Workforce Boards	95.0%		Met
Central WDB	133.9%		Exceeded
Southwestern WDB	66.4%		Not Met
Northern WDB	52.3%		Not Met
Eastern WDB	69.8%		Not Met

PY20		Skills Gain Youth	
All Workforce Boards	73.4%		Not Met
Central WDB	75.5%		Not Met
Southwestern WDB	86.8%		Not Met
Northern WDB	14.0%		Not Met
Eastern WDB	89.6%		Not Met



**Performance Indicators**

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

The following table shows the results of those who exited the Adult, Dislocated Worker, 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.

The table below displays actual performance measures.

PY20 Performance Indicators	Adult	DW	Youth
Entered Employment (2nd Qtr.)	77.2%	68.4%	54.5%
Entered Employment (4th Qtr.)	78.9%	71.0%	58.1%
Median Earnings	\$6,364	\$5,658	\$2,323
Credential Attainment	55.1%	36.7%	29.9%
Measured Skills Gain	60.6%	61.7%	41.4%

Prior to and during the initial months of COVID-19, the demand for dislocated worker services decreased as unemployed workers received unemployment benefits without the need to conduct job searches. Beyond the initial months of COVID-19, the dislocated worker and youth service providers conducted outreach operations and began enrolling more individuals into training programs, while also collaborating with employers to fill positions through on-the-job training contracts.

### Success Story

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.

#### Adult Success Story

Samantha Armendariz took an eight-year break from Doña Ana Community College in Las Cruces, NM. Her financial aid advisor informed her that she was not eligible for financial aid and told her that New Mexico Workforce Connection has a Tuition Assistance program. Ms. Armendariz enrolled and completed an associate degree in Criminal Justice. She said, “Not only did they help cover my tuition, but they also helped with books.” Ms. Armendariz continued her education and pursued a bachelor’s degree in Criminal Justice from New Mexico State University. Although she qualified for financial aid and received a scholarship, there was still an unmet need, and the Tuition Assistance program filled that gap. “The WIOA program not only helped with my tuition and books, but it also gave me that piece of mind that I didn’t need to stress on how I was going to continue paying my school and other bills while being a single parent and a full-time student.” Ms. Armendariz graduated in May 2021 with her bachelor’s degree. This degree qualified her for a promotion as supervisor at the non-profit agency where she worked. Wanting to work with the Department of Corrections, Ms. Armendariz is now pursuing a Master’s in Social and Public Health. Although WIOA cannot provide tuition assistance for a master’s degree, she admits she would not have made it this far without the assistance she received in obtaining her associate degree and bachelor’s degree.

In the Southwestern Area Workforce Development Board’s Local Plan, Goal #7 states “Strengthen the regional workforce by increasing credential completion rates from post-secondary institutions.” This success story is an example of a working workforce partnership. A student with an unmet financial need was identified by Doña Ana Community College and referred to New Mexico Workforce Connection.

### Dislocated Worker Success Story

After moving to Deming, NM from El Salvador, Sandra Fraere visited New Mexico Workforce Connection looking for employment opportunities. She got a job at a local winery but was laid off months later. Soon after, she got a temporary teaching position that ended because of COVID-19. A single parent to a teenage son, Ms. Fraere realized she would not get a good-paying job unless she had an education. She remembered hearing that New Mexico Workforce Connection offers other services, so she returned to inquire about Tuition Assistance. She enrolled at Western New Mexico University and was able to transfer some of her college credits from El Salvador. The Tuition Assistance program helped with the cost of tuition and books. She graduated in the summer of 2021 with a bachelor's degree in General Business. With this degree, Ms. Fraere would like to get an office job in Deming.

### Youth Success Stories

#### In-School Youth -

As a high school student in Hidalgo County, Joie Newman wanted to gain training and work experience to help strengthen her opportunities for employment and education. She contacted the WIOA Youth Services provider in December 2020. She was attending high school virtually due to the pandemic and was diagnosed with a medical condition that categorized her as high-risk for COVID-19 exposure. She was required to seek employment outside of direct public contact. With her busy school schedule and health condition, Ms. Newman's availability to work was limited. She enrolled in the WIOA Youth paid online training activity where she completed 200 hours of courses related to life skills and career readiness. She obtained her high school diploma in May of 2021 and was able to receive an incentive from the program for secondary school attainment. Shortly after, Ms. Newman interviewed for employment at the Hidalgo County Clerk's office where she was placed for work experience as an Office Assistant to complete 200 hours of paid work experience. In this position, she supervised and trained others, which provided her with valuable work experience to utilize in future job opportunities. She also feels that the program gave her the confidence she needs to explore her employment and education options. Ms. Newman has completed the WIOA Youth Program and is attending NMSU where she is pursuing a degree in nursing. She is enjoying her time at college and feels like the tools and skills she learned through her time with the program have helped her to continue setting new goals and achieving them.

#### Out-of-School Youth -

Mylaria Padilla is a member of the Navajo Tribe from the Alamo Navajo Reservation in Socorro County. She moved to Riverside, California and attended Sherman Indian High School during her Junior and Senior years. COVID-19 made its way into America during her senior year and Ms. Padilla returned home to the Alamo Navajo Reservation to quarantine. She received her high school diploma in the mail. With encouragement from her family, Ms. Padilla enrolled into the WIOA Youth Services program as an out-of-school youth to receive academic aid to increase her educational skill levels and prepare for college classes. Her goal was to attend the Southwestern Indian Polytechnic Institute (SIPI) in Albuquerque. She received tutoring/study skills training and took advantage of the online digital literacy program where she earned five certificates from Western New Mexico University through the Native American Career and Technical Education Program. During Comprehensive Guidance and Counseling, her counselor

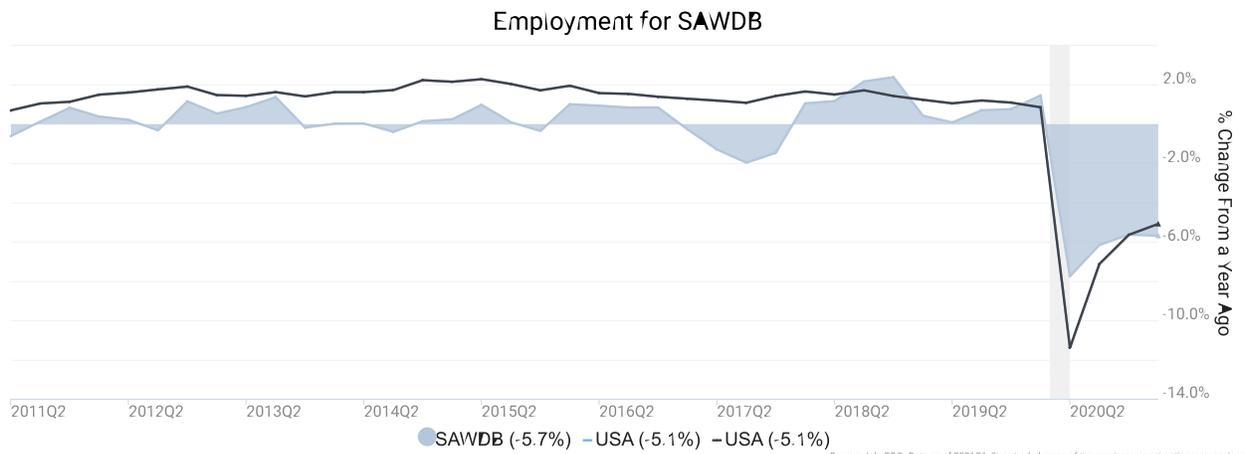
introduced her to the programs available at SIPI. Ms. Padilla was interested in the Vision Technology Program. SIPI has new modern equipment in their lab where students learn about vision and making glasses. Ms. Padilla was accepted into the program in December 2020 and began taking classes January 2021.

**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.

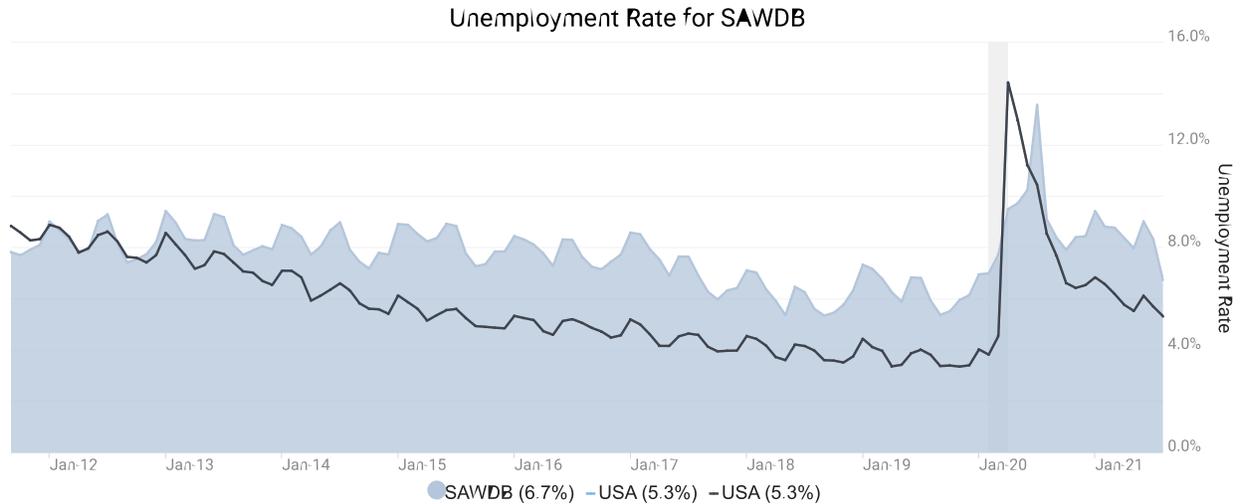
For program year 2020, total employment for the SAWDB region was 103,283 (based on a four-quarter moving average). Employment declined 5.7% in the region mostly due to the pandemic. Small businesses were unable to stay open during the economic downturn and did not return to our communities even after federal and state stimulus funds became available. The abrupt closure of hundreds of businesses ushered in a new era of work as small businesses changed business models to accommodate a new era of commerce.

The food service industry relied more on packaged food and beverage while office jobs became remote work or work from home, changing the traditional model for employer/employee relationships. This created inequality within the workforce as 62% of workers with a bachelor’s degree or more education was able to work from home, if necessary, while only 23% of workers without a college degree did not receive an option to work remotely because their jobs had to be performed in person.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2020Q4 with preliminary estimates updated to 2021Q1.

The SAWDB's region had an unemployment rate of 9.1% at the end of PY20, that is 1.2% higher than the nationwide unemployment rate of 7.9%. The increase in unemployed persons and the decrease in the number of jobs available regionally amplified the need for workforce programs, as people were required to gain new or improved skills to reenter the workforce.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through August 2021. Source: JobsEQ®. Data as of Aug 2021. The shaded areas of the graph represent national recessions.

The SAWDB repeatedly utilized labor market data to access where the job market had a shortage of skilled labor and worked with our network partners to concentrate participants into these programs.

The largest sector in the SAWDB is Health Care and Social Assistance, employing 20,911 workers. The next-largest sectors in the region are Educational Services (13,382 workers) and Retail Trade (10,650). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the Southwestern region are Agriculture, Forestry, Fishing and Hunting (LQ = 3.88), Mining, Quarrying, and Oil and Gas Extraction (3.18), and Public Administration (1.70).

Sectors in the SAWDB region with the highest average wages per worker are Mining, Quarrying, and Oil and Gas Extraction (\$75,940), Public Administration (\$70,783), and Utilities (\$63,115). Regional sectors with the best job growth (or most moderate job losses) over the last 2 years are Transportation and Warehousing (+403 jobs), Public Administration (+273), and Manufacturing (+258).

Over the next year, employment in the SAWDB's region is projected to contract by 215 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+262 jobs), Professional, Scientific, and Technical Services (+3), and Arts, Entertainment, and Recreation (+1).

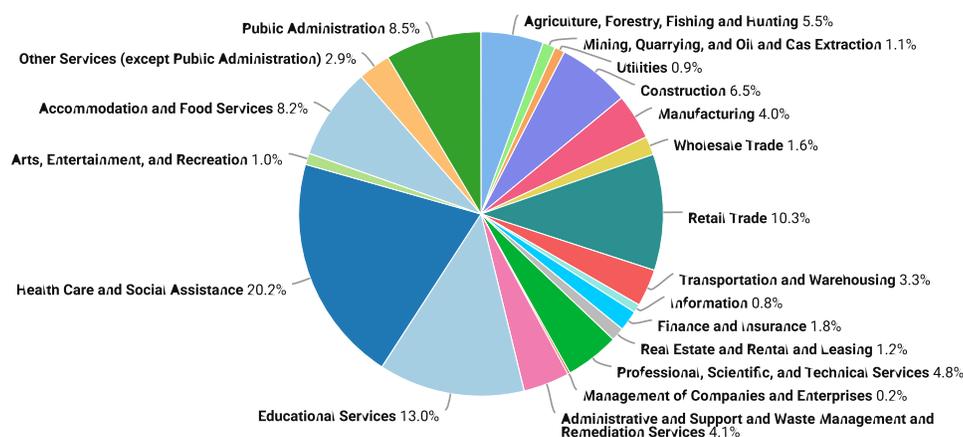
The largest major occupation group in the SAWDB is Office and Administrative Support Occupations, employing 12,348 workers. The next-largest occupation groups in the region are Sales and Related Occupations (8,529 workers) and Educational Instruction and Library Occupations (8,490). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming,

Fishing, and Forestry Occupations (LQ = 4.06), Healthcare Support Occupations (1.69), and Life, Physical, and Social Science Occupations (1.59).

Occupation groups in the SAWDB region with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$87,400), Legal Occupations (\$83,700), and Management Occupations (\$82,500). The unemployment rate in the region varied among the major groups from 2.4% among Legal Occupations to 19.1% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in the SAWDB region is expected to be Healthcare Support Occupations with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+169 jobs) and Community and Social Service Occupations (+27). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,377 jobs) and Office and Administrative Support Occupations (1,372).

Total Workers for SAWDB by Industry



Source: JobsEQ® Data as of 2021Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2020Q4 with preliminary estimates updated to 2021Q1.

In October 2019, the planning committee of the SAWDB created a Career Pathways Plan from the U.S. Department of Labor's model. The Career Pathways plan describes the process for engaging employers, education, and the partners within the public workforce system. The planning committee also chose health care and education as the two targeted industries for sector partnership strategies. In November 2019, the SAWDB passed resolutions to approve the planning committee's career pathways plan and the two designated industries.

Of the Southwestern Area's Individual Training Accounts (ITA), 50% provided participants with training for the healthcare industry. Most of those training courses are for dental assistants and hygienists, nursing assistants, pharmacy technicians, and registered nurses. In the area of education, 10% of the ITA participants trained as elementary school teachers.

Under WIOA Title I, the Adult, Dislocated Worker, and Youth programs invested \$4,714,048 through career training, and supportive services. The priority of service targets individuals on public aid, those

who are low income, and basic skills deficient. The return on investment with WIOA dollars reduces the need for public assistance dollars and increases the participants' earning potential over a lifetime. In addition to the employers and the participants directly benefitting from the program, the public, and society reap the benefits of the workforce services provided as well.

### **Focus for Next Program Year**

The public workforce system adapted quickly to meet the needs of its customers and will continue to work with its partners to provide positive outcomes to those served in alignment with the Board's four-year plan. With the reopening of businesses and people returning to work, most of the New Mexico Workforce Connection centers have reopened to in-person services while some are still by appointment only. Exploring virtual platforms and other types of technology that can deliver effective and efficient services is a board goal and the Board will continue to focus on meeting the needs of customers through virtual and in-person services.

For Program year 2020, the Adult and Dislocated Worker service provider expects to increase collaborations with priority populations, specifically, those who are justice-involved or incarcerated. Southwestern New Mexico was asked to pilot a Heavy Equipment Operator program for those currently or recently incarcerated. The overall participant enrollment goal will increase 10% from PY20 to 391, 191 adult and 207 dislocated workers.

The Youth program now offers ITAs to their participants, resulting in decreased referrals to the Adult program. Regardless, the Adult program exceeded the below goals in PY20. However, with this new element for the Youth program, the Adult program plans to create more direct channels with the training providers to increase ITA enrollment.

Near the end of PY20, Equus became aware that staff had entered an incorrect activity code in WCOS that affected the credential attainment numbers. Management conducted staff training to correct this issue. The Southwestern region is on target to meet or exceed the Dislocated Worker credential attainment metrics in PY21.

To compete with higher wages offered by local businesses, YDI plans to increase wage rates in PY21, helping with placement and expending more funds faster. YDI's total enrollment goal is 370 participants, an increase of 10% from the PY20 goal. The enrollment breakdown is 92 in-school and 278 out-of-school youth. The plan to increase the wage rate will affect the total served.

The Youth program service providers are devising strategies for improving performance metrics to include effective planning and assessments. They will invest more time developing practical training and work plans for their participants and provide consistent follow-ups. They will build partnerships with core partners like Adult Education and the business community and educate staff on the performance measures.

ANSBI's will increase their total enrollment goal for PY21 by 10%. The goal will be 32 participants, 11 in-school youth and 21 out-of-school youth.

The Southwestern Area Workforce Development Board understands that people and businesses create healthy economies; the mission of the Board is to build a workforce system in the Southwest region that encourages people, businesses, and other trade and labor groups to work together to sustain economic growth and success through economic self-sufficiency. The Board's vision and mission aligns with the mission of New Mexico's Governor and Cabinet Secretary for the Department of Workforce Solutions to keep New Mexicans working by using an "all hands" approach to connect New Mexican workers with New Mexico businesses. The goal of this approach is to keep our economy competitive while providing good-paying jobs for people so they can support themselves and their families.

### **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.

---

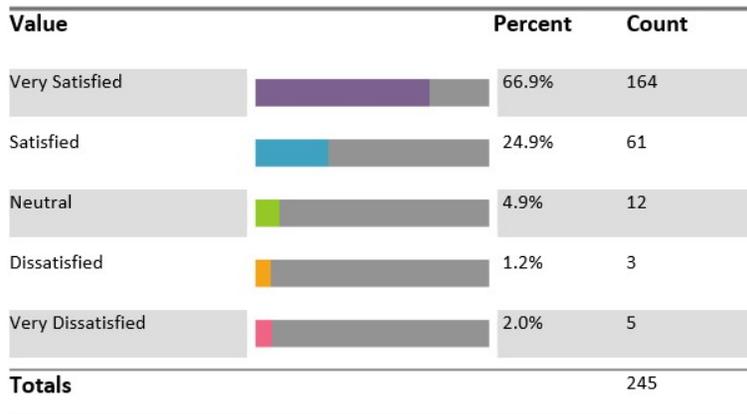
### **Customer Satisfaction & Employer Surveys**

With the Governor's Emergency Public Health Order in response to the COVID-19 pandemic, all New Mexico Workforce Connection centers had closed to providing in-person services and staff worked remotely, providing services virtually and by phone. The One-Stop Operator modified Customer Satisfaction surveys to ask questions about a customer's virtual and/or phone experience. The One-Stop Operator created post event surveys for employers and a special process was put in place to ensure capturing employer feedback. Data collected from the surveys are used to develop policies and procedures to improve quality of services for participants and businesses.

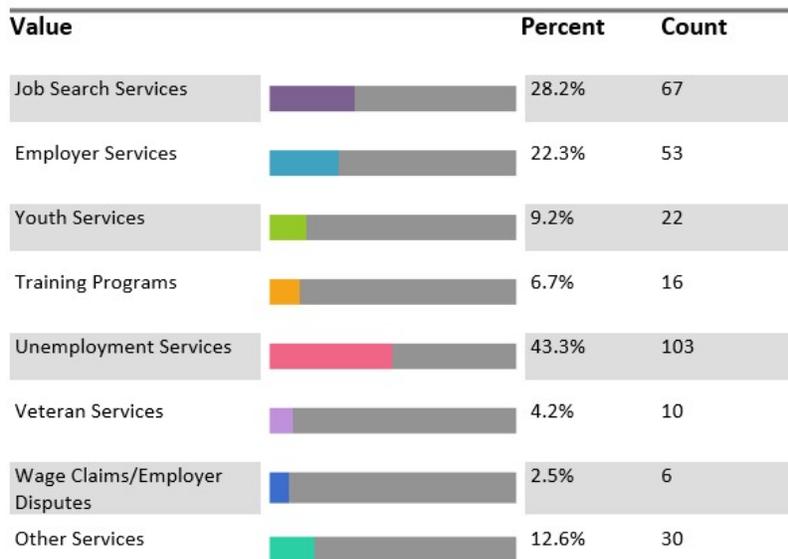
Customer Satisfaction Surveys are provided to and routinely collected from both job seeker and business customers who access education, training and employment services from New Mexico Workforce Connection centers and partners. Survey results are analyzed to identify areas of opportunities for continuous improvement efforts based on customer feedback. Job seeker and business customers provide feedback based on the quality of services received, staff interaction, location of services, wait times, and whether individual needs were met during their visit. This analysis allows New Mexico Workforce Connection to evaluate, adjust and/or make necessary changes to the provision of services to effectively meet the needs of job seeker and business customers.

The following graphs show responses from the customer surveys taken July 1, 2020 to June 30, 2021.

Graph 1. Overall, how satisfied were you with your service?



Graph 2. What services did you need assistance with?



**Weekly Reports**

The Southwestern region created Weekly Workforce Center and Weekly OSO reports for each workforce center and the One-Stop Operator to ensure items were in place for staff who still operated at workforce centers behind locked doors, and to collect customer data typically obtained from sign-in sheets. The workforce centers reported receiving a total of 47,708 phone calls during PY20: 8,713 in Deming; 24,218 in Las Cruces; 47 in Lordsburg; 5,487 in Silver City; 3,478 in Socorro; 3,462 in Sunland Park; and 2,303 phone calls in Truth or Consequences. With the opening of the workforce centers in PY21, we plan to modify the surveys and weekly reports to adapt to each workforce center’s operational status.

---

## 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.

---

### Integrated Resource Team (IRT) – Project E3

An Integrated Resource Team is an informal, customer-centered partnership between an individual job seeker with a disability and diverse service systems. Its goal is to coordinate services and leverage funding to give the job-seeker comprehensive, wrap-around services tailored to their unique needs and employment goals (*source: <https://projecte3.com/integrated-resource-teams/>*). The Southwestern region worked with the Division of Vocational Rehabilitation (DVR) to hold a community academy, bringing together workforce partners for a training on IRT. E3 hosted an in-depth training for partners and staff and provided a refresher course. The One-Stop Operator and DVR host quarterly peer-to-peer support sessions as recommended by E3. The recorded virtual trainings are available on EmployNM's website for staff and workforce partners to access.

### Individuals with Disabilities

The One-Stop Operator collaborates with workforce partners to explore and implement strategies that will increase the number of individuals with disabilities in the labor force. A key strategy is to ensure that those with disabilities receive integrated and coordinated services from the partners in the workforce system.

The Board will work through its One-Stop Operator to align vocational rehabilitation services and core program services. This effort will provide better access to a variety of services and a streamlined process for those with disabilities. The Board will work with the New Mexico Division of Vocational Rehabilitation and Commission for the Blind, who will be the lead partner, to facilitate how vocational rehabilitation services may be triaged not only at the workforce centers, but at other partner offices as well. For the program year ADW saw a 34% increase in participants that disclosed a disability while enrolling into the program.

### Veterans

The Combined State Plan states that it will include a partnership with the Jobs for Veterans State Grants program (JVSG). To support and align this effort, the Board works through its One-Stop Operator to coordinate with JVSG to assist veterans through this program with the following strategies:

- Community Awareness
- Coordination with veteran programs
- Cross-training workforce staff

Program year 2020 saw a 15% increase in the number of veterans served into the workforce system mostly due to veterans having a higher percentage of layoffs and furloughs from employment due to the COVID pandemic.

### **On-Demand Cross Training**

Virtual cross training sessions on various partner programs, policy, and procedure started in PY20. These recorded sessions are available on EmployNM's website for staff and workforce partners to access as an onboarding tool and refresher training.

### **Virtual Town Hall**

The One-Stop Operator initiated virtual Town Halls and worked on collaboratively with all core partners, and other workforce partners. These activities created an opportunity to highlight all program components in a seamless way that communicates a cohesive system to the community. Recordings of the Town Hall events are available on the EmployNM YouTube Channel and accessible to the public.

### **Weekly Cross-Partner Outreach Meetings**

Cross partner outreach meetings include both co-located and non-co-located partners. This is an opportunity for everyone to share outreach activities, events, and to solicit help from each other.

### **Mock It Till You Rock It**

Developed by the NM Department of Workforce Solutions as a statewide initiative, the second annual "Mock It Till You Rock It" event took place in the Southwestern region with the Las Cruces Public Schools. This virtual event took place on a Saturday due to the interruptions caused by the COVID-19 pandemic and concerns about interrupting the students' daily school schedule. This initiative increased co-enrollment efforts with partners such as WIOA Youth program, WIOA Adult & Dislocated Worker program, and DVR.

### **Co-Enrollment Pathway**

The WIOA Youth service provider teamed up with Doña Ana Community College Adult Education Services program on a new co-enrollment process targeting out-of-school youth. This partnership was created to eliminate educational barriers that are preventing participants from transitioning to employment opportunities. Upon completing their High School Equivalency (HSE) through Doña Ana Adult Education Services program, the participant can transition into an ITA and OJT with the WIOA Youth Program. This partnership was implemented to improve the public workforce and fill in the service providers' gaps in services.

### **Continuation of Services After Exiting**

In August 2020, the WIOA Youth service provider teamed up with the WIOA Adult & Dislocated Worker program on a new co-enrollment process targeting participants exiting the youth program to receive continued services. This partnership allows co-enrollment services between both service providers with the intent of eliminating gaps in services.

### **Tuition Assistance Academy: Individual Training Accounts**

In March 2021, the WIOA Youth Program developed a new pilot initiative called Tuition Assistance Academy. It was created to promote and implement youth/community partnerships to support sustained youth engagement efforts and strengthen WIOA Youth Programs through co-enrollment of services. Individual Training Accounts (ITA) provide a mechanism for paying training expenses to eligible

training providers for individuals receiving funds from WIOA. This concept plan helps the out-of-school youth participants.

### **Reemployment Services and Eligibility Assessment (RESEA)**

The WIOA Adult & Dislocated Worker service provider partnered with Wagner-Peyser on RESEA. This is an opportunity to directly serve individuals who receive unemployment insurance benefits to potentially utilize WIOA Dislocated Worker funding.

### **Northstar Digital Literacy Part of Adult Education Services Program**

Northstar Digital Literacy defines basic skills needed to perform tasks on computers and online. Online, self-guided modules assess the ability of individuals to perform tasks based on these skills. Northstar was developed in response to the needs of job seekers who may lack the digital literacy skills needed to seek, obtain, and retain employment, as well as to perform other tasks in daily life (*source: <https://www.digitalliteracyassessment.org/about>*). For four years, Western New Mexico University's (WNMU) Adult Education Services program has used Northstar to provide online assessments to students to determine their skill level in three areas: Essential Computer Skills, Essential Software Skills, and Using Technology in Daily Life. In late PY19, WNMU became an approved testing location to provide Northstar Digital Literacy Certificates when an individual passes an assessment. If an individual does not pass an assessment, WNMU's Adult Education Services program will offer classes or one-on-one tutoring. When WNMU learned of the struggles the WIOA Youth services provider was experiencing at the Alamo Navajo Reservation in Socorro County, with needing to provide virtual training to their participants, WNMU introduced them to Northstar in early PY20.

In PY20, WNMU's Adult Education Services program did 182 assessments and issued 78 certificates. An average of 12-15 hours of tutoring was provided for those who did not compete a certificate. Basic Internet and Email were the most popular modules. The largest percentage of students taking those modules were age 25-45. Doña Ana Community College's (DACC) Adult Education Services program learned about Northstar from WNMU and has just become an approved testing location. We will share more from DACC in next year's report.

### **Additional Information**

Throughout the year, New Mexico Workforce Connection hosted and co-hosted events with workforce and community partners. New Mexico Workforce Connection Southwestern Area helped promote various partner events and activities on social media. Promoting events for the community helps to create new relationships and strengthens existing ones within the community.

The co-located partners at New Mexico Workforce Connection centers have a continued partnership and open communication. They provide referrals across programs and work together on basic outreach activities, promoting services under WIOA Titles I, II, III, and IV.

In PY21, more workforce partner engagements are planned. The Board is developing an outreach plan containing an activities calendar for the PY21 and activity sheets detailing each "big-ticket" activity each partner is forecasting to host within the region. Plans to increase co-enrollment efforts with other

partners are a priority, to include DVR. DVR and other partners will continue to work in *Project E3* where the goal is to increase vocational rehabilitation participation of individuals with disabilities leading to greater employment outcomes.

## Financials

The Southwestern Area Workforce Development Board had total expenditures of \$5,254,443. For the Adult program, the total expenditures were \$1,505,662.34. Of the \$1,505,662.34, the total amount expended on Training services (OJT, ITA, TJ, etc.) was \$813,246.71.

For the Dislocated Worker program, the total expenditure amount was \$1,436,507.06. Of the \$1,436,507.06, the total amount expended on Training services was \$367,809.41.

In the coming year, new projects will be implemented to help increase the amounts of training expenditures as well as the number of participants.

## Balance Sheet

On June 30, 2021, the Southwestern Area Workforce Development Board held assets in the amount of \$1,076,383.

### Balance Sheet 6/30/2021-Close-Out-Unaudited

	<u>WIOA</u>
<b>ASSETS:</b>	
Cash and cash equivalents	\$ -
Accounts Receivable-Grants	<u>1,076,383</u>
Total assets	\$ <u><u>1,076,383</u></u>
<b>LIABILITIES AND FUND BALANCE:</b>	
Accounts payable	\$ 1,065,404
Deferred Revenue	<u>10,979</u>
Total liabilities	<u>1,076,383</u>
<b>Fund Balance</b>	
Unreserved and designated for	
future expenditures	<u>-</u>
Total fund balance	<u>                    </u>
Total liabilities and fund balance	\$ <u><u>1,076,383</u></u>

**Budget vs. Actuals**

The Southwestern Area Workforce Development Board had an overall budget of \$8,004,141. As of the end of PY20, the Board expended \$5,254,443. The unexpended amount of \$3,293,892 has been allocated for PY21 and will be invested in various programs to benefit the 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 Ended June 30, 2021, Close-Out-Unaudited**

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>
<b>Revenues:</b>			
Federal grants	\$ 8,548,335	5,254,443	3,293,892
<b>Expenditures:</b>			
Employment services:			
Program Year 20/Fiscal Year 21			
Adult	1,170,085	782,146	387,939
Dislocated Worker	1,969,906	853,117	1,116,789
Youth	1,839,130	526,720	1,312,410
Administration	562,281	85,528	476,753
Program Year 19/Fiscal Year 20			
Adult	723,516	723,516	0
Dislocated Worker	583,390	583,390	0
Youth	1,187,938	1,187,938	-
Administration	454,867	454,867	-
Total general governmental	<u>8,004,141</u>	<u>5,105,881</u>	<u>2,898,260</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>