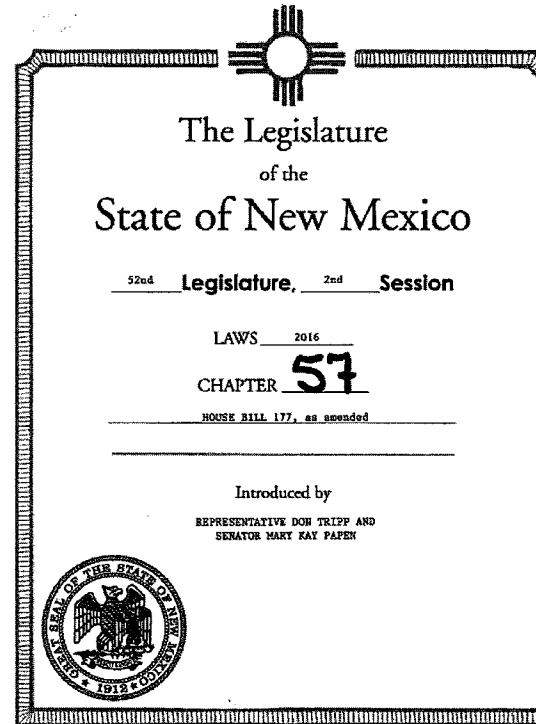


SoloWorks

Cibola



HB 177 SOLOWORKER PROGRAM



CHAPTER 57

AN ACT

1 RELATING TO ECONOMIC DEVELOPMENT; CREATING A PROGRAM TO
2 ENCOURAGE SOLO-WORKER JOB CREATION AND INCREASE THE
3 COMMERCIAL REVENUE DERIVING FROM OUT-OF-STATE SOURCES.

6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. SOLO-WORKER PROGRAM.--

8 A. As used in this section:

9 (1) "economic-base job" means a job in which
10 sixty percent or more of the revenue generated from the goods
11 or services produced derives from outside the state;

12 (2) "program agency" means a certified
13 business incubator, a community college or an organization
14 whose purpose is to create jobs and promote economic
15 development; and

16 (3) "solo worker" means a person who is
17 engaged in full-time employment and whose employer, if any,
18 does not supply the office space or amenities used to perform
19 the person's work.

20 B. The "solo-worker program" is created in the
21 economic development department. The purpose of the solo-
22 worker program is to improve the state's rural and urban
23 economies by creating and sustaining economic-base jobs and
24 expanding businesses owned and operated by solo workers
25 engaged in economic-base jobs.

HB 177
Page 1

1 C. To carry out the purpose of the solo-worker
2 program, the department shall provide matching funding, if
3 other funds become available, to program agencies for
4 advancing initiatives that:
5 (1) create opportunities for New Mexico
6 residents to become solo workers engaged in economic-base
7 jobs;
8 (2) support the continued employment and
9 business expansion of existing solo workers engaged in
10 economic-base jobs;
11 (3) recruit from outside of the state solo
12 workers engaged in economic-base jobs; and
13 (4) make the state and its local communities
14 more competitive for creating, attracting and retaining solo-
15 worker jobs.

HB 177
Page 2

Don Tripp
DON TRIPP, SPEAKER
HOUSE OF REPRESENTATIVES

Denise Ramonas
DENISE RAMONAS, CHIEF CLERK
HOUSE OF REPRESENTATIVES

John A. Sanchez
JOHN A. SANCHEZ, PRESIDENT
SENATE

Lenore M. Naranjo
LENORE M. NARANJO, CHIEF CLERK
SENATE

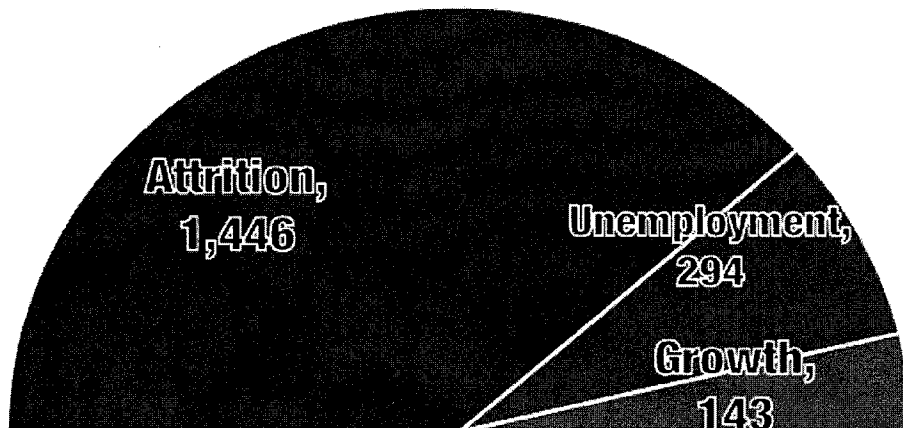
Approved by me this 7th day of March, 2016

Susana Martinez
SUSANA MARTINEZ, GOVERNOR
STATE OF NEW MEXICO

How Many Economic Base Jobs Do We Need?

Attrition:	1446
Unemployment:	294
Growth:	143

1,883



How Did We Get Those Numbers?

A group of people from the EDC, the COG, and the community was convened twice during the Jobs Council and once after to reaffirm these numbers. These numbers were then reviewed without challenge by economists.

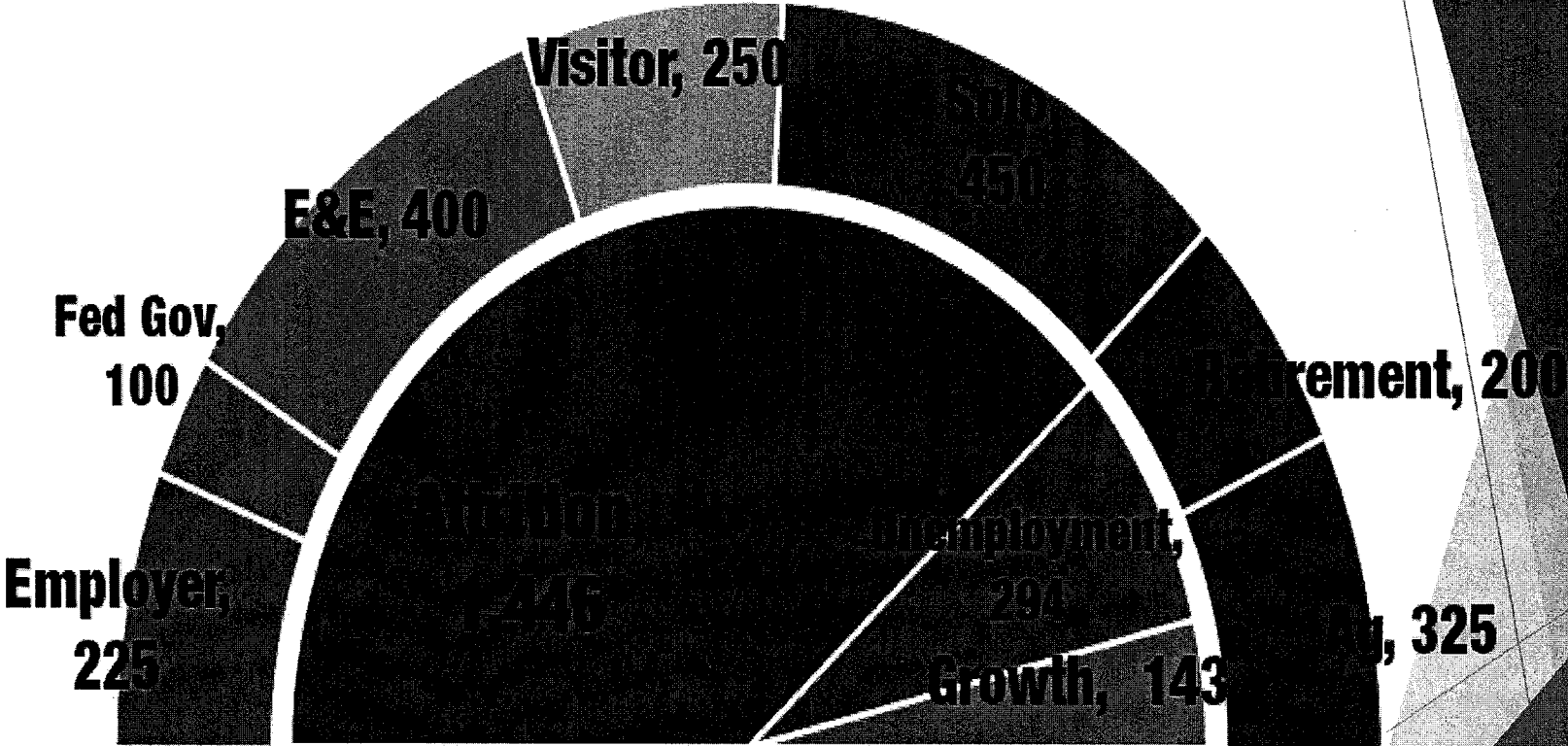
Where can we get 1,883 jobs?

Theater	Activities	Jobs Potential
Traditional Economic Development	Recruiting, expansion and retention of major employers	225
Federal Government Liaison	BRAC defense efforts, Health, Education	100
Film and Digital Media	Film, TV, games	0
Entrepreneurship	Innovation to Enterprise, start ups, tech transfer	0
Solopreneurship and solo/remote work	Freelancers, 1099 contractors, independent workers	450
Visitor Driven	Tourism, hospitality, transit services	250
Retirement	Affluent retirement strategies	200
Agriculture	New crop Development	325
Extractives and Energy	Mining, oil & gas, power plants, wind, solar, bio	400
Import Substitution*	Produce locally instead of importing	0
Total		1950



Import substitution is technically not economic base in nature as it seeks to replace goods and services purchased from outside the economy with those produced internally by attracting, expanding and starting local suppliers.

Is There Enough Job Potential?



E-base jobs needed: 1,883
E-base jobs potential: 1,950

SoloWorks: Job Creation Plan by Location

	SoloWorks Cibola	URBAN 1	RURAL 1	RURAL 2	URBAN 2	RURAL 3	RURAL 4	TTL (year)	TTL (agg)
Year 1	0								
Year 2	35	0	0	0				35	35
Year 3	50	35	35	35	0	0	0	155	190
Year 4	60	50	50	50	35	35	35	315	505
Year 5	70	60	60	60	50	50	50	400	905
Year 6	70	70	70	70	60	60	60	460	1365
Year 7	70	70	70	70	70	70	70	490	1855
Year 8	70	70	70	70	70	70	70	490	2345
Year 9	70	70	70	70	70	70	70	490	2835
Year 10	70	70	70	70	70	70	70	490	3325
Facility TTL	565	495	495	495	425	425	425		

Strategic Partners

- ✓ **CELab**
- ✓ **NMSU Grants**
- ✓ **CCEDF**
- ✓ **NM EDD**
- ✓ **USDA**
- ✓ **SBDC**
- ✓ **Cibola Workforce Connections Office**
- ✓ **Continental Divide Electric Co-Op**
- ✓ **Homestake Mining Company**

SoloWorks' new director wants a 'whole ecosystem of support' for members

By Dana Martinez
Cibola County Bureau
cibola2@gallupindependent.com

GRANTS — SoloWorks Cibola appointed Shelly Fausett the new center director Friday.

SoloWorks is a program brought to Cibola County as a partnership between the SoloWorks Consortium and the Cibola Communities Economic Development Foundation. It's aim is to kick-start the area's economic recovery by helping its residents prepare for and obtain jobs that can be done remotely using an internet connection.

"We're excited about Shelly coming on board and helping us take SoloWorks to the next level," said CCEDF Executive Director Eileen Chavez-Yarborough. "Her communication and technical skills will be an invaluable asset to help our community create and retain jobs. I invite you

to come out and meet our new director."

"Once you're a member of SoloWorks, you're in for life," the new director said. "We want to develop a whole ecosystem of support for our members that lasts a lifetime and can blossom into an entire community of SoloWorkers who are proud of what they do. These aren't just jobs. Money from outside means more money to circulate in the community, and I can't wait to see what that can do for Cibola County."

The training program leads to jobs that are sourced out of the state, which mean that every job worked in the program effectively grows the local economy by infusing it with new money.

After completing training the person can apply for a position with more than 70 national employer partners. There are also opportunities for advancement with additional optional training, comprehensive career planning and path

support are offered on an ongoing basis.

Sarah Pena, a recent training graduate, said, "I like helping people. It's given me a chance to help people and help myself. It makes you feel better."

The public can meet Fausett when the center hosts an information session at 6 p.m. Tuesday at their office in the New Mexico State University-Grants Joseph Fidel Activity Center, on the second floor.

Everyone is invited to learn more about the process. The session will give an overview of program goals and field any questions the community might have over light refreshments. In addition, any interested parties have the opportunity to start the process to become SoloWorkers after the session.

The next training class is slated to begin Feb. 26. *Information: For an orientation video, visit www.digitalworksjobs.com.*

SoloWorks
Cibola



Workforce Needs:

Workforce Training

- Medium to highly technical skilled
- Soft skills
- Vocational trades and skills

Education System

- Integration of more online resources with hands on applications
- SoloWorks now has its own Learning Management System

How Does a SoloWork Program Find Workers?

- ▶ Social media presence on Facebook, Twitter, LinkedIn, Instagram
- ▶ Website
- ▶ Word of mouth
- ▶ Coverage by local and state media

SoloWorks: Target Populations

- ▶ Disabled*
- ▶ Trailing Spouses*
- ▶ High School Graduates
- ▶ College Graduates/Students
- ▶ SAH Parents, Caretakers*
- ▶ Chronically poor, underemployed, hard to employ, domestic issues*
- ▶ Retirees*

* Potential sources of greater workforce participation percentage

How Does a SoloWork Program Train workers?

- **Saylor Academy** - Variety, including Customer Service, Business Skills, Spreadsheets, Time Management
- **HubSpot** - Marketing
- **Lisa Wells** - S/B Virtual assistant
- **DigitalGarage** - Marketing & analysis
- **Career Step** - Medical Billing and Coding
- **Kelly Services** - Applications and Materials
- **Microsoft Digital Literacy Curriculum** - Digital Literacy and Computer Basics

How Does a SoloWork Program Place Workers?

- ▶ **Lisa R. Wells** - Virtual assistant placement assistance post training
- ▶ **Career Step** - Partnered with RCM Staffing, which staffs 400 healthcare institutions.
- ▶ **Virtual Call Center Partners** - They use a platform that facilitates jobs with around 30 Fortune 500 companies in customer service, technical support, and sales positions
- ▶ **Multiple staffing alliances**

SoloWorks: Target Industries

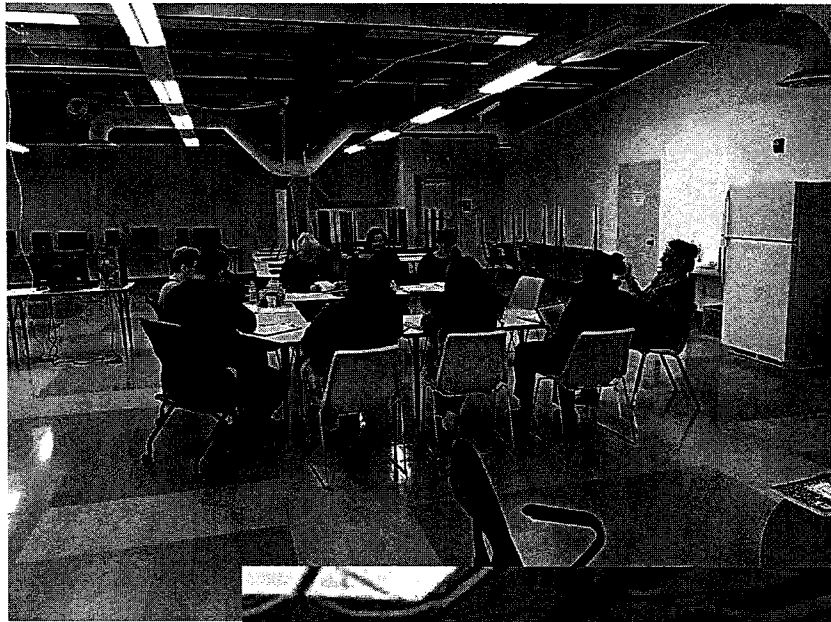
- ▶ Customer Service
- ▶ Technical Support/
IT
- ▶ Programming/CS/
Software Dev
- ▶ Healthcare
Industry (Medical
Billing/Coding)
- ▶ E-Commerce
- ▶ Art/Creation
- ▶ Writing/Editing
- ▶ Translation/Transcription
- ▶ Bookkeeping
- ▶ Virtual Assisting
- ▶ Social Media

How does a SoloWork Program Aggregate workers?

- ▶ Backend ecosystem for support and retention
- ▶ Five-year career planning and management
- ▶ Mentorship and accountability programs

Coming Soon....

- TESOL/TEFL certifications
- Translation/interpretation certifications
- Actively courting several staffing agencies
- Social Work and Support Mechanism



SoloWorks

Cibola



The Word is Out....



High Country News: Remote Work

<https://www.hcn.org/articles/state-of-change-in-rural-new-mexico-soloworks-learns-how-to-make-remote-work-work>

PBS: New Mexico In Focus - The State of Change

<https://www.newmexicopbs.org/productions/newmexicoinfocus/tag/soloworks>

7 Cities Productions

<https://youtu.be/r3h4EMZuM3s?t=1722>



GOAL Per Location

- ▶ Year 1: 35
- ▶ Year 2: 50
- ▶ Year 3: 60
- ▶ Year 4+: 70

By the Numbers.....

October 2016 - December 2017

Applied:	95
Intake:	52
Started training:	35
Finished/finishing training:	25
Placement:	12
Retained:	2


By the Numbers.....

February 1 - June 30, 2018

Applied:	115
Intake:	52
Started training:	43
Finished/finishing training:	35
At placement:	15
Placed (FT):	5
Placed (PT):	5

Searching to Sustain....

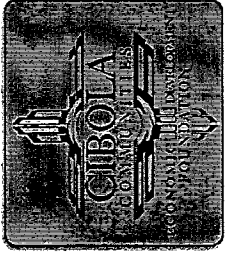
- ✓ Past Funding Awards: NMFA 2016;
RBDG 2016, NMEDD 2016 & 2017
- ✓ Current Grant Applications Submitted for 2018:
USDA Rural Business Development Grant,
PNM Resources
New Mexico Gas Company
Wal-Mart
Continental Divide Electric Cooperative
FMCS
HHS
- ✓ 2018 Grant Awards Received to date:
NMEDD SoloWorker Grant - \$38,500
Homestake Mining Co. - \$35,000



**How Can You Help
Create These Jobs?**

SoloWorks

Cibola



How many people enrolled in the training as compared to the number that completed the training and actually gained full-time employment?

DW Customer Service Since Jan 1, 2018:

Month	Enrollees	Finished	Status
January	3	2 (2 active)	1 pursuing client certification 1 pursuing solopreneurship 1 dropped training
February	6	6 (6 active)	1 working part time (e-base transcription) 1 waiting to enroll in new training 1 went back to school full time 3 obtained client certification
March	9	7 (6 active)	2 received client certification 1 waiting to enroll in MB&C 2 waiting for client certification to align with personal life 1 doing OJT, VA training 1 dropped the program after training 2 dropped training
April Morning	5	4 (5 active)	3 waiting to client certification to align with personal life 1 did not complete training, but wants to be involved in the program and reassess career 1 waiting to enroll in MB&C
April Night	10	8	2 waiting to enroll in MB&C 1 obtained local work, still active 3 working toward client certification 1 kicked out of training (domestic violence) 1 moved before completing training 1 waiting for client cert to align with personal life
From LV	1	1	1 obtained client certification 1 obtained remote employment (client cert NA)

Others served

Consultation Stage	Assessment stage	In training (non-DW)	At placement (not covered above)	Left program (not covered above)
8	3	13	6	7 (processed through intake, but left)

**active defined as contact within the last 3 weeks