



FOR IMMEDIATE RELEASE:

Workforce Solutions Borderplex Launches “NEWForce” with \$2 Million Investment in Apprenticeships
Funding to Train 200 Local Workers in Healthcare, IT, Manufacturing, and more

EL PASO, TX — August 14, 2025 — At today’s State of Education and Workforce event, Workforce Solutions Borderplex CEO Leila Meléndez announced the launch of NEWForce (Next Era Workforce), a workforce development program fueled by a \$2 million investment in paid apprenticeships across the Borderplex region.

This funding will provide 200 individuals with hands-on, paid training in high-demand industries including healthcare, IT, manufacturing, construction and business.

“NEWForce is about preparing our region for the jobs of today and tomorrow,” said Meléndez. “This investment is a win-win as it helps residents gain real-world experience while employers build a skilled talent pipeline to address staffing needs.”

The initiative builds on Workforce Solutions Borderplex’s proven track record of successfully implementing apprenticeship and earn-and-learn models in partnership with regional employers. Over the past several years, these programs have helped local businesses train and retain qualified workers while giving participants the opportunity to earn wages, develop skills, and secure long-term careers.

Through NEWForce, participants will receive wages while developing valuable skills in their chosen field. Employers benefit from access to motivated, pre-trained candidates ready to contribute immediately to their operations.

Why Employers Should Get Involved:

- Access to trained, job-ready talent
- Support in filling hard-to-staff positions
- Opportunity to shape the next generation of industry professionals
- Financial support to offset training costs

Workforce Solutions Borderplex is calling on employers in the targeted industries to partner in hosting apprenticeships. Funding is available now, and spaces are limited.

Employers or job seekers interested in joining the NEWForce initiative can learn more at: bit.ly/NEWforce

For more information or media inquiries, please contact: Kandolite Carson, Spokeswoman, Workforce Solutions Borderplex (WSB) at kandolite.carson@outlook.com or (915) 920-3493