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ANNUAL REPORT PY23

WOKFORCE CONNECTION OF NEW MEXICO

VER REVISTA DIGITAL:



DECEMBER 2024



New Mexico
Workforce Connection
A Proud Partner of the American Job Center Network

STACY SACCO

CHAIR

Sacco Connections LLC



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CENTRAL REGION

The Workforce Connection of Central New Mexico (WCCNM) and New Mexico Workforce Connection (NMWC) centers in Bernalillo, Sandoval, Torrance, and Valencia counties are dedicated to addressing the evolving needs of priority industries. By empowering businesses to enhance their competitiveness, we serve as a trusted resource for businesses and job seekers across the region.

WCCNM actively collaborates with WIOA-mandated partners and community organizations to drive workforce development through innovative approaches. With the support of our board, staff, and partners, the Central Region continues to lead in supporting New Mexico's workforce and business community, fostering a strong and competitive landscape.



Overall, **794** individuals received Adult & DW training services in the Central Region.

ADULT

Employment Q2

110.29%

Actual	Goal
83.27%	75.50%

Median Earnings 

148.87%

Actual	Goal
\$11,909.29	\$8,000.00

Measurable Skill Gains

129.75%

Actual	Goal
82.07%	63.25%

Employment Q4

105.81%

Actual	Goal
79.89%	75.50%

Credential 

117.10%

Actual	Goal
74.94%	64.00%

DISLOCATED WORKER

Employment Q2

118.65%

Actual	Goal
80.68%	68.00%

Median Earnings 

174.53%

Actual	Goal
\$13,700.78	\$7,850.00

Measurable Skill Gains

128.40%

Actual	Goal
78.32%	61.00%

Employment Q4

109.33%

Actual	Goal
74.89%	68.50%

Credential 

104.18%

Actual	Goal
72.93%	70.00%

For more information about the WIOA Adult & Dislocated Worker program, visit www.wccnm.org/WIOA or email WIOA@wccnm.org

Data extracted from futureworks in Dec 2024: PY23 performance for Central region

440

Clients received
Individual Training
Accounts (ITA)

77

Apprenticeship
Participants

28

Internship
participants
placed

207

OJT Participants
placed

110

CT
Participants

WIOA TITLE I.B ADULT & DISLOCATED WORKER PROGRAM

MAJOR ACCOMPLISHMENTS

Performance Achievement

The WCCNM-WIOA Adult and Dislocated Worker Program Team exceeded all negotiated performance measures for Program Year 2023 (PY23) through intensive case management, accurate career matching, and rigorous data collection. Their efforts have successfully connected hundreds of community members to career pathways leading to long-term employment and self-sufficiency. By fostering a "work and learn" environment, the program integrates apprenticeships, internships, and work experiences, offering hands-on learning opportunities that benefit both job seekers and employers by enhancing skills, engagement, and retention.

In PY23, 478 new Adult and Dislocated Worker job seekers were enrolled in classroom training and 275 in work-based learning programs, with healthcare and transportation fields receiving significant investment due to high demand. Key achievements include recruiting interns through university job boards, supporting apprenticeships across 16 employers, and guiding 10 apprentices through on-the-job training in both traditional and non-traditional roles. Moving forward, WCCNM plans to increase transitional job enrollments by leveraging the Chances grant, aiming to provide early work-based learning experiences that promote stability and career growth.

MAJOR CHALLENGES & OPPORTUNITIES FOR IMPROVEMENT

Dislocated Worker Recruitment and Service Provision

Dislocated worker recruitment remains challenging due to delayed interest in training or employment until unemployment insurance (UI) benefits are nearly exhausted. This delay impacts their ability to pursue classroom training or secure on-the-job training (OJT), with unrealistic salary expectations or outdated skills further complicating their placement. Early outreach is essential to connect this population with training or job opportunities before their UI ends.

To address this issue, collaboration with the Department of Workforce Solutions (DWS) is proposed, focusing on proactive outreach during the initial stages of the UI process. Suggestions include providing information about training opportunities through flyers accompanying UI award letters or online UI application notifications. These efforts aim to engage dislocated workers earlier, improving outcomes through enhanced skills development and employment matches.

Overall, **628** youth received services through Central Region Youth Program.

By the end of PY23, **369** youth had completed the program through 4th quarter follow-up, and **555** participants were carried over into PY24.

Employment Q2

115.09%

Actual	Goal
77.11%	67.00%

Median Earnings

192.65%

Actual	Goal
\$7,127.93	\$3,700.00

Employment Q4

108.86%

Actual	Goal
71.84%	66.00%

Credential

84.46%

Actual	Goal
43.92%	52.00%

Measurable Skill Gains

115.19%

Actual	Goal
58.74%	51.00%

For more information about the WIOA Youth program, visit www.wccnm.org/Youth or email Youth@wccnm.org

Data extracted from futureworks in Dec 2024: PY23 performance for Central region



112

Youth participated in work experience

234

New participants enrolled

40

Young adults received ITA's

79

Youth received supportive services

184

Youth earned incentives

WIOA TITLE I.B YOUTH PROGRAM

MAJOR ACCOMPLISHMENTS

In PY23, strong partnerships were developed in key industries such as construction, healthcare, and automotive, resulting in apprenticeships and career pathways that expanded opportunities for participants.

The program exceeded five of six performance measures, demonstrating its effectiveness, while maintaining a 98% staff retention rate attributed to improved onboarding, competitive wages, and continuous training. Continuous quality improvement remained a priority, with monthly internal monitoring and Development Assets Framework training ensuring high service standards. The program's efforts reflect its commitment to fostering youth success and resilience. into career pathways that lead to long-term employment and self-sufficiency.

MAJOR CHALLENGES & OPPORTUNITIES FOR IMPROVEMENT

During PY23, the WCCNM Youth Program faced several challenges, including a reduction in training funds, which were fully expended within the first quarter due to high demand. This necessitated referrals to other programs and strengthened co-enrollments with the Adult WIOA program to secure additional funding. Competition from other programs and businesses offering higher wages and more hours for paid work experiences impacted youth placements, while decreased interest and activity in Torrance County, partly due to the East Mountain Chamber's closure, further complicated outreach efforts. Additionally, the program faced recruitment challenges for the Business Practitioner role, requiring Youth Development Practitioners to take on expanded responsibilities in business development and community engagement. Despite these obstacles, the program maintained its commitment to supporting youth through tailored strategies and partnerships.

6,380 individuals were enrolled in career services in the Central Region

Employment Q2

114.91%

Actual	Goal
66.65%	58.00%

Median Earnings

178.08%

Actual	Goal
\$9,925.93	\$5,574.00

Employment Q4

114.74%

Actual	Goal
66.55%	58.00%

For more information about the various career services offered in Bernalillo, Sandoval, Tarrant & Valencia counties, visit www.wccnm.org or email NMWorkforceConnection@wccnm.org

Data extracted from futureworks in Dec 2024: PY23 performance for Central region



9,670

Registered in
www.jobs.state.nm.us
system

3,668

Referred to job
opportunities

2,779

RESEA enrolled
individuals
services

8,759

Individuals
received career
counseling

3,348

Resume
preparation

2,781

Completed
Assessments

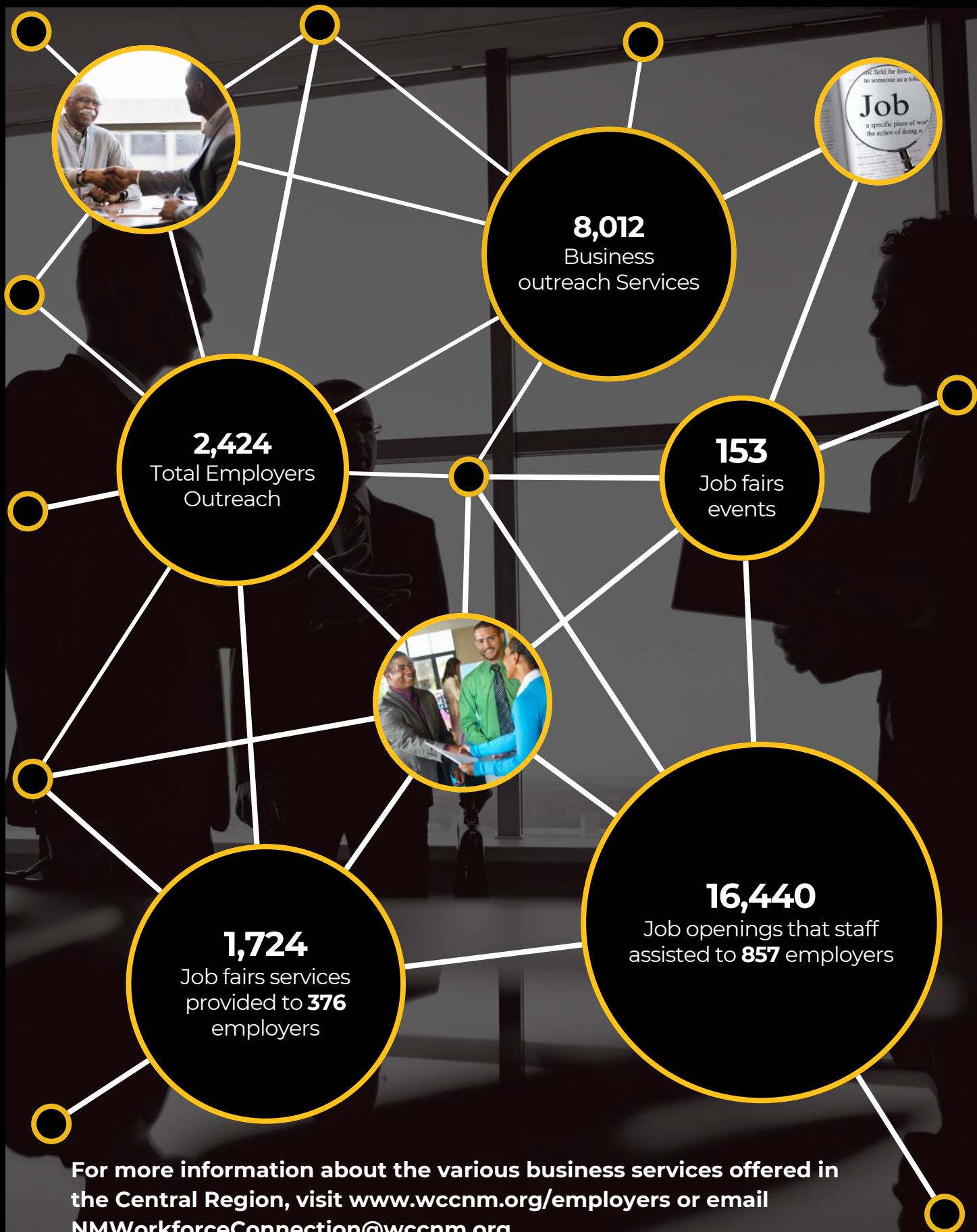
WIOA TITLE III CAREER SERVICES & ADDITIONAL PROGRAMS

The Career Services program (WIOA Title III-Wagner-Peyser services), in addition to programs including TANF, Veteran Services, and others, had successful outcomes and highlights throughout the previous program year. The following information and data reflects services provided by the Career Services Team, the Business Team, the TANF New Mexico Works Program, Veterans Services, and more.

The Reemployment Services and Eligibility Assessment (RESEA) Program is funded by the US Department of Labor to help Unemployment Insurance (UI) claimants return to work faster. There were 2,779 individuals certifying for UI benefits were connected to and enrolled in RESEA services virtually and in-person in Bernalillo, Sandoval, Torrance, and Valencia counties in PY23.

The Jobs for Veterans State Grant (JVSG) is a U.S. Department of Labor grant offered to states to provide personalized career services for eligible veterans and spouses. Our JVSG Veteran Services team is comprised solely of veterans. As veterans serving veterans, the team comes with real-world experience of transitioning from the military and entering the civilian workforce, while undergoing extensive training to understand the full array of resources and services available to veterans to succeed in the workforce.

In PY23, 2,758 veterans received services, including 560 veterans who newly registered for services, totaling 13,342 services provided.



Data extracted from futureworks in Dec 2024: PY23 performance for Central region

The background of the page features a light gray sky with soft white clouds. Several hot air balloons with different patterns (checkered, stripes) are floating in the sky. A large, thick red curved line starts from the left side and arches over the top right, ending near a circular inset. This inset, which has a red border and a yellow inner ring, shows a group of four business professionals (three men and one woman) in business attire gathered around a table, looking at and pointing to various documents and a tablet. The main title 'BUSINESS SERVICES' is positioned below the red arch on the left side.

BUSINESS SERVICES

MAJOR ACCOMPLISHMENTS

The WCCNM Business Teams, encompassing Adult & Dislocated Worker, Youth, and Career Services, streamline business engagement through the Business Connector dashboard, a centralized tool for managing workforce inquiries. This system improves communication, eliminates duplicate efforts, and enhances collaboration by enabling teams to track, refer, and respond to employer needs efficiently. Employers can easily submit hiring and training needs, which are routed to appropriate staff for timely follow-up, fostering seamless coordination and real-time updates.

The Business Team builds strategic partnerships with community organizations, chambers of commerce, and trade unions to address workforce gaps and strengthen the Central Region's talent pipeline.

Monthly outreach focuses on engaging businesses in key sectors like technology, healthcare, construction, and manufacturing, while Sector Strategy planning and a bi-weekly Events Sub-Committee ensure effective regional event coordination.

The team actively participates in career fairs and hiring events, connecting job seekers with employers and promoting workforce solutions. They support displaced workers by collaborating with unions and employers to provide training, career transition assistance, and access to apprenticeship programs, equipping participants with in-demand skills for sustainable employment. These efforts collectively enhance economic growth and workforce competitiveness in the Central Region.

BUSINESS SERVICES

SECTOR STRATEGIES

The WCCNM sector strategies have progressed with the IT/tech and healthcare industries. To include the USDOL's \$2 million, five-year H1-B Pathways to Infrastructure Jobs grant awarded in September 2023 with the targeted sectors; broadband, transportation and renewable energy. WCCNM will continue to leverage employer and industry relationships established through the sector initiatives with the IT/tech field to support that component in certain occupations for these three sectors that require those capabilities.

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

WCCNM has begun the process putting together a sector advisory council for the H1-B Pathways To Infrastructure Jobs Grant that consists of and engages key representatives to better serve and understand employer and worker needs. In efforts to further advance these initiatives we have also been developing an employer survey to assess their workforce needs.

BUSINESS SERVICES

ECONOMIC DEVELOPMENT SUBCOMMITTEE

In January 2024 the WCCNM Board voted to disband the Economic Development Standing Committee and implement an Economic Development Ad Hoc Committee as needed to review and make recommendations to the Executive Committee on Regional economic developments and trends related to workforce development. Upon request, a Business Engagement Ad Hoc Committee has been formed to advise on the development of county-level economic and workforce strategic plans. Furthermore, members of the WCCNM and staff are now participating within the State Workforce Board Business Engagement Committee to further these efforts and provide input for the Central Region.

The WCCNM Board members continue to drive economic development strategies and plans within their respective geographical areas. They are in contact with business owners that are interested in relocating to or expanding existing operations within New Mexico's Central Region. This "Business and Employer Engagement" and resulting strategic plan development, including critical knowledge of employer labor and workforce needs, positions the WCCNM, training institutions, and other workforce development organizations to develop and fund trainings that specifically meet the emerging staffing demands of New Mexico's existing and new employers.



WORK-BASED LEARNING

In PY23, the WCCNM Apprenticeship Team achieved key milestones, driving growth and increasing awareness of the Apprenticeship program

APPRENTICESHIP AWARENESS

Through active participation in job fairs, presentations during RESEA Orientation, organizing Youth Apprenticeship Week, and engaging with multiple schools, the team significantly increased awareness of the Apprenticeship program. The number of job seekers interested in the program grew from virtually none (0-1) per month to approximately 30-40 per month. This rise in interest also expanded the awareness of opportunities available through the program.

CREATION OF GUIDES FOR STAFF AND JOB SEEKERS

To better serve the community and businesses, the team developed various resources, including videos for social media, flashcards for job seekers, and digital documents detailing the application process for each occupation. These resources have been instrumental in guiding job seekers through the application process and promoting the program to the wider community.

STREAMLINED BOOKING PROCESS

A new booking system was introduced, allowing customers interested in the Apprenticeship program to schedule appointments with the Apprenticeship Team based on availability and preference for virtual or in-person meetings. This system not only offers greater flexibility to customers but also enables the team to prepare more effectively for client meetings. Our first customer successfully used this system to book a virtual meeting to discuss apprenticeship opportunities and we plan to continue offering virtual appointments.

DEVELOPMENT OF THE APPRENTICESHIP FORM

An innovative form was created in Formsite, designed as a decision tree. This form guides job seekers based on their profile, presenting them with relevant occupation options and offering the opportunity to schedule an appointment after completing the form.

IMPLEMENTATION OF PAPERLESS FILES

The team transitioned to paperless operations by digitizing all flyers, brochures, contact information, and pamphlets from each sponsor. This allows for efficient sharing of information with interested parties via email, reducing the environmental impact and improving accessibility.

EXPANDED OUTREACH

The Apprenticeship Team has been working to expand outreach efforts to potential Registered Apprenticeship Sponsors and Employers by collaborating with the WIOA business team and the HIB program. These efforts have already resulted in one employer registering an apprenticeship program. Additionally, the team is developing a strategic plan to focus on businesses with in-demand occupations by reviewing job postings and descriptions to align with apprenticeship opportunities.

Our team has been providing support and employment opportunities to marginalized or disadvantaged groups interested in apprenticeships by leveraging resources and building partnerships with organizations and agencies that offer critical services to individuals facing social, economic, or personal barriers, and we plan to expand these efforts in the future.



The WCCNM leverages diverse funding streams and programs but recognizes that varying eligibility requirements can create challenges for customers. To address this, the organization emphasizes collaboration, innovation, and strengthened service delivery at NMWC Centers. Additionally, WCCNM prioritizes Tier 1 industries, such as healthcare, IT, and construction, and Tier 2 industries, including retail and green energy, based on regional labor market research to meet employer needs and drive workforce development in the Central Region.



Data Source NMDWS (<https://www.dws.state.nm.us/en-us/Researchers/Data/Employment-Projections>)

According to the above cited data from the New Mexico Department of Workforce Solution's (NMDWS) Economic Research Analysis Bureau, the following updates are provided to assist WCCNM in defining the current Tier 1 and Tier 2 Industries. The updates ensure that WCCNM is in line with the State's information and will be effective July 1, 2023 – June 30, 2024. These guidelines will be used by all WCCNM Service Providers, as required.



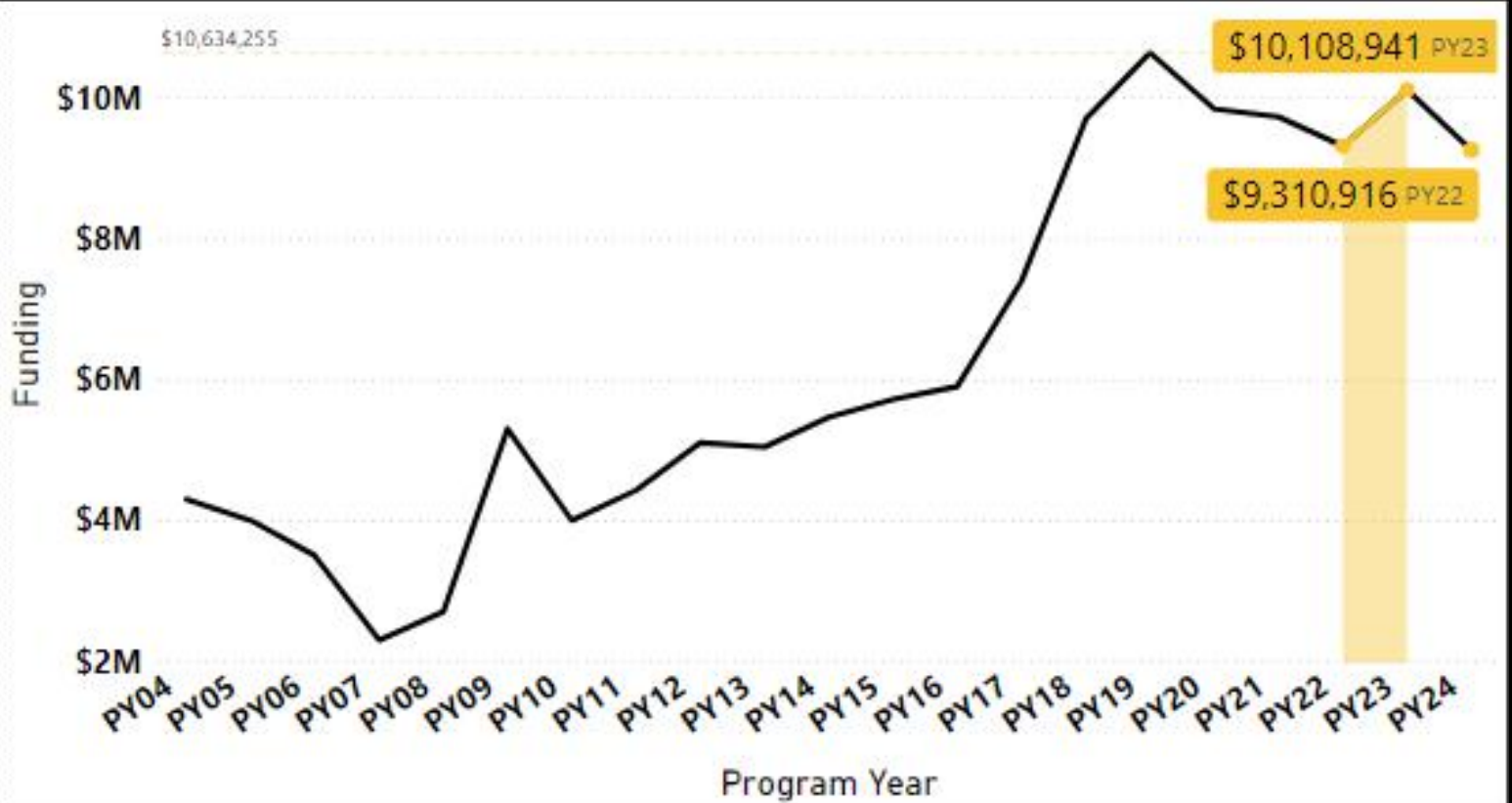
BUSINESS SERVICES

Major Challenges and Opportunities for Improvement

The WCCNM aims to enhance outreach efforts for underserved populations in the Central Region by strengthening communication with partners and community programs. To better promote the wide range of services and programs offered, targeted outreach initiatives will be developed to effectively engage these populations. Improving partner engagement will involve creating streamlined communication channels for outreach, training opportunities, and event planning. This will ensure better coordination, avoid duplication of efforts, and guarantee appropriate staffing across all co-located partners during events.

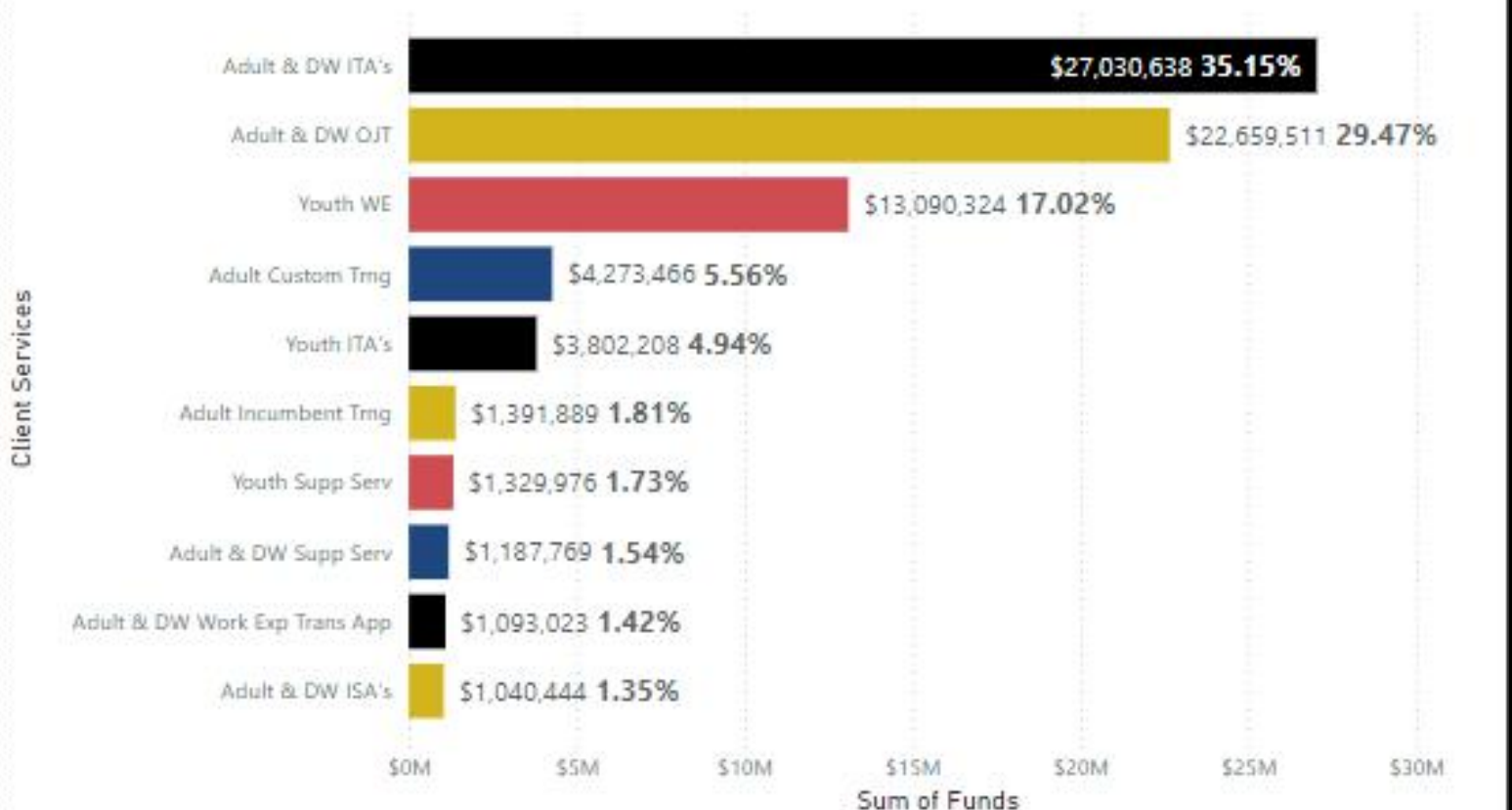
While WCCNM benefits from a variety of service providers, funding streams, grant awards, and programs, each comes with unique eligibility requirements and outcome measures. This can sometimes create confusion for customers, including the business community. To address these challenges, WCCNM will continue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

FUNDING



Please see the charts below depicting a breakdown of costs by program year periods to include Program Year 2002 through 6-30-24 or end of PY23.

WCCNM PY04 to PY23. Client Services by % Total



FUNDING

The Workforce Connection of Central New Mexico (WCCNM) successfully manages diverse funding streams, including grants from the USDOL and the State of New Mexico. The organization has completed several high-profile initiatives, such as the ARRA, SESP, NEG, and TechHire H1B grants, and continues to secure new opportunities like the USDOL REO and H1B Infrastructure grants. Moving forward, WCCNM's establishment as an independent entity will enhance its ability to compete for additional funding.

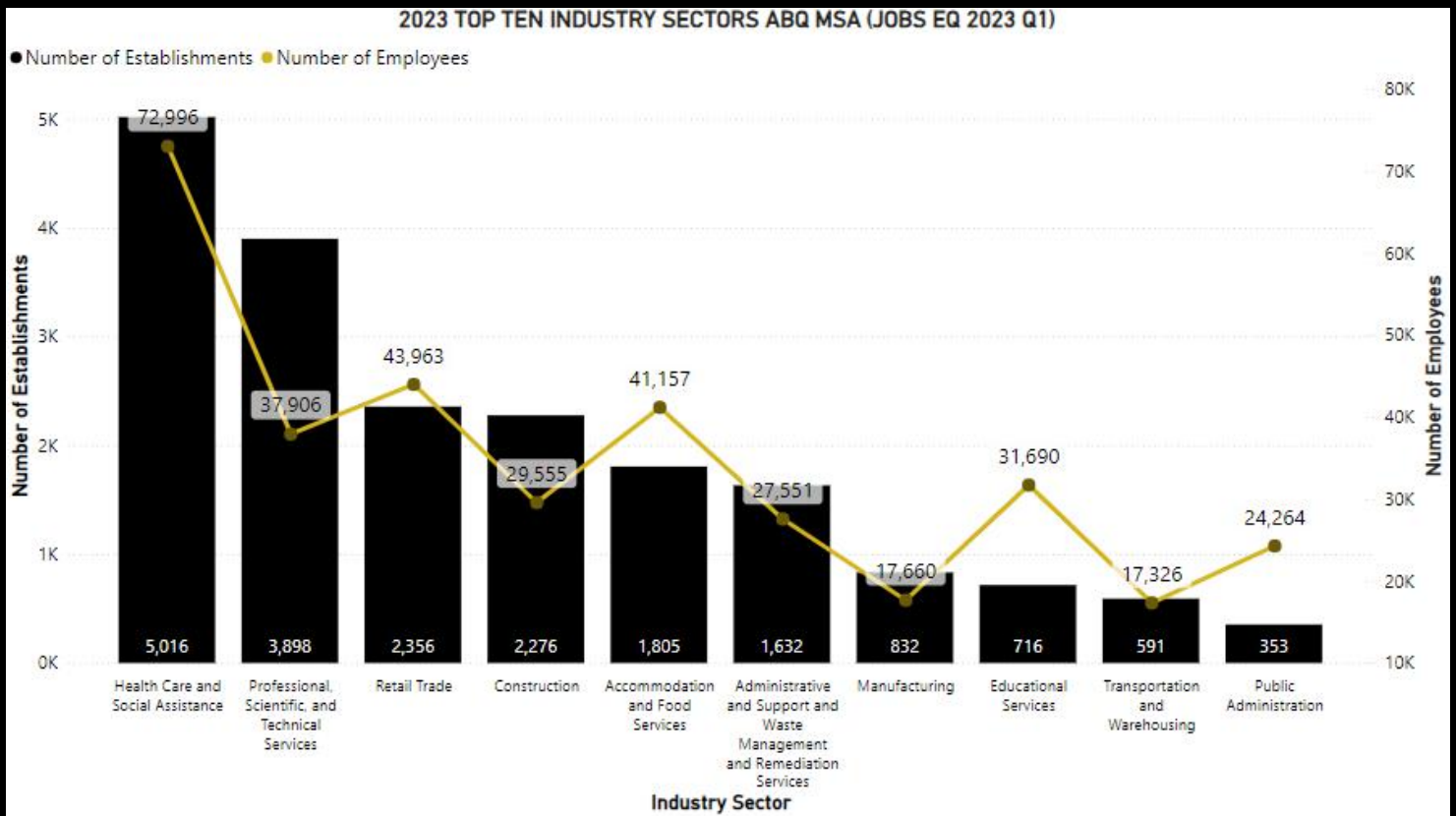


WCCNM's financial integrity is demonstrated by 18 consecutive years of clean third-party audits and the effective management of WIOA funds, with no forfeitures. It consistently exceeds the mandated 40% expenditure on participant services, reaching at least 55% annually, with additional state redistributions allowing for further investment in client services.

The Central Region's success is driven by collaborative board leadership, strong community partnerships, and prudent fiscal management. Board members prioritize regional goals, avoid conflicts of interest, and adapt quickly to new workforce demands. Subrecipients and the Fiscal Agent, MRCOG, ensure efficient fund utilization through robust internal controls, supporting WCCNM's operations, including New Mexico's flagship job center in Albuquerque.

Through strategic resource sharing, infrastructure investment, and a commitment to customer service, WCCNM effectively balances administrative costs with client services to meet workforce development needs across the four-county region.

LABOR MARKET SUMMARY



The following table shows estimated average wage information for 2023 Q1.

	Number of Employees	Average Hourly Wage	Average Weekly Wage	Average Annual Wage
Albuquerque MSA	391,290	\$28.63	\$1,145	\$59,540
New Mexico	841,555	\$27.63	\$1,105	\$57,460

† Assumes a 40-hour week worked the year round.

Source: NMDWS, Quarterly Census of Employment and Wages program

Labor Market Information

Explore New Mexico's economic and workforce data and analysis.



LABOR MARKET SUMMARY

The Central Region, encompassing Bernalillo, Sandoval, Torrance, and Valencia counties, is New Mexico's most populous region and home to key technological industries and major employers like Sandia National Laboratories, UNM, Presbyterian Healthcare, Kirtland AFB, and Intel. In 2023 Q1, the Albuquerque MSA represented 46.5% of the state's employment (QCEW data).

At the start of PY 23, the Albuquerque MSA unemployment rate was 4.1%, slightly above the state average of 3.7%. Over the year, the MSA added 9,500 jobs, reflecting a 2.4% increase in nonfarm employment. Notable private sector growth included education and health services (+3,200 jobs, 4.8%), leisure and hospitality (+2,300 jobs, 5.3%), and mining and construction (+1,200 jobs, 4.6%). Public sector employment also saw gains, particularly in state government (+800 jobs, 3.1%) and local government (+600 jobs, 1.6%).

Despite these increases, trade, transportation, and utilities experienced a decline of 1,200 jobs (-1.8%). Overall, the region's labor market highlights strong growth in priority sectors aligned with WCCNM's strategies to meet workforce demands.



CONTINUOUS QUALITY IMPROVEMENT AT WCCNM: 2023 PROGRESS AND FUTURE PLANS

The Workforce Connection of Central New Mexico (WCCNM) has made significant strides in its Continuous Quality Improvement (CQI) efforts during Program Year 2023, focusing on innovation, collaboration, and service enhancement. This article highlights the key achievements and outlines future plans for maintaining WCCNM's leadership in workforce development.

BUSINESS ENGAGEMENT TOOL LAUNCH

A major milestone was the full launch of the Business Engagement Tool on April 1st, 2023. This innovative platform has transformed business interactions with WCCNM, providing a transparent and efficient system for submitting inquiries, tracking service requests, and fostering real-time collaboration. With over 100 active business accounts gained since its launch, the tool has demonstrated successful adoption within the business community.

EVENTS SUB-COMMITTEE CREATION

An Events Sub-Committee was established to review and improve event planning and sector strategy across the region. Composed of representatives from various business teams and programs, this committee reports its findings and recommendations to the Operations Standing Committee, ensuring a coordinated approach to regional workforce events.

INTERNAL PROCESS IMPROVEMENTS

WCCNM focused on enhancing internal processes, particularly at the Welcome Desk. By documenting key processes, creating detailed flowcharts, and developing activity matrices, the organization standardized operations, streamlined customer interactions, and reduced bottlenecks. These efforts improved operational efficiency and identified new opportunities for continuous improvement.

DIGITAL ENHANCEMENTS

The organization implemented digital tools like QR codes for participant registration, leading to more accurate and efficient data collection. Updates to the onboarding process ensured that staff were better prepared to deliver uniform, high-quality services. WCCNM also focused on improving its intranet, MyHub, to better serve staff and partner needs, including updates to the training section and streamlining request processes.

LOOKING AHEAD: PY24 CQI INITIATIVES

For Program Year 2024, WCCNM has developed a standalone CQI plan to guide its efforts in elevating quality improvement initiatives. The focus areas include:

IMPROVING CUSTOMER SATISFACTION

Implementing new strategies to enhance the overall experience for job seekers and businesses.

INCREASING AUTOMATION

Identifying and implementing automated solutions to reduce manual work and improve accuracy.

ENHANCING INTERNAL COMMUNICATIONS

Streamlining information flow within the organization to improve efficiency and collaboration.

INCORPORATING AI INTO OPERATIONS

Exploring artificial intelligence applications to enhance service delivery and decision-making processes.

By embedding CQI practices into its core operational framework, WCCNM ensures that quality improvements are not just isolated initiatives but an integral part of its service delivery model. This commitment to continuous improvement and innovation positions WCCNM to remain responsive to the evolving needs of job seekers, businesses, and community stakeholders.



WCCNM's PY23 feedback surveys showed strong participant satisfaction and positive outcomes despite a 1% response rate from **6,516** distributed surveys. The organization remains focused on Continuous Quality Improvement, enhancing services, survey methods, and staff training to meet workforce needs.

WIOA TITLE I PROGRAM

Satisfied with
program services

91%

Found employment
through assistance

81.8/%

Felt needs were well
met

91%

Satisfied with staff
professionalism

82%

Said program met or
exceeded
expectations

91%

TITLE III EMPLOYMENT AND CAREER SERVICES PROGRAM

Satisfied with
provided services

53%

Said services met
their needs

55%

Satisfied with staff
professionalism

70%

Felt expectations
were met or
exceeded

72%



CHANGES TO SYSTEM & PROGRAM DELIVERY

The WCCNM continuously uses customer survey results to assess and improve service delivery across New Mexico Workforce Connection Centers. Based on customer feedback, adjustments will be made, as needed, to resource room activities, customer flow, focusing on frequently requested services. The survey insights are also key in finalizing the structure and content of the new WCCNM and NMWC Central Region website. To enhance the survey process, particularly for the Youth Program, surveys will now be sent via text instead of email to encourage higher response rates.

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

Collaborating with RESEA to support dislocated workers

Promoting in-demand training programs like IT boot camps and apprenticeships

Using data-driven outreach to reach high DW population areas

Raising awareness of DW qualifications through targeted outreach

Offering financial aid to DW clients completing training

“WHERE WE ARE
GOING”
(SONORA)

PENDING



PARTNERSHIP ENGAGEMENT STRATEGIES

Reentry Employment Opportunity Grant- CHANCES

The WCCNM's Pathway Home 3 CHANCES grant, awarded in July 2022, supports incarcerated individuals 20–270 days before release by providing pre-release job readiness, occupational training, and reentry services. A reentry partner network in Bernalillo County has been established to ensure sustainability beyond the grant period.

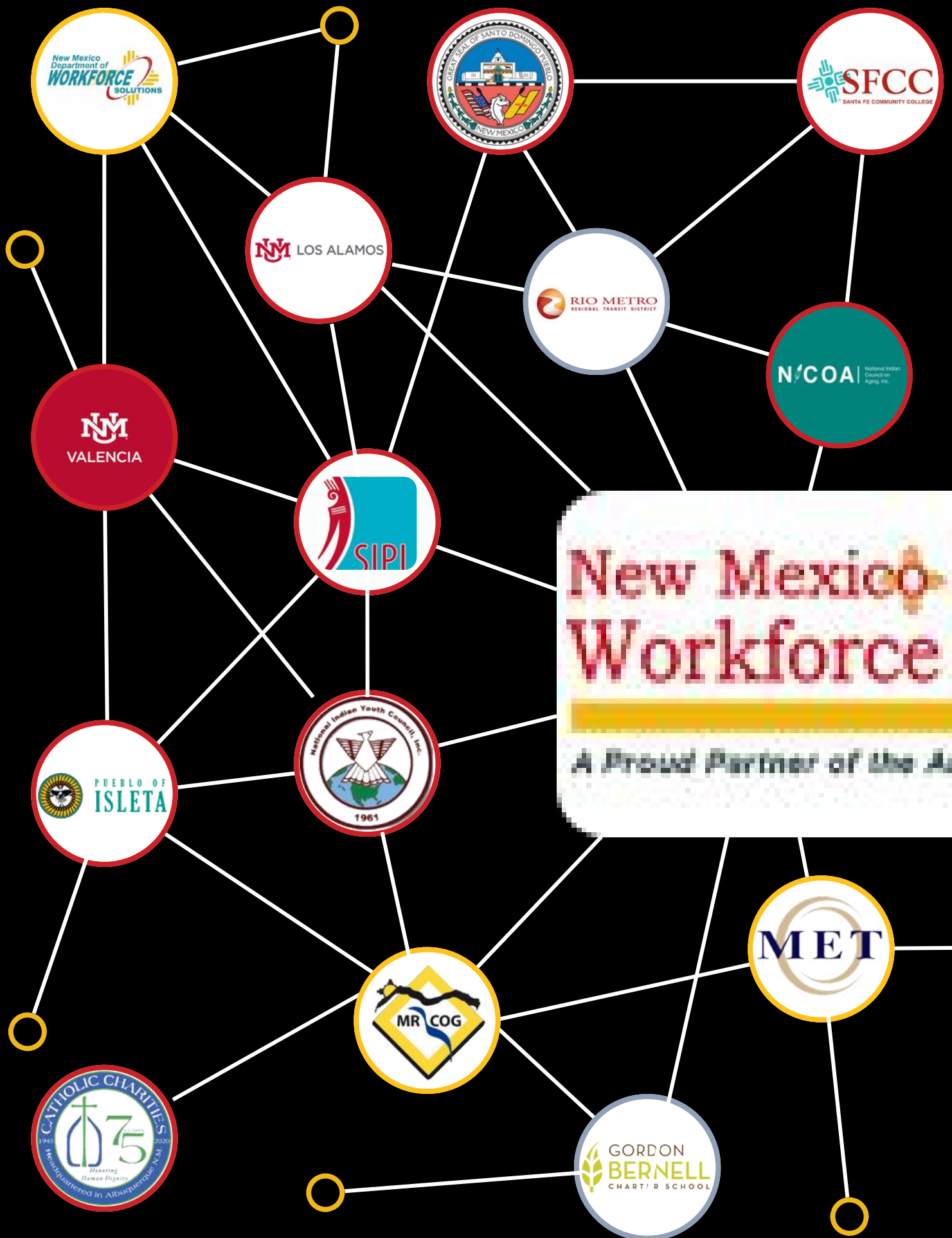
WCCNM has requested a 12-month extension through December 2026 to enroll 105 additional participants and expand co-enrollment strategies. The program addresses challenges like employment barriers, behavioral health, and recidivism by offering housing, healthcare, counseling, and training stipends to support successful reentry and job placement.

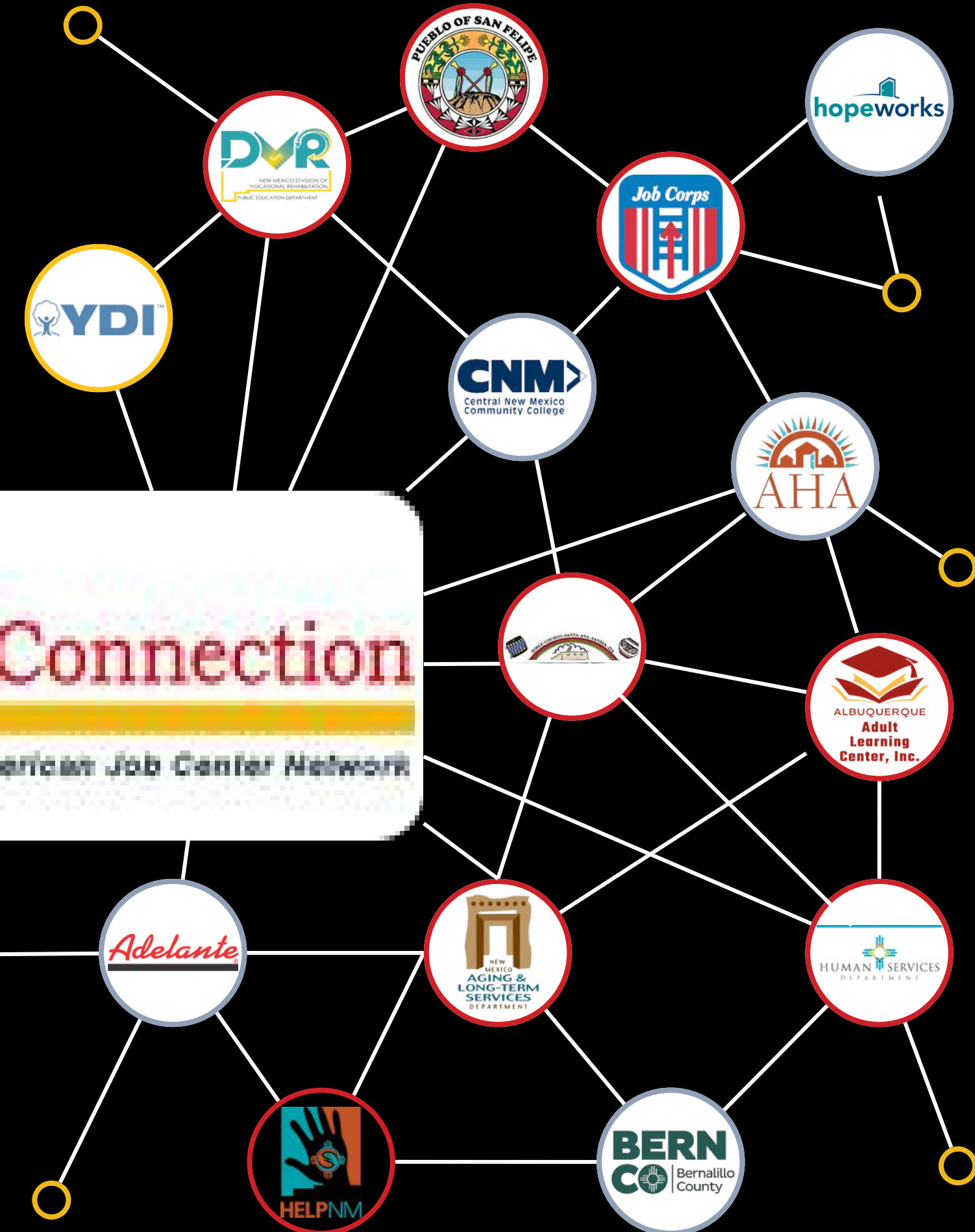
Future reentry grant opportunities are being explored to build on the program's successes.

H1-B Pathways to Infrastructure Jobs Grant

In October 2023, WCCNM was awarded a \$1,999,976 DOL grant for the NM-MIP project, focusing on IT, Advanced Manufacturing, and Renewable Energy career pathways. The infrastructure sectors that are highlighted are IT, Advanced Manufacturing, Professional, Scientific, and Technical services career pathways and will focus on these areas of job demand: Broadband, Renewable Energy, and Transportation.

In PY23, efforts included co-enrolling 15 participants, collaborating with higher education and industry partners, engaging with tribal and disability workforce organizations, and creating an inventory of state funding and training resources to address workforce gaps. **For PY24, the goal is to enroll 5–10 participants monthly and strengthen employer relationships to enhance the regional sector strategy plan.**







PARTNER ENGAGEMENT & SYSTEMS-WIDE APPROACHES

INTAKE AND REFERRALS

WCCNM streamlined its referral system in PY23 by using a single comprehensive referral form, enabling faster and more efficient referrals across internal and external partners. Bidirectional referral capabilities were added, enhancing collaboration and holistic support. Staff education, expanded partner information on the intranet, and a focus on referrals from RESEA to WIOA and Apprenticeship programs further improved the system.

SYSTEM-WIDE TRAINING STRATEGY

WCCNM maintained its three-tiered training strategy in PY23, focusing on core WIOA programs, partner systems, and professional development. Training highlights included form creation, WCOS reporting, Canva for presentations, and website updates. Staff also received training on the Business Services Connector and workplace safety, ensuring readiness to meet evolving workforce and business needs.

BI-WEEKLY TEAM COORDINATION MEETINGS

Bi-weekly meetings expanded to include all partners, promoting stronger collaboration and cohesive service delivery. Key topics included event calendars, quality improvement initiatives, and operational challenges. The hybrid format increased participation and ensured alignment across regional programs, partners, and centers.

COMMUNICATION AND MARKETING EFFORTS

Digital marketing strategies for PY23 were optimized by focusing on streamlining internal communication and marketing procedures, expanding social media content, and leveraging community partnerships to increase brand awareness. Key accomplishments include:



Social Media Growth

Achieved over 5% quarterly growth on platforms like Meta and TikTok, expanding brand awareness through educational video content.



Website Enhancements

Improved navigation, SEO, accessibility, and content updates to ensure a user-friendly, ADA-compliant platform



Business Services Connector

Launched in July 2023 to streamline workforce service requests, supported by a targeted marketing campaign that boosted engagement and partner accountability



Data Collection & Analysis

Leveraged Formsite for secure event registrations, improving outreach and customer service while aiming to enhance data-driven marketing decisions.



Streamlined Content Management

Cross-trained staff to improve consistency and address ADA compliance in digital content.



Email Marketing Development

Began utilizing Formsite data to expand email outreach, with plans to broaden efforts in PY24.



Improved Communication Tools

Developed handouts and resources to highlight job opportunities and events, expanding these efforts region-wide in PY24.



Increased Partner Collaboration

Enhanced content diversity through streamlined Social Media Marketing Requests and expanded outreach to partners and community programs.

Challenges and Strategic Adjustments

Competition

To address social media saturation, WCCNM will strengthen partnerships with Chambers of Commerce and community organizations to drive traffic to services and events

Demand for Video and Email Content

Plans include increasing video production and expanding email marketing with additional staff and partner involvement to enhance digital engagement.





THANK YOU

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CONTACT US :



+123-456-7890



hello@reallygreatsite.com



www.wccnm.org



123 Anywhere St., Any City, ST 12345

