

## **New Mexico Webinar #1**

- I. Introduction and Expectations
- II. Section One: The intersection of education and the economy
  - a. The value of labor market information
    - i. Individual career planning
    - ii. Education program planning
    - iii. Regional profiling
    - iv. Career pathways planning
  - b. Best practices and applications
- III. Section Two: Our capstone project-Building a Regional Profile
  - a. Poverty
  - b. Educational attainment
  - c. Consumer price index
  - d. Demographics
- IV. Section Three: Our Toolbox-Terms to Know and Common Misconceptions
  - a. Eight Common Terms
    - i. Industry (Introduce NAICS/SIC)
    - ii. Occupation (Introduce SOC)
    - iii. Establishments
    - iv. Wages and Earnings
    - v. Staffing patterns
    - vi. Job postings
    - vii. Workforce equilibrium
    - viii. Ownership type
  - b. Clarifying common misconceptions
    - i. Industry vs. occupation
    - ii. Occupation vs. job title
    - iii. Career cluster vs. career pathway
    - iv. Earnings vs. wages
    - v. Employers vs. establishments
  - c. Data sources
    - i. National
      - 1. United States Bureau of Labor Statistics
        - a. Occupational Employment Statistics
        - b. Quarterly Census of Employment and Wages
        - c. Current Employment Statistics
        - d. Local Area Unemployment Statistics
      - 2. United States Census Bureau
        - a. Annual population estimates
        - b. American Community Survey
      - 3. United States Bureau of Economic Analysis
        - a. Gross Regional Product by NAICS
        - b. Exports by Commodity

4. National Center for Education Statistics
        - a. College Navigator
        - b. Integrated Postsecondary Educational Data System
      5. Help Wanted Online
    - ii. New Mexico
      1. New Mexico Department of Workforce Solutions
        - a. Economic Research and Analysis Bureau
          - i. Economic Data
          - ii. Career Solutions
      2. New Mexico Workforce Connection
- V. Closing and next steps
- a. Link to resources
    - i. Table of data sources
    - ii. Template for basic regional economic analysis
  - b. Expectations for remaining webinars