

DOÑA ANA COUNTY/BORDERPLEX JOINT REGIONAL TALENT DEVELOPMENT

Community Action Agency of Southern New Mexico

Region 6 • Las Cruces, New Mexico
caasnm.org



Workforce Development • Whole Family Approach

INITIATIVE OVERVIEW

A community partnership with The Bridge of Southern New Mexico to address the single greatest asset needed for success in economic development: a skilled and ready workforce.

LOCAL NEED ADDRESSED

Southern New Mexico, a region rich with opportunities, suffers from high poverty and unemployment rates, low educational attainment levels, a shortage of technically skilled workers, and a prevailing narrative of hopelessness about the prospect of change and prosperity for the next generation. There is also a mismatch between workforce development efforts and the current and future needs of employers. These needs have been identified in local community needs assessments, several national level reports, and during the strategic planning process of the Workforce Talent Collaborative.

ROLE OF CSBG FUNDS

CSBG funds allow local CAA administrators and staff to participate in taskforce meetings and planning sessions. CSBG funds will also be utilized in the implementation of the Thriving Families (TF) Whole Family Approach Initiative by providing support services to program participants.

TRANSFORMATIVE IMPACT

The initiative aims to create economic opportunities in Doña Ana County by building a workforce whose



skills match the current and future needs of employers. Impact will be measured by the attainment of secondary & post-secondary education degrees, career certifications, and higher skilled, higher wage jobs. Other community measures will be a decreased need in public assistance and an increase in diverse industries.

In particular, Community Action Agency of Southern New Mexico (CAASNM) plays a role in the second phase of the initiative, Community of Progress. Once the workforce development strategy was decided upon, CAASNM, along with other community entities, was brought in to shed light on barriers to employment faced by some of the county's residents. CAASNM's current and ongoing role is to participate in the planning and implementation of the initiative.

A Whole Family Approach is being utilized in the Thriving Families Initiative, which was created to help families navigate inequitable and complex career and social service systems. The initiative includes workforce training programs, early childhood educations, case management, and advocacy.

EVIDENCE-BASED OUTCOMES

As outlined in the initiative's strategic plan, numerous national initiatives and reports have been utilized to guide the strategies selected by the group. For example, the JP Morgan Chase's "New Skills at Work Initiative" report was reviewed to demonstrate the benefits of summer employment for high school and college students.

The initiative's Strategic Plan document outlines baseline data points that will be established and tracked throughout implementation of the project, such as graduation rates, STEM degrees, and poverty rates. Qualitative data and personal success stories will also be collected.

EQUITY LENS

Data will be collected in a manner that will allow for demographic analysis. One of the major goals of this initiative is to help families of color overcome barriers, including structural inequities. Thriving Families has been designed to work with families where they are at and thus not create more barriers. The team and partners will evaluate programs to ensure that efforts are not furthering existing

inequities, and also provide feedback to each other about how existing racial and structural inequities interact with or are furthered by programs and services.

CUSTOMER VOICE

Low-income community members and their representatives have been a part of the initiative from the beginning and have participated in the strategic planning process. Qualitative and quantitative data will be collected from participants to assist with the evaluation of the initiative.

Contact

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