The Bridge of Southern New Mexico

Goals

• Support efforts that lead to annual increases in graduation/completion rates for high school, community college, and university students

• Build a diverse, highly skilled workforce that meets the needs of business and fuels future economic development
Goal 1: Increase High School Graduation Rates

<table>
<thead>
<tr>
<th>Location</th>
<th>SY 07-08</th>
<th>SY 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>HATCH</td>
<td>74%</td>
<td>65%</td>
</tr>
<tr>
<td>LAS CRUCES</td>
<td>54%</td>
<td>80%</td>
</tr>
<tr>
<td>GADSDEN</td>
<td>46%</td>
<td>86%</td>
</tr>
<tr>
<td>DONA ANA COUNTY</td>
<td>55%</td>
<td>80%</td>
</tr>
</tbody>
</table>
What Did We Learn?

The Early College High School Model graduates students at near 100%

- Eliminates gaps in demographic groups
- Most earn associates degrees and/or certifications along with their diploma
- Places them at an average $5,000-$14,000 economic advantage over their non-ECHS peers
What Did We Learn?

Best Practices

- Finding out they CAN do college as early as 9th grade is life-changing
- Pathways connected to career destinations
- Students learn responsibility and self-motivation early
Scaling Up What Works

• Only 10% of New Mexico’s high school students are in Early College High Schools today

• Career focus must be prioritized in all high schools
Survival Skills of the Future
Tony Wagner

Agility and adaptability
Curiosity and imagination
Critical thinking and problem solving
Initiative and entrepreneurship
Accessing and analyzing information
Collaboration across networks and leading by influence
Advisors: In one word, what do you see as the biggest challenge for you in connecting students to future careers?
10-Year Employment Projections Summary - 2014 to 2024

Statewide Projected Employment Growth

- 7.7% increase by 2024
- 65,829 more jobs from the 2014 employment estimate of 853,914
The Fastest-Growing Industry

Healthcare and Social Assistance

- Projected to grow by 23.2 percent, or about 28,470 jobs
- All four industry subsectors projected to experience significant job growth:
  - Ambulatory health care services
  - Hospitals
  - Social assistance
  - Nursing and residential care facilities
# 10-Year Employment Projections Summary - 2014 to 2024

## Notable Results

- Accommodation and food services projected to grow quickly, with many new jobs.
- Educational services and construction industries also projected to grow faster than average.
- Utilities, information, and manufacturing projected to shrink by 2024.

## Projected Numeric & Percentage Employment Growth by Major Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs 2014</th>
<th>Percentage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care &amp; Social Asst.</td>
<td>28,465</td>
<td>23.2%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Svcs</td>
<td>13,160</td>
<td>15.3%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>6,877</td>
<td>8.8%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>3,624</td>
<td>3.9%</td>
</tr>
<tr>
<td>Construction</td>
<td>3,301</td>
<td>7.7%</td>
</tr>
<tr>
<td>Self-Emp. &amp; Unpaid Family</td>
<td>3,174</td>
<td>6.0%</td>
</tr>
<tr>
<td>Professional &amp; Tech. Svcs</td>
<td>2,412</td>
<td>4.6%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>1,598</td>
<td>7.4%</td>
</tr>
<tr>
<td>Transp. &amp; Warehousing</td>
<td>986</td>
<td>5.1%</td>
</tr>
<tr>
<td>Arts, Entert. &amp; Recreation</td>
<td>939</td>
<td>7.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>930</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other Services</td>
<td>665</td>
<td>3.2%</td>
</tr>
<tr>
<td>Admin. Support &amp; Waste Mgmt</td>
<td>464</td>
<td>1.1%</td>
</tr>
<tr>
<td>Local Government</td>
<td>345</td>
<td>0.8%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>197</td>
<td>0.8%</td>
</tr>
<tr>
<td>State Government</td>
<td>186</td>
<td>0.8%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>81</td>
<td>0.8%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>74</td>
<td>0.7%</td>
</tr>
<tr>
<td>Mining &amp; Oil &amp; Gas Extraction</td>
<td>63</td>
<td>0.2%</td>
</tr>
<tr>
<td>Mgmt of Companies</td>
<td>41</td>
<td>0.8%</td>
</tr>
<tr>
<td>Utilities</td>
<td>-245</td>
<td>-5.5%</td>
</tr>
<tr>
<td>Information</td>
<td>-564</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>-944</td>
<td>-3.4%</td>
</tr>
</tbody>
</table>
10-Year Employment Projections Summary - 2014 to 2024

- Education, training, and library occupations also projected to grow quickly, with many new jobs
- Community and social service occupations projected to be in increasing demand
- STEM-related occupations projected to grow faster than non-STEM occupations (10.3 percent growth versus 7.3 percent)

### Projected Numeric & Percentage Employment Growth by Major Occupational Group

**New Mexico, 2014–2024**

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Projected Jobs</th>
<th>Percentage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Care &amp; Service</td>
<td>11,715</td>
<td>28.1%</td>
</tr>
<tr>
<td>Food Preparation &amp; Serving Related</td>
<td>11,028</td>
<td>14.0%</td>
</tr>
<tr>
<td>Healthcare Practitioners &amp; Technical</td>
<td>7,586</td>
<td>15.9%</td>
</tr>
<tr>
<td>Education, Training &amp; Library</td>
<td>5,362</td>
<td>10.2%</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>4,679</td>
<td>18.8%</td>
</tr>
<tr>
<td>Sales &amp; Related</td>
<td>3,588</td>
<td>4.3%</td>
</tr>
<tr>
<td>Management</td>
<td>3,259</td>
<td>6.1%</td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>2,762</td>
<td>4.4%</td>
</tr>
<tr>
<td>Transportation &amp; Material Moving</td>
<td>2,503</td>
<td>5.3%</td>
</tr>
<tr>
<td>Business &amp; Financial Operations</td>
<td>2,277</td>
<td>6.4%</td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>2,251</td>
<td>1.9%</td>
</tr>
<tr>
<td>Community &amp; Social Service</td>
<td>1,962</td>
<td>13.1%</td>
</tr>
<tr>
<td>Bldg &amp; Grounds Clean. &amp; Maint.</td>
<td>1,761</td>
<td>5.7%</td>
</tr>
<tr>
<td>Installation, Maintenance &amp; Repair</td>
<td>1,546</td>
<td>4.6%</td>
</tr>
<tr>
<td>Computer &amp; Mathematical</td>
<td>1,175</td>
<td>7.7%</td>
</tr>
<tr>
<td>Life, Physical &amp; Social Science</td>
<td>781</td>
<td>6.5%</td>
</tr>
<tr>
<td>Protective Service</td>
<td>605</td>
<td>2.5%</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>500</td>
<td>4.9%</td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>318</td>
<td>1.5%</td>
</tr>
<tr>
<td>Production</td>
<td>202</td>
<td>0.7%</td>
</tr>
<tr>
<td>Legal</td>
<td>43</td>
<td>0.7%</td>
</tr>
<tr>
<td>Farming, Fishing &amp; Forestry</td>
<td>-74</td>
<td>-1.0%</td>
</tr>
</tbody>
</table>
10-Year Employment Projections Summary - 2014 to 2024

Occupational Growth

- 1 of 2 new jobs (11,500) in personal care and service or food preparation and serving-related job
- Healthcare practitioners and technical jobs and healthcare support jobs projected to grow quickly (15.9 and 18.8 percent, respectively)
  - 2nd and 3rd projected growth rates of all 22 major occupational groups
  - 9 specific healthcare occupations projected to see quick growth AND many jobs (RN’s and Healthcare Aides lead)
Borderplex Region (DAC, EPC, Sierra, Luna, Otero)

Median Income $38,853
Poverty Line $24,600 for a family of 4
Doña County Population in Poverty
According to KidsCount Data

- Total Population: 26%
- Children Under 17: 39%
- Children Under 4: 44%
Workforce Talent Collaborative
Workforce Talent Collaborative
Economic Development Targets

- Healthcare
- Defense
- Agriculture
- Digital media
- Advanced Manufacturing
- Transportation & Logistics
- Energy
- Aerospace
Understanding the Key Connections

1. EDUCATION is the key to building talent.

2. TALENT is the key to economic development.

3. ECONOMIC DEVELOPMENT is the key to job growth.

4. JOB GROWTH fuels regional prosperity and vibrant, thriving community for all.
A Comprehensive Approach to Workforce Talent Development

CULTURE CHANGE
Narrative Change

WORKFORCE TALENT DEVELOPMENT

High School Graduation
ECHS, CTE, DC
Career Certifications and Associates Degrees
2+2, Aggie Pathways
College Graduation
Workforce Innovation Opportunities Act
Opportunity Youth Onramp

STEM/STEAM/STEM-H PROFICIENCY

BUSINESS ENGAGEMENT
(Leadership, Mentorship, Internships, Apprenticeships, Externships)

POLICY

TheBridgeofSNM.org

STEM/STEAM/STEM-H PROFICIENCY
Healthcare Sector Pathways, Partners, and Positions

Dual Credit/CTE Pathways

High School: Arrowhead Park Medical Academy/HS CTE Health Pathway


New Mexico State University (NMSU): College of Health and Human Svcs

NMSU/Texas Tech/Univ. of NM/St. Francis

Burrell/University of New Mexico

2+2 program

3+3 program

DACC (GED to Credentials)

Non-Traditional Education Pathway

Workforce Innovation and Opportunity Act Board and NM Workforce Solutions/Connections Contract Agencies

EXCEL (Scholarship Opportunities)

Traditional Education Pathway

Work-Based Learning

Career Opportunities

Certified Nursing Assistant $24,000

Patient Care Tech $27,000

Tech/ADN $41,000 - $59,000

BSN $61,000

Physicians Assistant/Nurse Practitioner $100,000

MD/DO $145,000

Work-Learn Pathways (Tuition Asst.)

Residency
Readjusting Our Focus

College is *not* a destination...
It’s part of the journey.

Success happens at many levels:
• Career certifications
• Associates degrees
• Bachelors degrees and beyond (4-year +)
Readjusting Our Focus

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Financial Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>$973,000</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>$1,304,000</td>
</tr>
<tr>
<td>Some College/No Degree</td>
<td>$1,547,000</td>
</tr>
<tr>
<td>Associate's Degree</td>
<td>$1,727,000</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>$2,268,000</td>
</tr>
<tr>
<td>Master's Degree</td>
<td>$2,671,000</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>$3,252,000</td>
</tr>
<tr>
<td>Professional Degree</td>
<td>$3,648,000</td>
</tr>
</tbody>
</table>
Readjusting Our Focus

Social Worker | Communications | Nutrition | Commercial Truck Driver | Diagnostic Medical Sonographer | Welder | Web Developer

$0 | $500,000 | $1,000,000 | $1,500,000 | $2,000,000 | $2,500,000

$0 | $500,000 | $1,000,000 | $1,500,000 | $2,000,000 | $2,500,000
### Job Openings by Education Level
#### 2010-2020

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School Diploma</td>
<td>12%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>24%</td>
</tr>
<tr>
<td>Postsecondary Vocational Certificate</td>
<td>10%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>18%</td>
</tr>
<tr>
<td>Associate's Degree</td>
<td>12%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>24%</td>
</tr>
<tr>
<td>Master's Degree or Higher</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Georgetown Center on Education and the Workforce*
Good Jobs that Pay without a BA – New Mexico

Georgetown University Center on Education and the Workforce

$58,000
Median earnings of non-BA workers with good jobs in 2015

Who has the good jobs? BA vs. non-BA

48% 139,000 workers with good jobs have at least a BA
52% 151,000 workers without a BA have good jobs
Why is STEM Important?

20%

of all jobs require a high level of STEM knowledge in any one field

50%

of all STEM jobs don’t require a four-year degree and pay

10%

more than non-STEM jobs
## Most and Least Helpful Sources of Advice by Highest Level of Education

<table>
<thead>
<tr>
<th>HIGHEST LEVEL OF ED.</th>
<th>TOP 3 MOST HELPFUL SOURCES</th>
<th>BOTTOM 3 MOST HELPFUL SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s degree</td>
<td>⚪ Community leader (92%)</td>
<td>⚪ Print media (71%)</td>
</tr>
<tr>
<td></td>
<td>⚪ HS coach (89%)</td>
<td>⚪ Internet media (68%)</td>
</tr>
<tr>
<td></td>
<td>⚪ Employer or coworker/HS</td>
<td>⚪ HS counselor (65%)</td>
</tr>
<tr>
<td></td>
<td>teacher/ Person with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>experience in field</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(85%)</td>
<td></td>
</tr>
<tr>
<td>Some college, no</td>
<td>⚪ Military (81%)</td>
<td>⚪ Friend (63%)</td>
</tr>
<tr>
<td>degree</td>
<td>⚪ Person with experience</td>
<td>⚪ HS counselor (61%)</td>
</tr>
<tr>
<td></td>
<td>in the field (80%)</td>
<td>⚪ College counselor (59%)</td>
</tr>
<tr>
<td></td>
<td>⚪ Staff at college, non-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>adviser (77%)</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>⚪ Person with experience</td>
<td>⚪ Internet/Print media</td>
</tr>
<tr>
<td></td>
<td>in field (85%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>⚪ Community leader (83%)</td>
<td>⚪ College counselor (65%)</td>
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<td>⚪ Military (81%)</td>
<td>⚪ HS counselor (59%)</td>
</tr>
</tbody>
</table>

Source: Gallup and the Strada Education Network. Major In Sequence: Where Students Get Valued Advice on What to Study in College.
**EXPANDING EMPLOYER LEADERSHIP IN K-12 CAREER DEVELOPMENT**

**PROBLEM**

- Students have trouble navigating career opportunities.
- Employers struggle to find the right person for jobs critical to their competitiveness.

**SOLUTION**

**A CUSTOMER SERVICE APPROACH TO CAREER DEVELOPMENT**

Just as the private sector deploys account managers to meet customer needs, **employer account management** can provide high-quality customer service to business partners by:

- Representing the business community within schools
- Serving as a subject matter expert on career pathways
- Vetting and matching students with employers
- Validating skills acquired during work-based learning experiences
- Organizing diverse talent sourcing networks

**WHERE TO START**

**EMPLOYERS MUST ACT NOW!**

- Collaborate with schools that integrate employer account management services into career development activities.
- Connect to intermediaries that use employer account management to match employers and young adults.
- Embed an agent of a business association to execute employer account management practices on behalf of member companies.

**Employer Account Management: Forging Real Career Pathways for Today’s Youth**

Learn more at [www.YouthEmploymentWorks.org](http://www.YouthEmploymentWorks.org)

Source: Youth Truth, College and Career Readiness Data, 2015
Leadership

Mentorship

Internship

Apprenticeship

Externship

“Ships” of Business Engagement
Mentorship

• High-quality, work-based learning experiences on-campus
  o Creative problem solving
  o Team-building
  o Communication
  o Research
  o Activities that increase “employability skills”
• Site visits to businesses off campus
• One-on-one conversations with employers
• Interactive/virtual mentoring
Internship – Youth Employment

New Mexico

State Rank
51
Score
40.9 / 100

Compare

Opportunity Score
40.9
Economy Score
42.3
Education Score
41.3
Community Score
39.8
Health Score
40.1

National
52.4
52.9
54.4
46.8
55.5
Internship – Youth Employment

• Engage business in designing the learning experience
  o Provide on-line video training for employers

• Develop clear, engaging employer recruitment materials

• Set clear expectations in pre-placement experience for students
  o Paid vs. unpaid
Internship – Youth Employment

• Integrate WorkKeys assessment
  o Skill-based competencies beyond their academic credentials
  o Informs their personal efforts to skill up for future employment

• Integrate regional transit resources to help students with transportation barriers

• Develop transition into paid summer job experience
WIOA’s Partnership for You

Strategies:

• Strengthen workforce development and education linkages.

• Emphasize work-based experiences for target populations.

• Emphasize broader participation in career pathways and sector strategies.

25% of youth funding targets in-school youth.
We are New Mexico’s TrueTalent!

New Mexico is a state poised for transformation: rich in educational assets, thriving industries, hotbeds of innovation, and growing opportunities for those who live here.

The bridge begins in connecting need to success.

When we connect our youth, young families, and those who seek to achieve more with the education, business, and workforce assets we already have, they will create the future we all want.

We can stem the tide of “brain drain” and the exodus of young families by engaging them as the leaders and problem-solvers of tomorrow. If we don’t want our TrueTalent to leave, we simply must give them a reason to stay!

www.NewMexicoTrueTalent.org
Career Exploration
Welcome to Why I Work!

Why I Work is a financial tool that shows you how much money you need to make to afford the things you want and need. Here's how it works:

Click through the screens to identify what you spend each month on different items. You can choose default amounts or customize your spending.

When you're finished, Why I Work will add up your spending for each category and tell you how much you need to earn to cover your expenses.

Then you can go to the Career Solutions Exploration Tool to learn about different occupations that have an annual wage that's similar to what you need.
What Can I Earn?

Jobs by Salary Range

Browse jobs by salary rates and pay scales as compiled by the Salary.com salary experts. Compensation ranges and salary levels, are determined for the best job salary comparison. Different job salary info is available for all payscales. Job pay structure for: base pay salary information, job market salary level. On pay day will your pay stub for direct pay be in the salary wage range you want? Check out the career salary info from Salary.com.

Click a salary category to find jobs in your target salary range.

- Six Figure Income jobs ($100,000+)
- High Income jobs ($80,000 - $100,000)
- Upper Middle Income jobs ($50,000 - $80,000)
- Middle Income jobs ($30,000 - $50,000)
- Entry Level Income jobs ($10,000 - $30,000)
What Education Can Help Me Get There?

College Scorecard

Find Schools
Compare schools now

- Programs/Degrees
- Location
- Size
- Name
- Advanced Search

FIND SCHOOLS
Sharing the Message – All Audiences

YouTube: Tracey Bryan
Changing the Future of our Region Starts with the Workforce
Sharing the Message - Educators

Vimeo: Kevin Fleming
Advisors: Who are your strongest community partners?
Advisors: Do your students have access to some type of "employability" skills assessment/education?
Advisors: If yes, what tools do you use?

Top
Advisors: Do you feel students in your district have an understanding of how to use higher education (community college, university) to help them prepare for a career?

Yes

No
Advisors: Do you feel you have good advisement for dual credit classes with your higher ed partners?
Advisors: Based on what you learned today, what is one thing you will take back to your school for use or action?
Connecting the Dots from High School to College to Careers

The Bridge has been at work for the past six years to help connect the dots between education and career readiness — investing in the future of our community by investing in our greatest resources — young people and the institutions that prepare them for life.

Students are looking for purpose and meaning, an identity, and the sooner they connect their natural giftedness and interests with the skills and knowledge available through Doña Ana County’s rich educational assets, the sooner they begin to see who they could be.

Together, we will continue to pursue the most promising practices, tools, and programs for connecting the answers to students’ questions, “What do I want to be when I grow up?” to “What do, as a community, want to be when we grow up?”

We support four interconnected priorities that propel students toward high school, post-secondary, and career success. And we lead a partnership working to meet the overarching community need for a comprehensive plan for workforce development aligned to growing well-paying industries to support the long-term economic strengthening of this region.

Learn more:
thebridgeofsnm.org

@thebridgeofsnm

@TraceyPBryan