



## 2021 New Mexico School Counselors' Community Conference

### Career Pathways and Preparing for High Value Careers

**Tracey Bryan**

**9:00 a.m.**

COVID 19 flipped the job market and career planning on its head. Some jobs have gone away with no expectation of returning. Others have grown in demand. But there is much that is clear about the emerging career landscape and how we can best position students to be ready for their futures in high-demand, high-wage, middle- and high-skilled careers. Learn how we can build New Mexico True Talent who can drive the economic recovery of the state for the next generation.

#### About Tracey Bryan



**Tracey Bryan, President/CEO**  
**The Bridge of Southern New Mexico**  
**Las Cruces**

Tracey 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.