

North Central
NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT



**Northern New Mexico
Workforce Integration
Network**

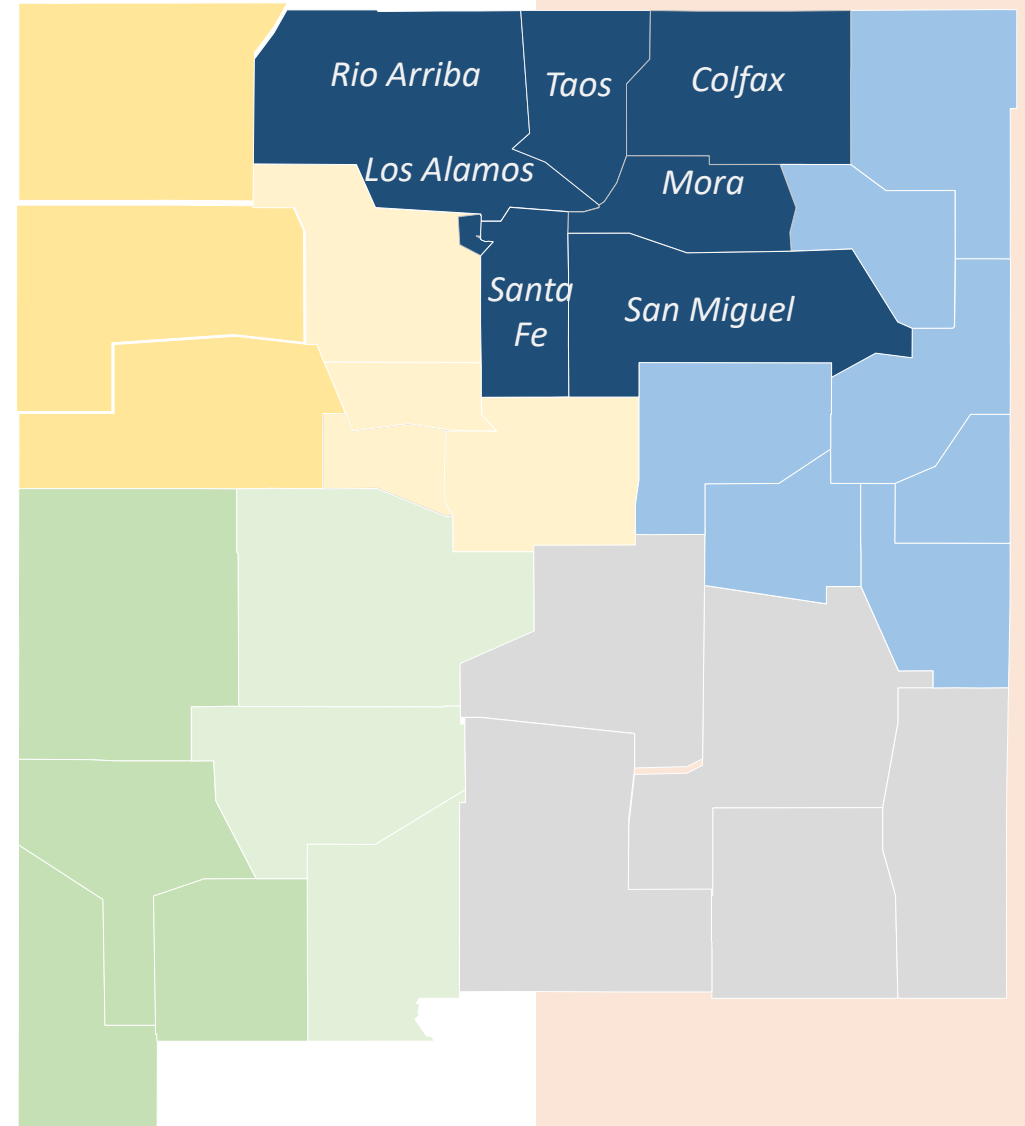
May 3, 2023



EDA Good Jobs Challenge: Northern New Mexico Workforce Integration Network (WIN)

Creating pathways for unemployed and under employed Latino, Native American, and formerly incarcerated individuals, as well as individuals recovering from substance use disorder, into high-paying jobs in construction/skilled trades and healthcare.

- \$6.4 million award
- Project focused in seven-county region
- Targets are 1,750 participants and 1,100 jobs



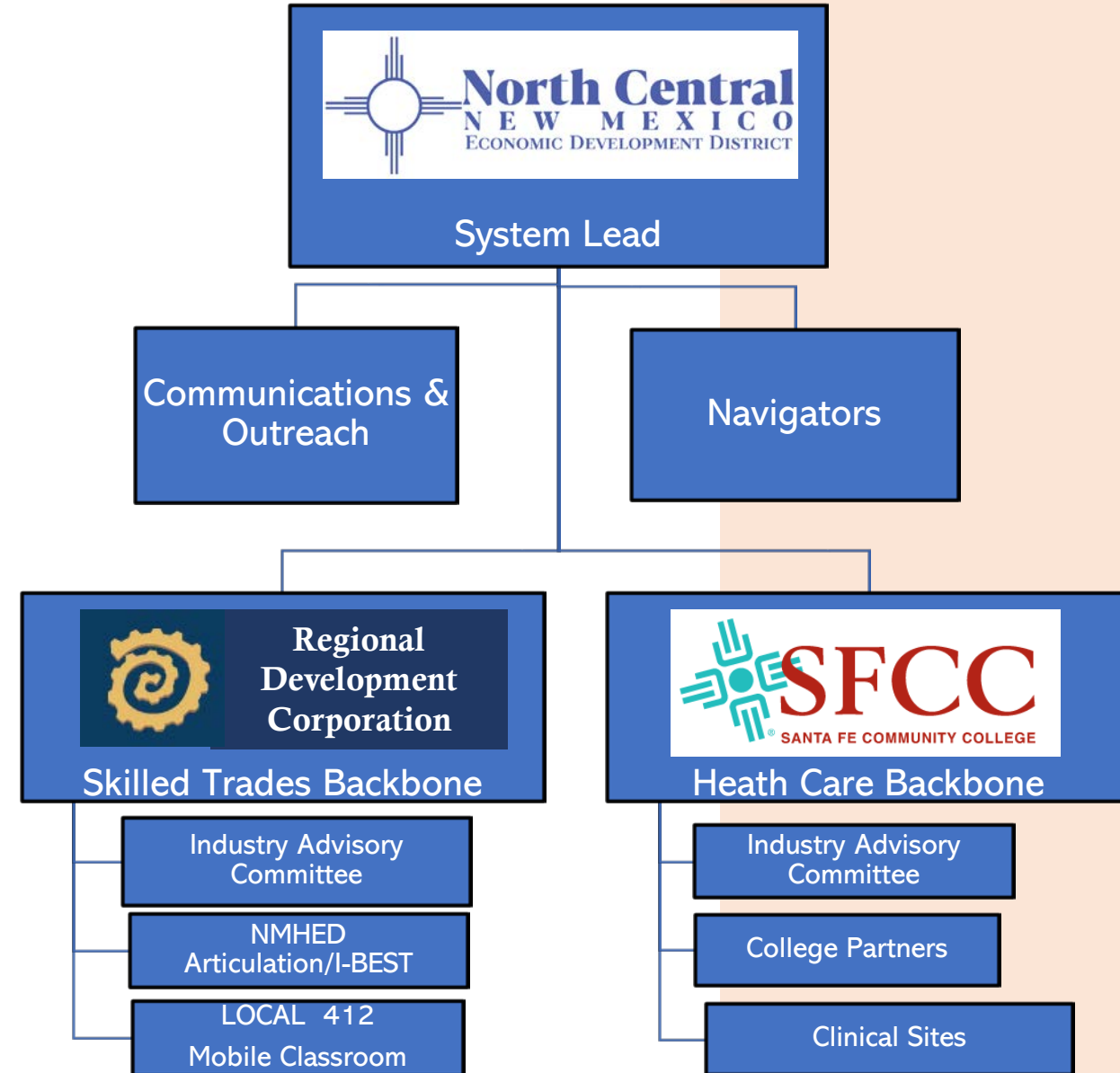
About our Region

- **Economic disparity**—Many very low-income counties exist alongside Los Alamos County, home to LANL and one of the highest income counties in the U.S.
- **Minority-Majority Population**—Hispanic and Native American, including eight Pueblos and the Jicarilla Apache Nation
- **Rural and frontier areas**—Three counties have populations under 20,000
- **Tourism-based economies**—Santa Fe & Taos are internationally known tourism, arts and skiing destinations. Impacts include high-cost housing and seasonal employment.
- NM and regional dependency on **government employment**—23%+ of employment is in government
- Private sector consists primarily of **small businesses**
- **Some economies in transition** from mining, the railroad and forestry
- **Traditional farming and ranching** continues in most counties
- Parts of our region **recently devastated by fires and flooding**



About the WIN

- Culmination of 10+ years of workforce development work
- North Central brought together three potentially competing GJC applications (skilled trades, health care, work-based learning)
- Major equity component: Approx. 2,000 individuals coming out of substance abuse recovery every year in our region
- Identified backbones but cast a wide net to include all higher ed. Institutions, workforce development entities, state agencies, social service partners and employers
- Organic approach
 - ✓ Place-based: What are the most pressing regional employment needs?
 - ✓ Equity: What industries are most likely to benefit unemployed and underemployed adults?



From the Brookings Institution Project on State and Metropolitan Innovation

“Inclusive regional economic growth doesn’t happen on its own. Somebody has to bring together key stakeholders across program and jurisdictional boundaries, develop a common plan and oversee implementation through a network of partnering organizations.”

“Expanding Growth and Opportunity.” Findings from the Brookings-Rockefeller Project on State and Metropolitan Innovation. July 2015

Partners and Roles

Major Employers

- Los Alamos National Laboratory
- COMPA (LANL Subcontractors)
- Hospitals and health clinics
- Construction companies
- Rural electric cooperatives

Provide job opportunities, internships, apprenticeships.

Serve on industry advisory committees.

Workforce System

- Northern Area Local Workforce Development Board,
- New Mexico Workforce Connection Centers
- HELP New Mexico, Inc.

Outreach and recruitment, benefits screening and enrollment, job search and placement, additional training, provide facilities to Navigators.

Unions

- U.A. Local Union #412
- International Brotherhood of Electrical Workers #611
- Association of General Contractor
- Associated Builders and Contractors
- Associated General Contractors
- National Association of Development Organizations
- Santa Fe Home Builders Association

Participant and employer outreach, defining necessary skills, curriculum review, work and learn, apprenticeships, and job placements.

Outreach using mobile unit.

Partners and Roles

Higher Education

- Luna Community College (San Miguel County)
- Northern New Mexico College (Rio Arriba County)
- Santa Fe Community College (Santa Fe County)
- UNM-Los Alamos (Los Alamos County)
- UNM-Taos (Taos County)
- Statewide curriculum alignment with NM Higher Education Dept.

Participant recruitment, deliver training, academic coaching, support developing fully aligned and transferable curriculum between institutions.

Wrap-around Services

- Darrin's Place
- Hoy Recovery Program
- Rio Grande ATP
- Santa Fe Recovery Center
- YouthWorks

Outreach and recruitment, coaching and counseling, residential and outpatient therapy, benefits assistance, and stabilization assistance.

Small WINS Along the Way

- Strategic Doing©
- I-BEST
- Statewide Career Technical Education (CTE)
- Unite Us Platform
- Project ECHO Collaboration
- Collaboration with Other Industries
- Housing grant for WIN participants



*EDA Roundtable Event, Santa Fe Community College,
August 15, 2022*

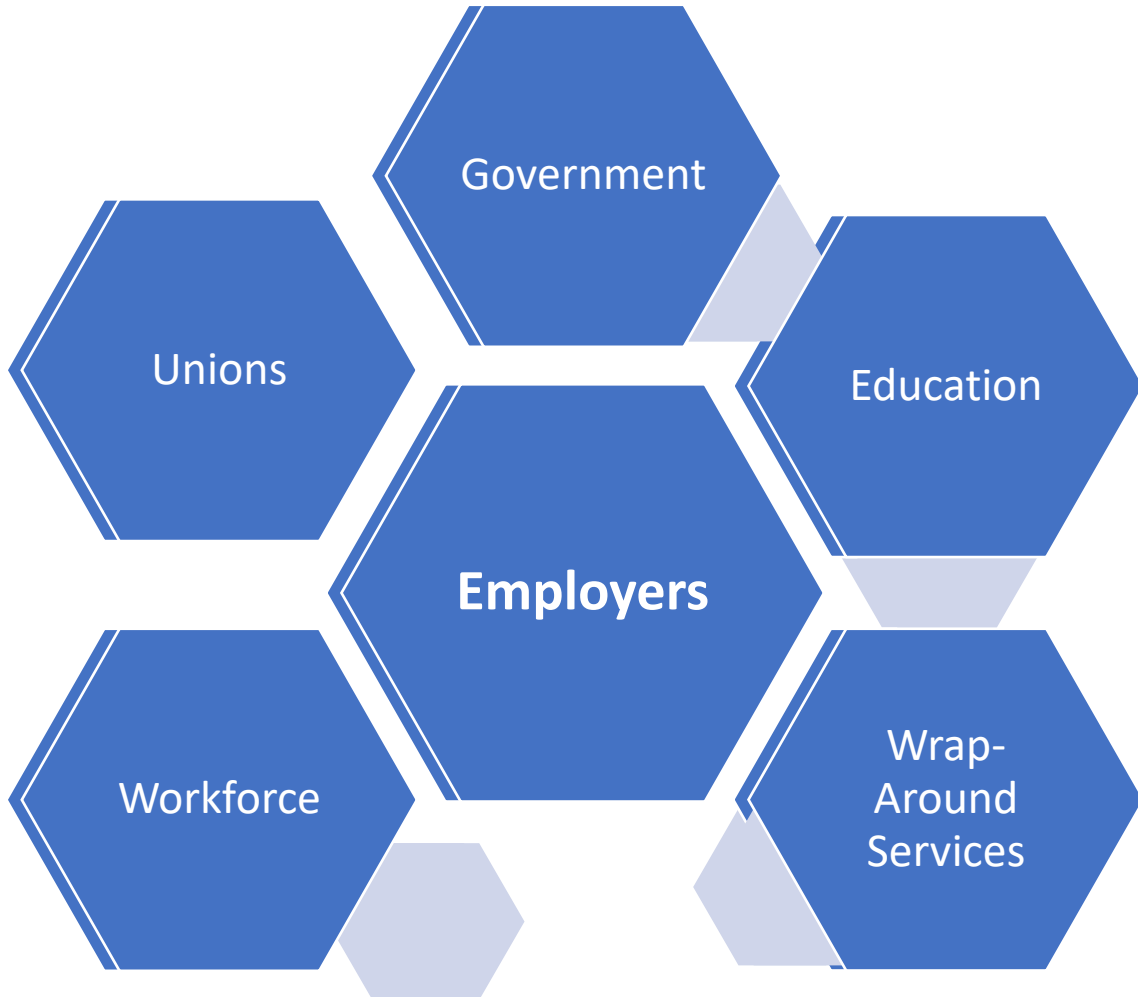
...And Challenges



Next Gen Sector Partnerships: A Definition

Regional partnerships of **business leaders** within one industry, who work together with **public partners** from economic development, workforce development, education and training, and other community organizations, to address the shared workforce and broader **competitiveness needs** of their industry.

Sector Development: Bringing Employers to the Center



Employer panel at REDI Summit, April 12, 2023



Questions and Answers



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