

2021 School Counselors' Virtual Conference

CAREER PATHWAYS AND PREPARING FOR HIGH-VALUE CAREERS

TRACEY BRYAN

Session Time: 9:00 A.M.



Tracey Bryan



Tracey Bryan, President and CEO, leads The Bridge of Southern New Mexico, a non-profit organization that brings together Doña Ana County's business, education, economic development and government communities together to support two things: increases in high school and college completion rates and aligning systems to support the skilled and ready workforce needed for strong workforce talent pipelines to spur economic growth. The Bridge has emerged as one of New Mexico's most successful collective impact initiatives, creating the state's first-ever workforce development plan aligned to economic development targets and is now working with a broader set of partners to implement their plan.

Tracey holds leadership positions with New Mexico First, Ngage New Mexico, Arrowhead Investors Advisory Network, Federal Reserve Bank of Dallas Business and Community Advisory Council, and chairs the New Mexico State Workforce Board.

NS4ec



SESSION AGENDA

- The Power of Collaboration
- COVID's Impact on Work
- COVID's Impact on Education
- Solution: Relevant Career Pathways
- Connecting Educators and Employers
- Building Awareness of Opportunity



NS4ec

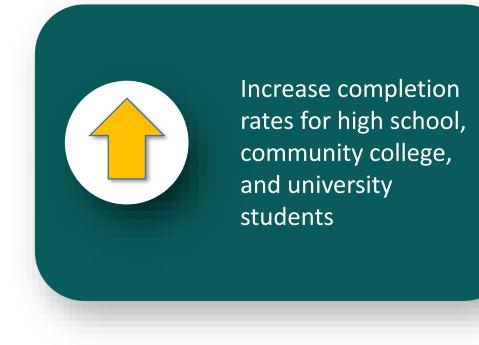
The Power of Collaboration







Two Goals of The Bridge





Build a diverse, highly-skilled workforce that meets the needs of business and fuels future economic development





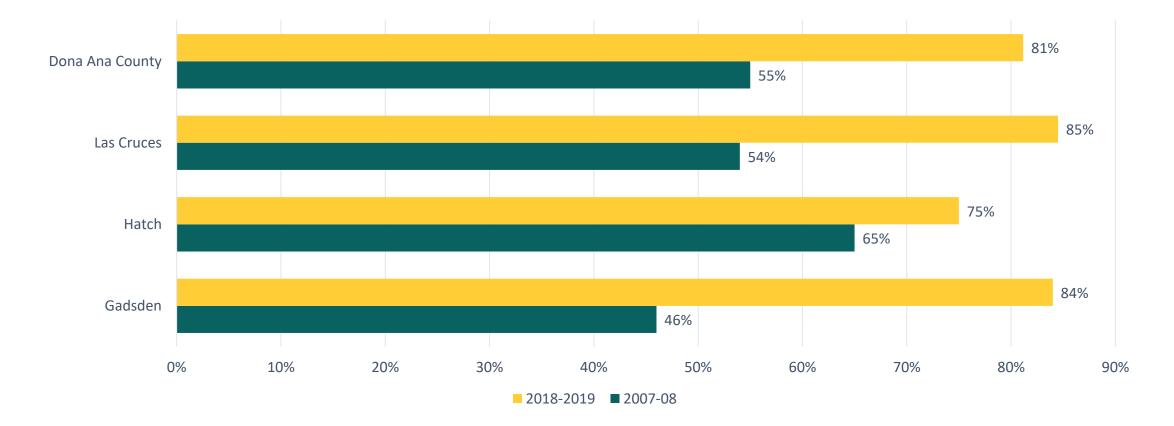
What Did We Learn from the Early College High School?

100% Graduate	Eliminates outcome gaps for under-represented populations
Career-Focused	Path from 9 th grade to graduation is mapped out up front
Accelerated Academic Outcomes	Most earn associate degrees and/or certifications along with their diploma
Increased Earning Power	Places them at an average \$5,000-\$12,000 economic advantage over their non-ECHS peers





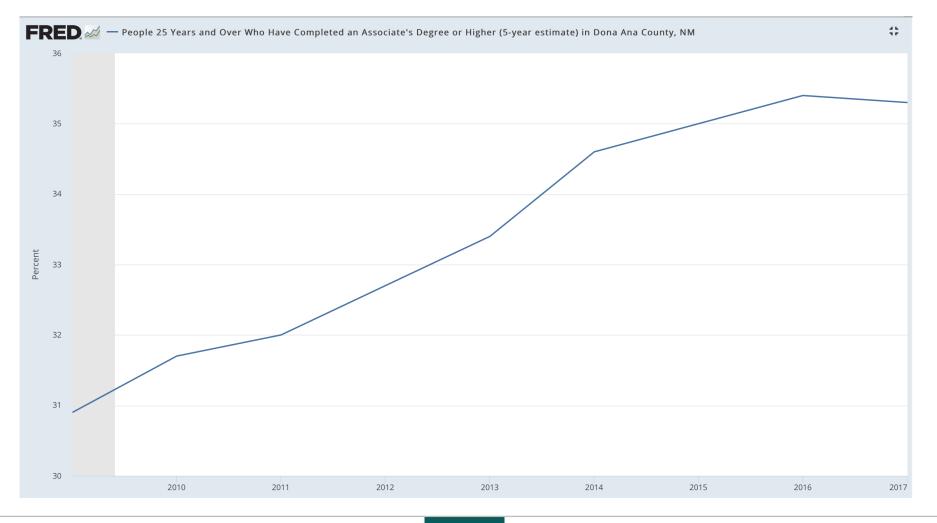
Goal 1a: Increase High School Graduation Rates







Goal 1b: Increase College Completion Rates







Benefits of Career and Technical Education Association of Career and Technical Education/NM PED



94% vs. 71% for non-**CTE** students

enroll in college

concentrators go to college, advanced training, military service, or employment within six mo. after graduation

relevant, real-world opportunities would have kept them in school





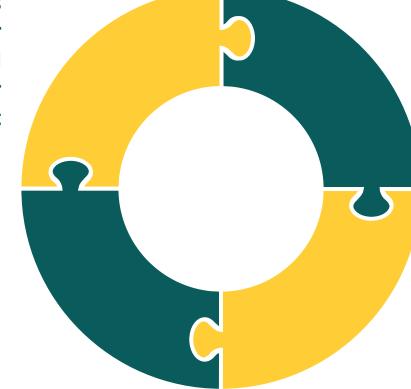
The Bridge of SNM Strategic Goals

Establish Doña Ana County as New Mexico's premier "ecosystem of academic and economic opportunity" for New Mexico's True Talent

Cultivate a countywide

PK-14/16 education

continuum



Support a thriving and growing business community with strong pools of well-qualified local talent and optimal alignment of workforce investments

Leverage influence and voice statewide to inform smart policy and effective practice





COVID'S Impact on Work

Skyrocketing Unemployment

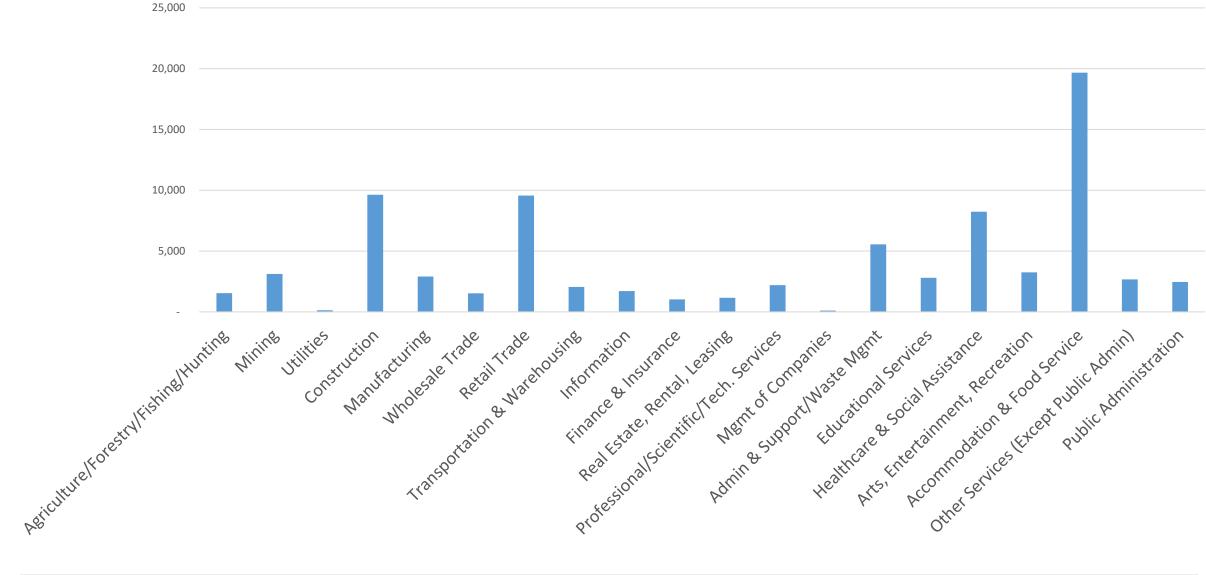
Individuals Receiving Unemployment







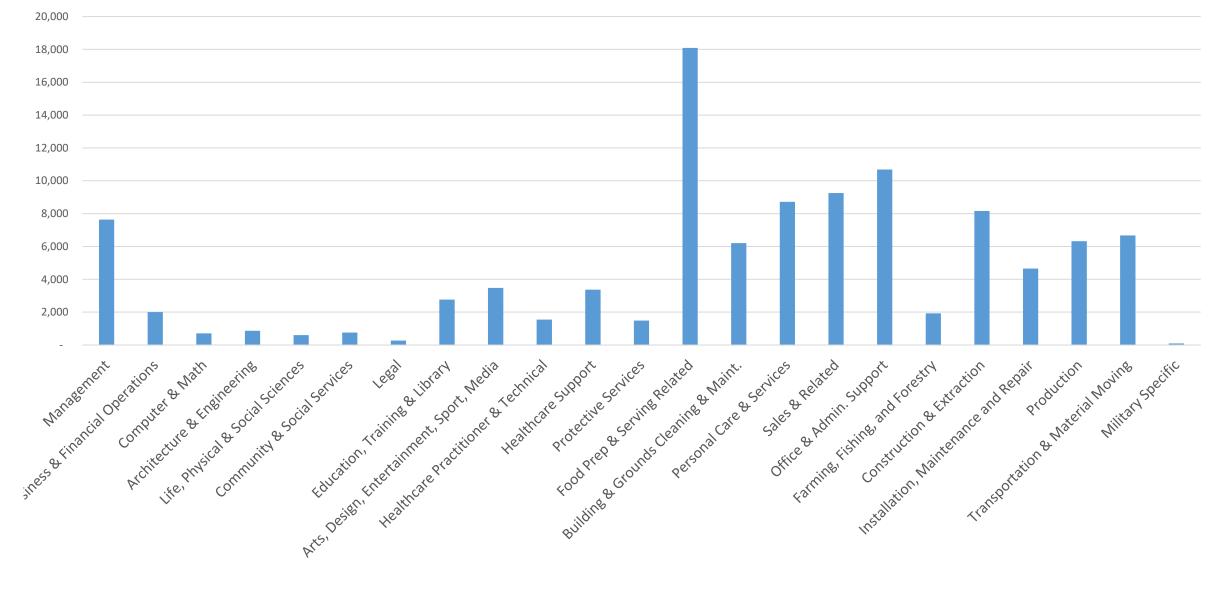
Unemployed by Industry







Unemployed by Occupation







Workforce Development Post COVID-19 Pandemic

Summary

Unemployment increased at unprecedented rates in New Mexico in the spring and summer of 2020. In July 2020, over 197 thousand New Mexicans applied for unemployment benefits – 6 times more than during the Great Recession. Job losses have occurred primarily in low-wage occupations in the following industries: accommodation and food services, retail trade, healthcare and social assistance, and natural resources. The economy in counties with the largest unemployment growth – including Taos, Lea, Santa Fe, and San Juan—are largely built on these industries. Many of the lost jobs are at risk of not coming back, and recovery may take longer in New Mexico than nationally. Effective workforce development programs are, thus, critical to economic recovery, including case management, high performance workforce centers, and focused training.

Evidence-based case management for unemployed workers could provide the state a \$17 return for every dollar spent. However, this program's traditional operations have been suspended due to COVID-19 spread. Similarly, the local workforce boards, which regionally operate a number of federally funded workforce programs, have suspended in-person services and moved many services online. New Mexico's local workforce boards receive around \$25 million in federal dollars annually but are in the bottom third of states in their success in helping laid off workers find new employment. The workforce boards have inconsistent reporting of performance that could be related to the state's poor performance for services for those unemployed. Furthermore, some industries in New Mexico are poised to rebound more quickly and some may even see growth in the next few years. However, within these industries, there may not be enough qualified candidates for the job openings.

There were over 197 thousand unemployment insurance claimants in July 2020, and many may need workforce development programs to get back to work more quickly.

When considering how to improve workforce development, the Legislature should consider requiring local board performance reporting as part of the state Accountability in Government Act. The Workforce Solutions Department should ensure additional funding is targeted toward programs with the highest expected return on investment. Additionally, it should use data from local workforce boards for performance management and ensure that education, training, and apprenticeship programs are targeted toward the industries more likely to rebound and grow.



Findings/Recommendations

- 32% to 42% of jobs won't come back (Univ. of Chicago study)
- Counties hardest hit are those with the largest percentage of employment in the four industries
- Lower income workers (bottom 20%) lost highest percentage of jobs (35% vs. 9%)
- New Mexico colleges and universities should be using personalized student advisement end employment data to tailor their offerings.







Driving New Mexico's Future

Empowering a Competitive Economy in a Post-Pandemic World

2020

- A Competitive Analysis to Drive Future Growth
- Survey 692 Businesses/Leaders
- 6 Focus Groups of Stakeholders
- Data to Understand Current Competitiveness
- Trends Analysis
- Best Practice Research
- Strategic Action Agenda



Workforce

Biggest Issues

Potential employees are lacking the <u>soft skills</u>, or personal skills, necessary to be successful, such as work ethic, honesty and personal responsibility.



Potential employees don't possess the <u>work skills</u> we are looking for such as teamwork, communication, and problem solving.



The overall <u>pool of potential</u> <u>employees</u> in New Mexico is too small.

Recommendations to Begin to Be More Competitive

To address the challenge of insufficient skilled workers

- 1) Increase the overall labor pool for employers
- 2) Improve the number of workers with work readiness skills and in-demand middle skills
- 3) Extend opportunity to underserved communities and populations

To address the top concern of stakeholders and improve the overall regulatory business climate

4) Make the New Mexico regulatory environment among the most business friendly in America

To take advantage of the state's location, respond to corporate needs and spread opportunity more broadly

5) Strengthen the State's infrastructure

To acknowledge rapid change and take advantage of emerging opportunities

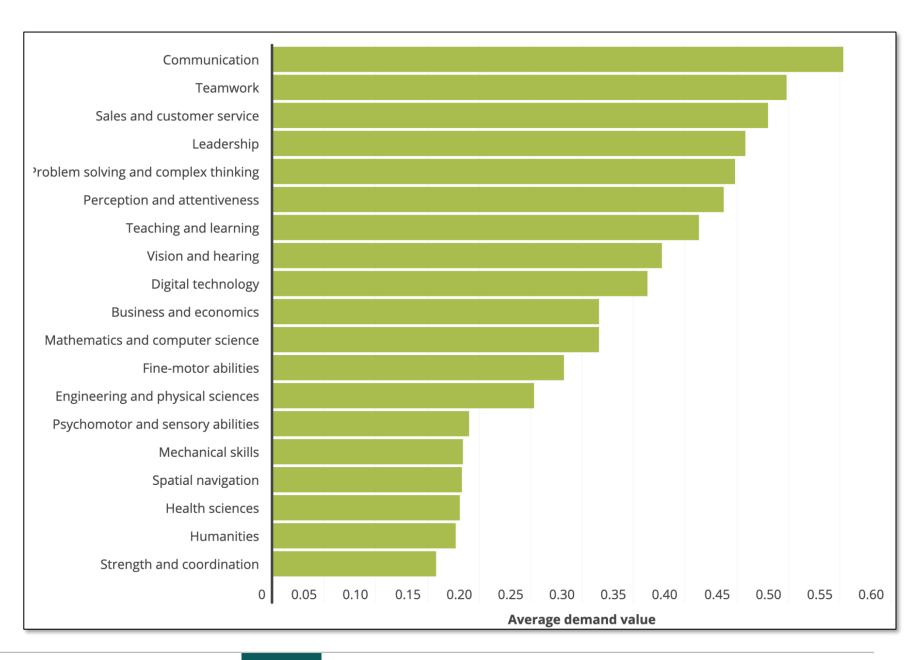
6) Prioritize and emphasize entrepreneurship

To align business needs, higher education assets and government efforts to efficiently grow the New Mexico economy and raise the prosperity of the state's citizens

- 7) Amplify the voice of business
- 8) Create forums for ongoing collaboration and partnerships between the public and private sector

The Competencies Employers Want

Georgetown University Center on Education and the Workforce

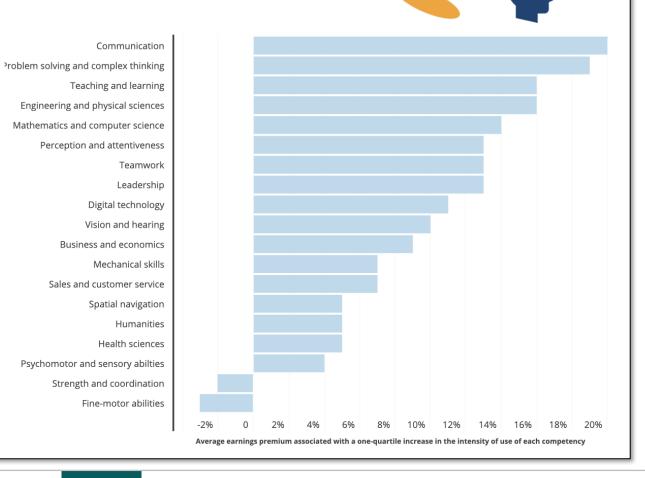






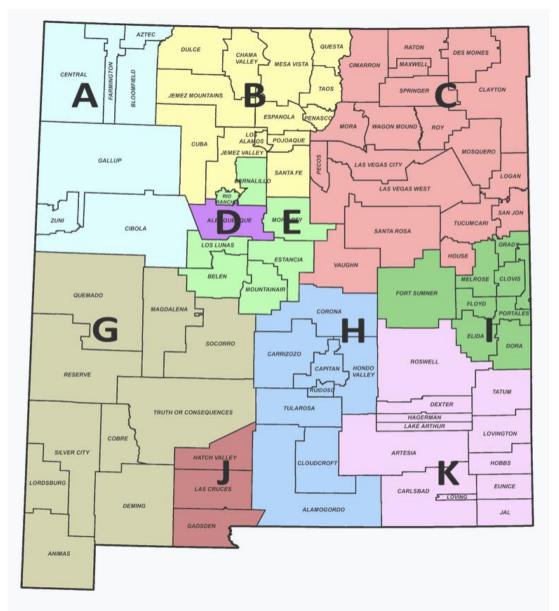
The Competencies Employers Want

Georgetown University Center on Education and the Workforce Communication Has the Highest Earnings Premium Associated with Higher Intensity of Use









Career and Technical Education is Vital to Economic Outcomes

- Every region identified top industries
- Gives students work-based learning
- Pathways bridge high school and college
- Teaches highly valued employability skills
- Best when core and CTE teachers work
 together
- For more information, visit nmcteclna.com

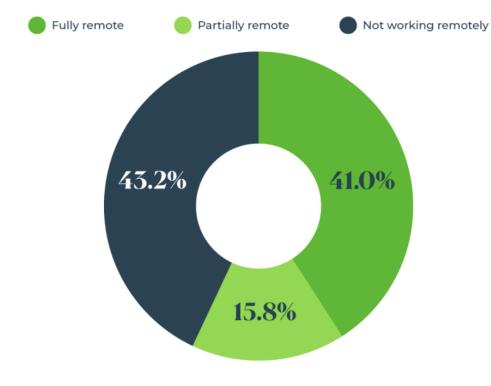




What percentage of teams are currently remote?

56.8% of teams are working remotely at least part of the time.

And more than 2 in 5 of those teams are now fully remote.



REMOTE WORK IS HERE TO STAY

Source: The Future of Work Report - Upwork

What percentage of your team/department was, is, or will be working remote at the following points?					
	Before COVID-19	April 2020	Today	12 months from now	Five years from now
Fully remote	12.3%	47.7%	41.8%	26.7%	22.9%
Partially remote	8.9%	12.2%	15%	15.2%	14.6%
Not remote	78.8%	40.1%	43.3%	58.2%	62.5%

Source: Upwork Q4 2020 Pulse Survey





COVID's Impact on Education

JOBS · Published June 6

Virus exposes sharp economic divide: College vs. non-college

College graduates better off than workers without degree

In May, the overall unemployment rate was 13.3%, down from 14.7% in April.

For workers with only a high school diploma, the jobless rate was 15.3%.

For college graduates, it was just 7.4%.

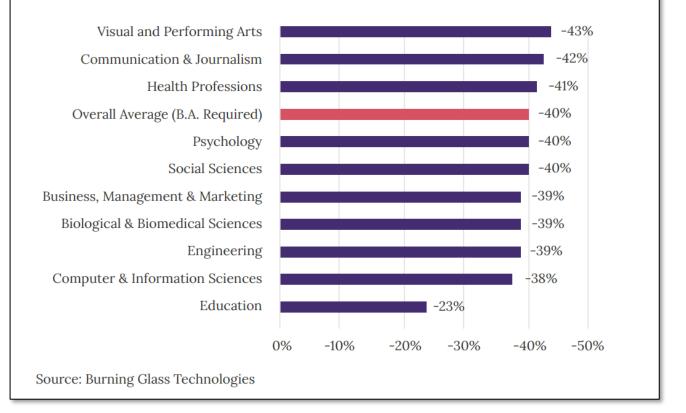






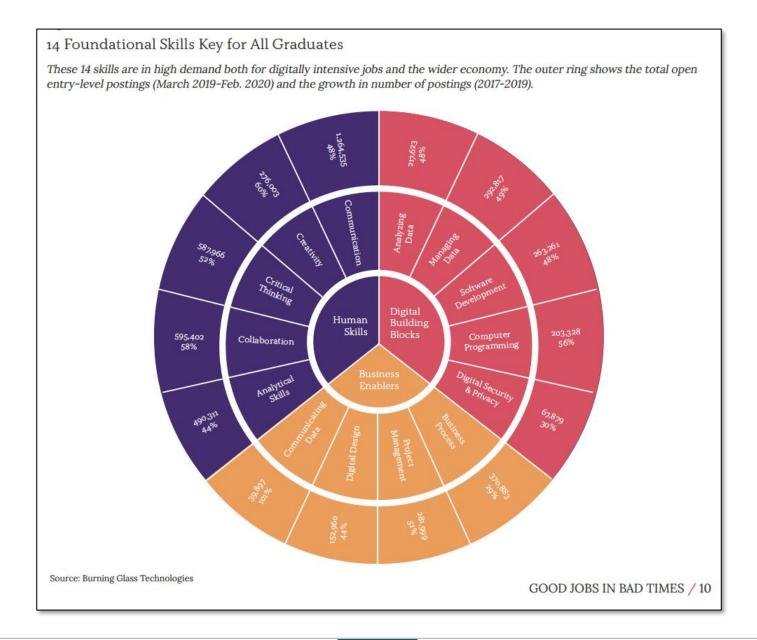
In This Economy, Major Matters

Average percentage change in job postings requiring a B.A., March-May 2020.













Top 15 Lifeboat Occupations for College Graduates

Occupation	% Postings Requiring a B.A.	Entry- level Postings (Last 12 Months)	Available Postings March- May 2020	Avg. % Change Relative to Market: March- May*	# of States with Postings Increase	Average Salary (Entry- Level B.AReq)
Computer User Support Specialists	47%	66,868	77,234	+2%	2	\$51,410
Bookkeeping, Accounting and Auditing Clerks	41%	56,430	54,663	+1%	6	\$37,860
Loan Officers	50%	26,027	26,698	+17%	7	\$53,960
Real Estate Sales Agents	37%	25,787	40,412	+31%	25	\$47,130
Engineering Technicians, Except Drafters, All Other	31%	23,075	26,730	+10%	8	\$58,670
First-Line Supervisors of Mechanics, Installers, and Repairers	28%	22,848	35,706	+13%	6	\$57,050
Life, Physical, and Social Science Technicians, All Other	55%	12,591	14,009	+6%	17	\$51,160
Loan Interviewers and Clerks	20%	11,275	11,859	+27%	20	\$42,770
Insurance Claims and Policy Processing Clerks	30%	8,828	6,766	+1%	10	\$40,060
Residential Advisors	25%	8,005	8,251	+15%	18	\$35,350
Psychiatric Technician	16%	7,623	5,875	+13%	15	\$34,990
Private Detectives and Investigators	67%	4,588	5578	+6%	12	\$47,650
Occupational Health and Safety Technicians	54%	2,155	2,706	-1%	17	\$53,200
Chemical Technician	62%	2,031	1,791	-1%	12	\$44,140
Legal Support Workers, All Other	56%	1,994	2,765	+21%	25	\$49,320

 $\ensuremath{^{\star}\text{Change}}$ is calculated as the absolute difference in percentage points between the decline in

occupation postings and decline of overall bachelor's job market postings of -40%





Target Occupations by Major

Major	Occupation	% Postings Requiring a B.A.	Entry-Level Postings in Occ by Major (12 months)	Avg. % Change Relative to Market: March- May*	Average Salary**
Biological and Biomedical Sciences	Medical and Clinical Laboratory Technologists	63%	5,749	+2%	\$49,370
	Biological Technicians	77%	2,337	+2%	\$42,140
	Chemists	100%	1,266	+15%	\$54,260
Business, Management and Marketing	Insurance Sales Agents	43%	18,957	+91%	\$46,900
	Personal Financial Advisors	76%	8,127	+12%	\$53,430
	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	79%	6,181	+9%	\$65,260
	Reporters and Correspondents	90%	2,766	+7%	\$37,040
Communication and Journalism	Web Developers	<mark>9</mark> 5%	1,872	+13%	\$80,750
	Writers and Authors	92%	1,619	+3%	\$46,730
	Software Developers, Applications	94%	38,787	+5%	\$83,150
Computer and Information Sciences	Information Security Analysts	89%	8,767	+10%	\$83,470
	Network and Computer Systems Operators	77%	5,053	+3%	\$65,250
Education	Secondary School Teachers, Except Special and Career/Technical Education	96%	2,300	+36%	\$50,800
	Kindergarten Teachers, Except Special Education	90%	1,779	+14%	\$45,500
	Coaches and Scouts	68%	1,125	+10%	\$49,940
	Software Developers, Applications	94%	21,387	+5%	\$83,150
Engineering	Network and Computer Systems Operators	77%	1,701	+3%	\$65,250
	Information Security Analysts	89%	1,494	+10%	\$83,470
Health	Medical and Clinical Laboratory Technologists	63%	2,358	+2%	\$49,370
Professions	Coaches and Scouts	68%	1,064	+10%	\$49,940
	Social and Human Service Assistants	51%	1,002	+5%	\$41,030
Psychology	Property, Real Estate, and Community Association Managers	48%	1,408	+15%	\$44,740
	Training and Development Specialists	70%	1,988	+1%	\$51,630
	Social and Human Service Assistants	51%	2,890	+5%	\$41,030
	Insurance Sales Agents	43%	4,415	+91%	\$46,900
Social Sciences	Property, Real Estate, and Community Association Managers	48%	3,651	+15%	\$44,740
	Personal Financial Advisors	76%	1,651	+12%	\$53,430
Visual and	Web Developers	95%	1,872	+9%	\$80,750
Performing Arts	Software Developers, Applications	94%	1,800	+5%	\$83,150
-	d as the absolute difference in percentage points and decline of overall bachelor's job market post		**Avera	age salary for entry-lev	el B.Arequired posti





Solution: Relevant Career Pathways

Focus on the Road Ahead

Career Success







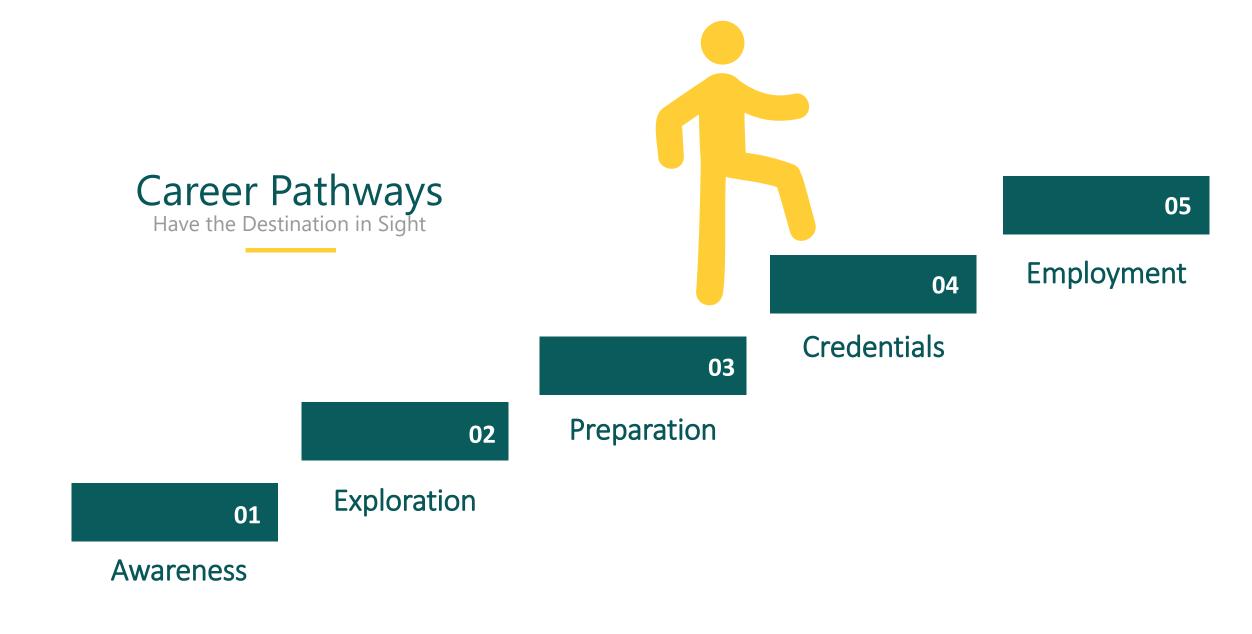


Readjusting Our Focus

Success happens at many levels:

- Career certifications
- Associate's degrees
- Bachelor's degrees and beyond (4-year +)









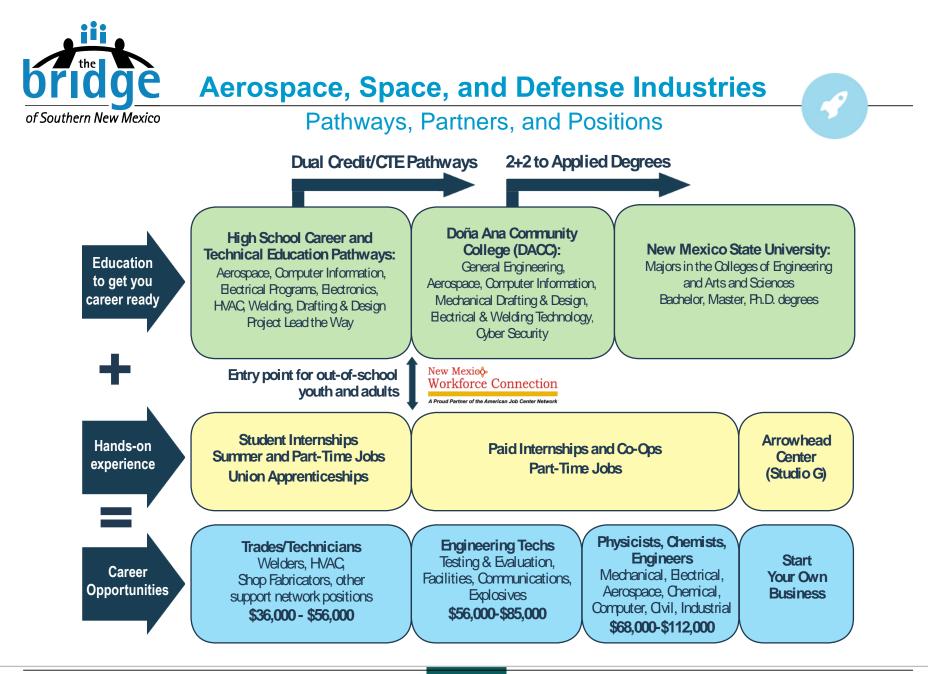
New Mexico Economic Development Sectors

Build New Mexico Industry Sectors



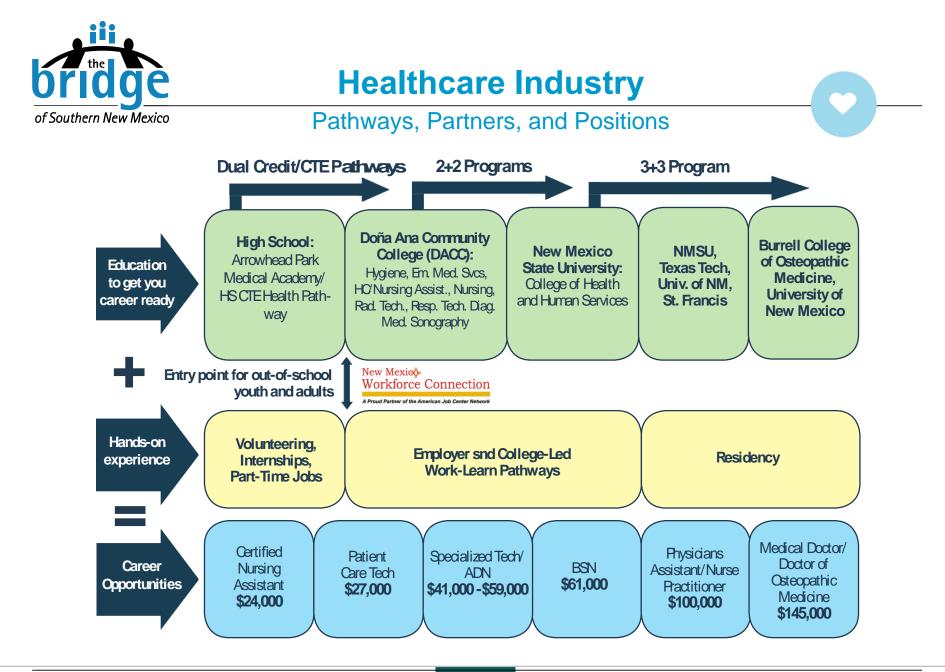
Public Education Department

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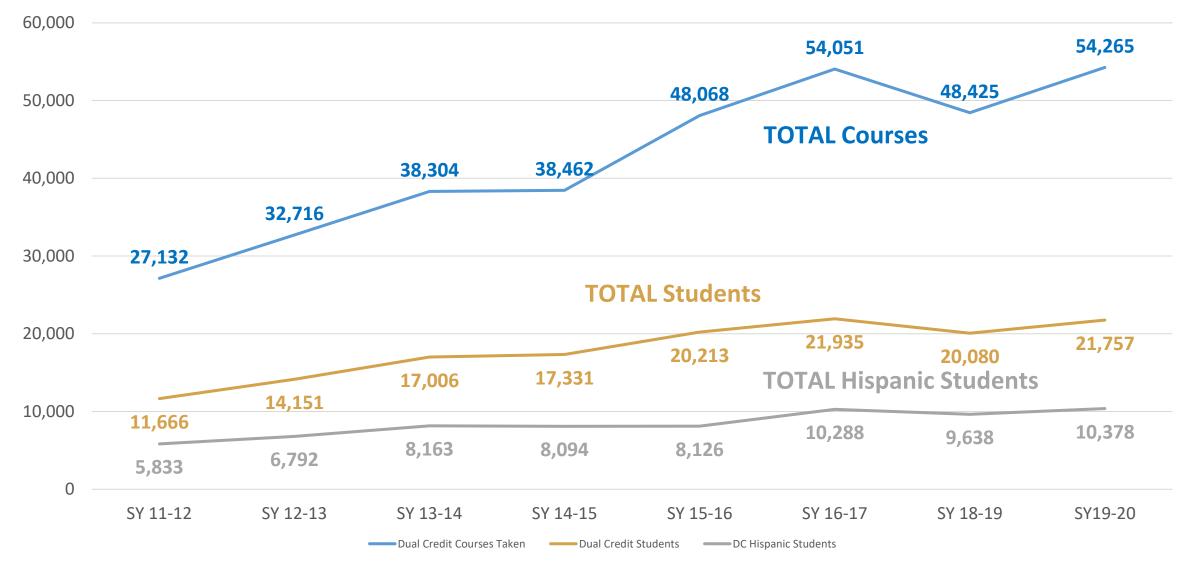








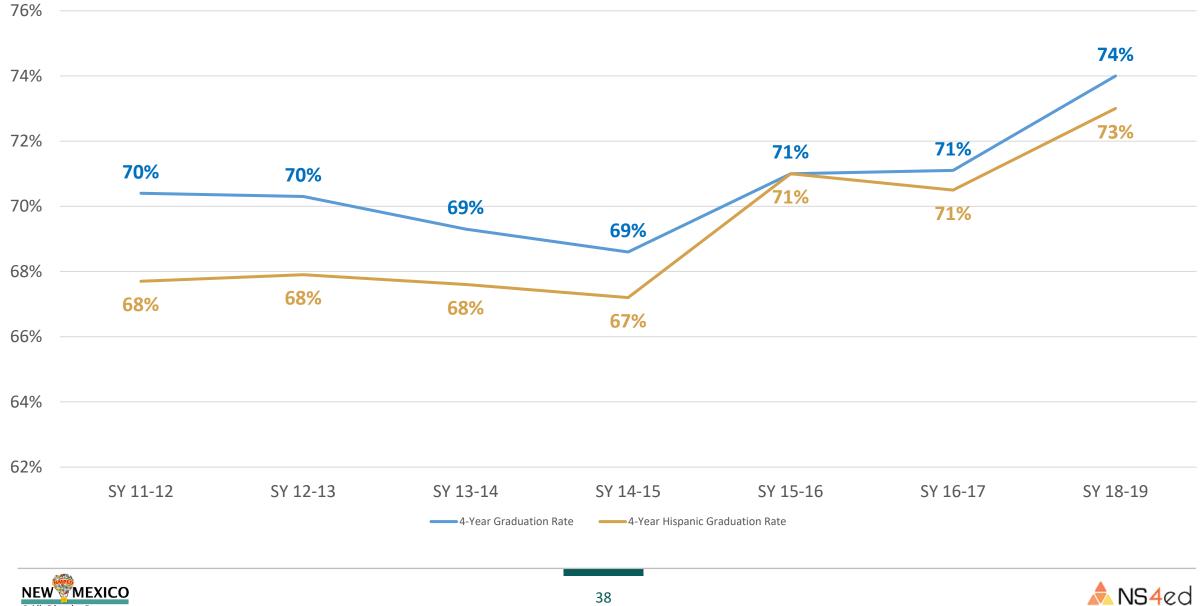
Dual Credit on the Rise in Students and Courses





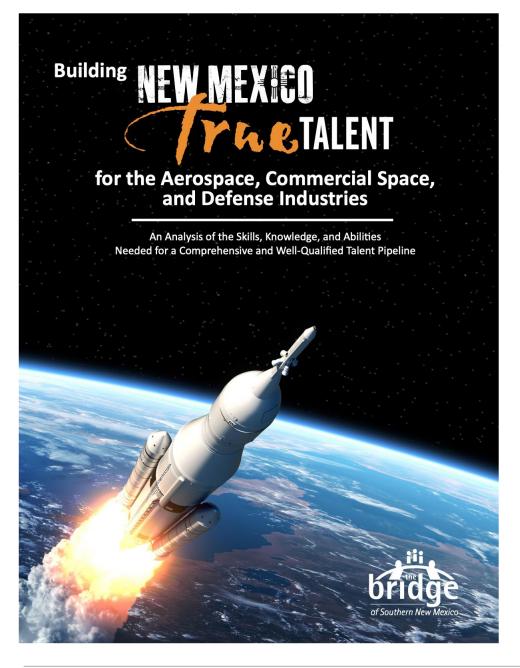


High School Graduation Rates



Public Education Department

Connecting Educators and Employers

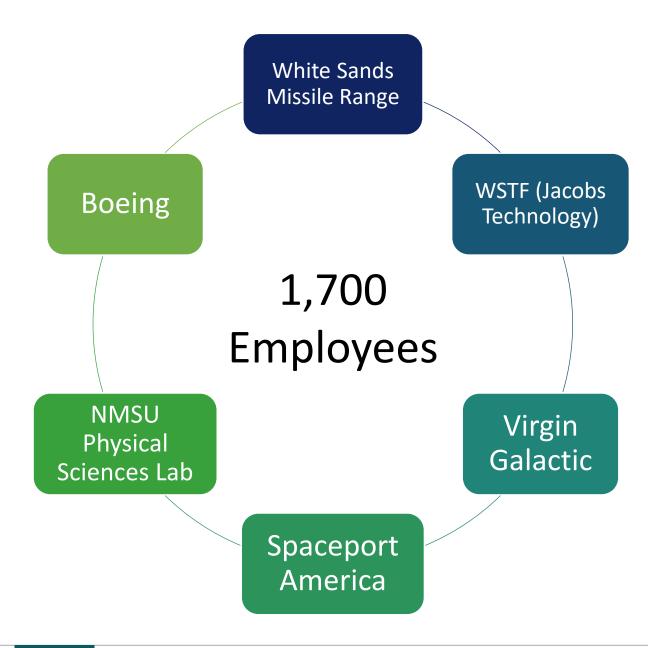


U.S. Chamber of Commerce Talent Pipeline Management Approach Industry Roundtables



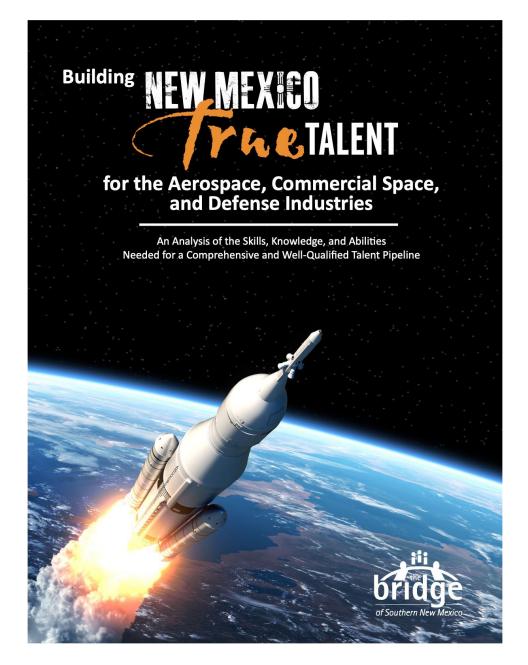




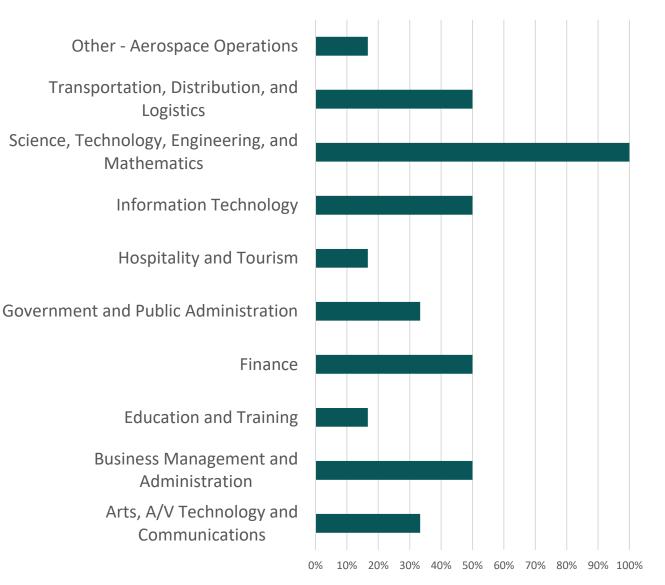




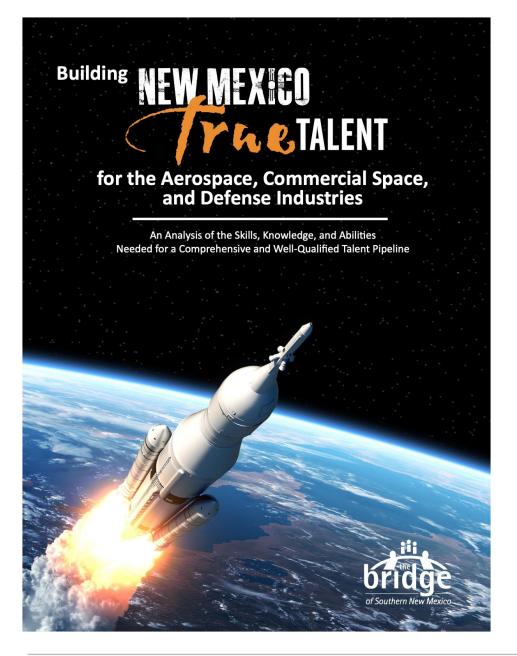




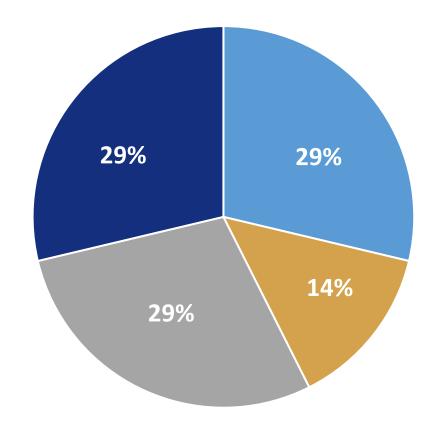
Types of Jobs







Average Income



■ \$56,000 - \$60,000 ■ \$61,000 - \$65,000 ■ \$66,000 - \$70,000 ■ \$75,000 or more





Building NEW MEXICO Y & C TALENT

for the Aerospace, Commercial Space, and Defense Industries

An Analysis of the Skills, Knowledge, and Abilities Needed for a Comprehensive and Well-Qualified Talent Pipeline

of Southern New

AT-A-GLANCE ELEGIBILITY REQUIREMENTS

Aerospace, Commercial Space, and Defense

Based on 80%-100% of employers' responses, here is a comprehensive picture of what New Mexico's True Talent needs to know, and be able to demonstrate, in order to enter the aerospace, commercial space, or defense industires.

Math:

- Adding and subtractin
- Multipying and dividing
- Using fractios, decimals, and percentages
- Solving real-world math problems
- Interpretin reg ative numbers
- Calgulatin or using basic statistic
- Reading graphs or charts with numerical informatio
- Taking or interpretin me as ur ements

Reading, Writin, and Language:

- Reading at a reasonable speed
- Applying informatio that is read
- Productio of dear writing
- Correct spelling ang grammar in writin and speaking
- Identifying main points from written content
- Assessing credibility of written content
- Generatio of original content that
- is nogplagiarized
- Editin sel f-writgen content
- Writin about a t opic using supportin facts

Employability:

- Communicatio
- Enthusiasm and Attitde
- Problem Solving & Critical Thinking
- Self-Management
 Interpersonal Skills
- Interpersona
 Initiative
- Professionalism
- Teamwork
- Cultural Competence

Technology:

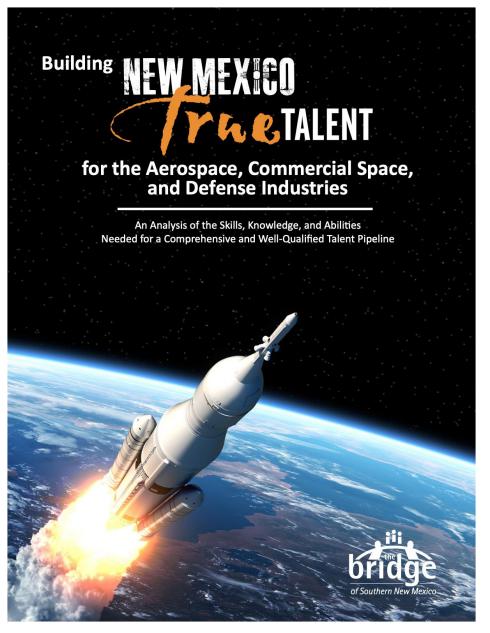
- Using computer and computer programs
- Enteringglata
- Writin and r esponding to emails
- Using word processing and presentatio programs
- Adagtin to and learning new technology

Digital Literacy:

- Understanding online security risks
- Accessing informatio t o troubleshoot problems with technology







Highest Value Degrees

Bachelor:

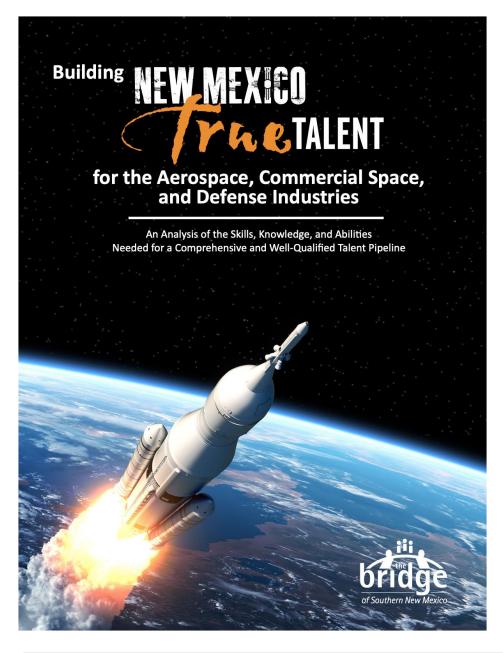
- Mechanical Engineering
- Electrical Engineering
- Computer Engineering
- Computer Scientist
- o Business
 - Management/Accounting
- Aerospace Engineer
- Cyber Security
- Physicist

Associate:

- \circ Electrical
 - Engineering/Electronics Technology
- Computer Information Technology
- Engineering Technology
- Mechanical Technology
- Manufacturing Technology
- Computer Assisted Design
- Chemical Technician
- Web Design
- Water Technician
- Applied Technology
- $\circ~$ Welding Technician
- \circ Hospitality







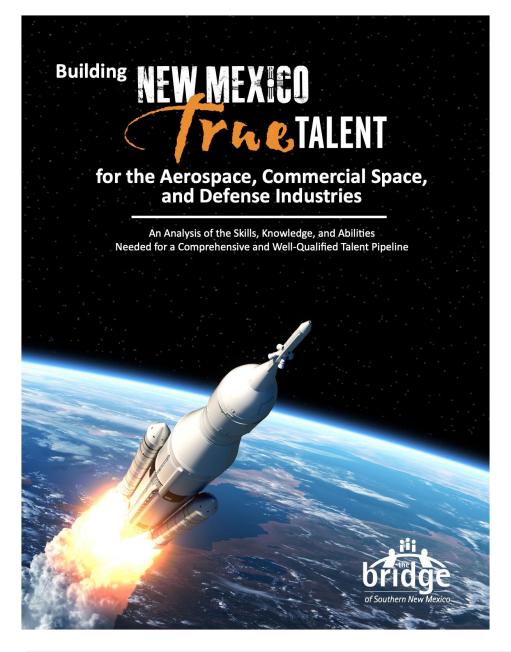
Highest Value Degrees

Skilled Trades:

- Licensed electricians
- Welding
- Airframe and Powerplant
- Electricians
- Water System Operator
- Emergency Medical Technician
- Mechanic
- Drafting
- Heavy Equipment Operator/Commercial Driver's License
- Pilots for manned and unmanned aerial vehicles
- \circ Hospitality





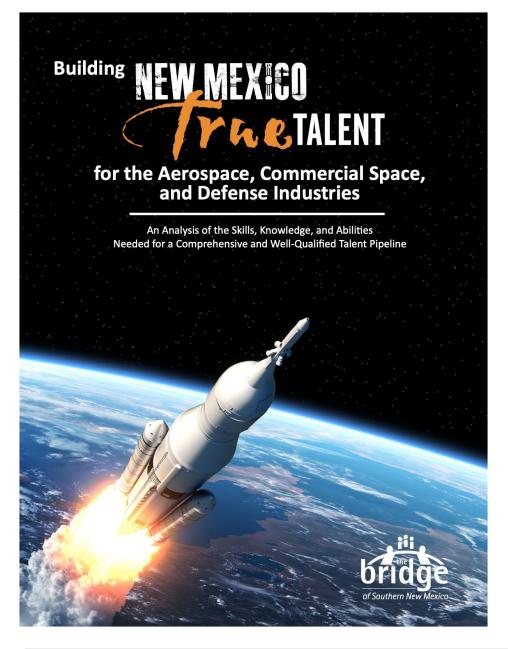


Highest Value Experience (No Degree Required)

- Logistics/Supply Chain-Materials Handler/Inventory Clear
- Administrative Assistants
- Facilities
- Mechanical Technicians
- Electrical Technicians
- Chemical Technicians
- Computer Technicians
- Laborers
- Baristas







Top Programming Languages

- C+ and C++
- Python
- PLC Ladder Logic
- LabView
- SQL





Building Awareness of Opportunity





Q

e About Us Exploring Your Roadmap Career Pathways How You Can Help



You have the power and the resources to become the best, most qualified New Mexico True Talent you can be! We welcome you to explore this unparalleled set of free, online resources to help you build and navigate your own roadmap from school to college to career.

EXPLORING YOUR ROADMAP

You have the power and the resources to become the best, most qualified New Mexico True Talent you can be! We welcome you to explore this unparalleled set of free, online resources to help you build and navigate your own roadmap from school to college to career.



Resources for Students



Resources for Parents





Resources for Business





Resources for Teachers

Resources for Students

Resources for Parents

Resources for Teachers

Resources for Business



RESOURCES FOR STUDENTS

Your future is bright and you can start here! What would you like to learn more about?

My Potential Career Destination (Career options, pay scales, funding my future)

- H My Educational Options (High School, College, University)
- E Connecting to Employment and Education Funds and Transportation



To explore the Career Pathways for each of our county's target industries, click here.



www.NewMexicoTrueTalent.org www.thebridgeofsnm.org

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Thank You! Feel free to contact me.