



NM Legislative Jobs Council 2015-2016 Program of Work

6.9.15

Core Assessment Questions

1. How many economic base jobs must the state create in the next ten years to get to full employment by 2024?
2. In which industry sectors would these new jobs likely come?
3. What factor of production gaps or barriers would have to be cured if the new jobs in each sector to materialize?
4. What specific programs, projects and policy changes are indicated and how are they to be measured?

The NM Legislative Interim Jobs Council Process

Coherence:

Agree on the theoretical construct, nomenclature and process

Economic Predicament:

Agree on the number of new, economic-base jobs that must be created

Economic Sector Selection:

Agree on a ranked list of the sectors with the highest potential for generating the economic-base jobs

Geographic Distribution and Resource Gaps:

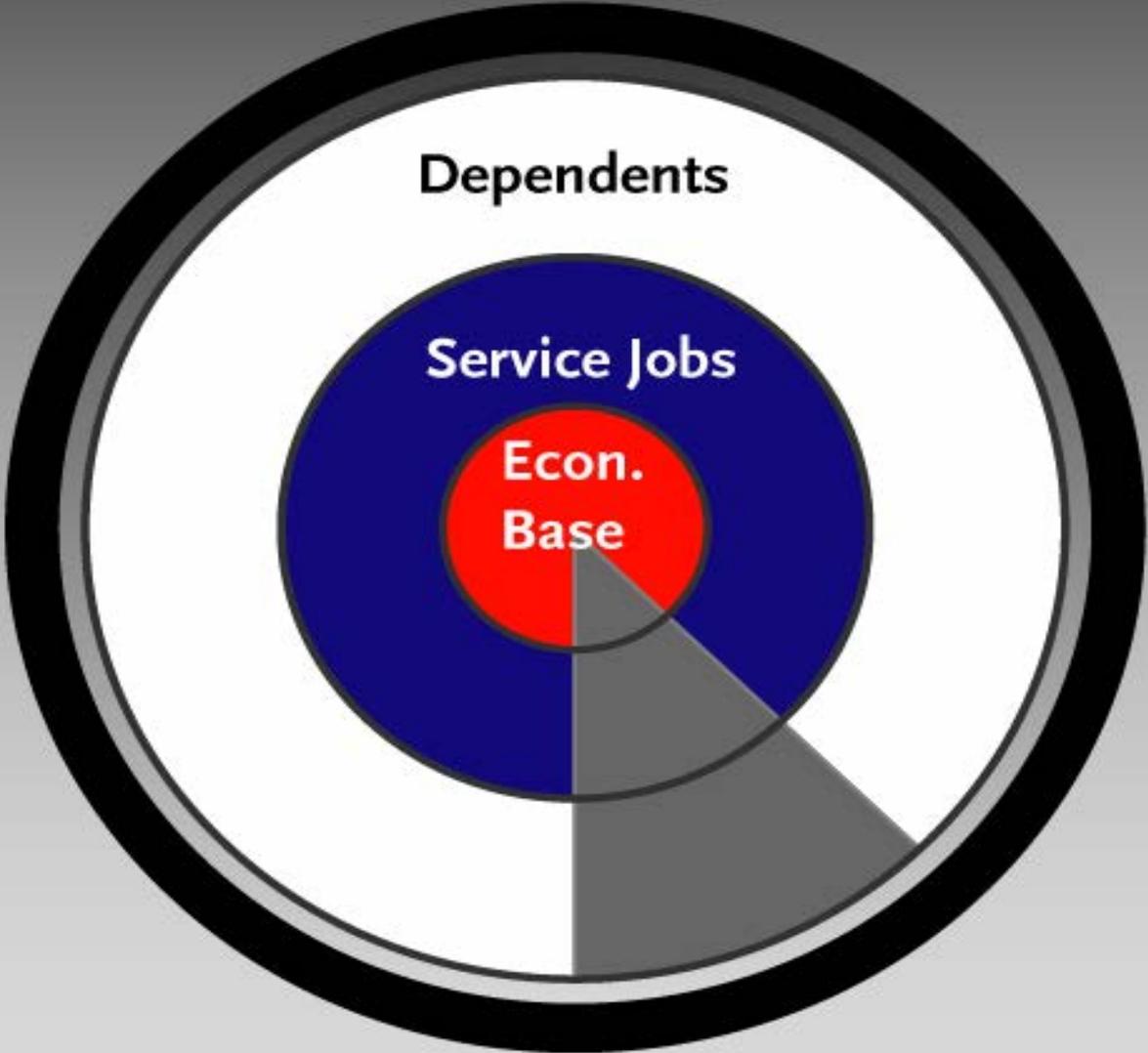
Agree on areas of the state in which the new, economic-base jobs are most likely to be created

Policy and Program Implications:

Agree on job creation program and policy initiatives needed to deliver the job numbers

June – December

ECONOMIC CONTRACTION SCENARIO

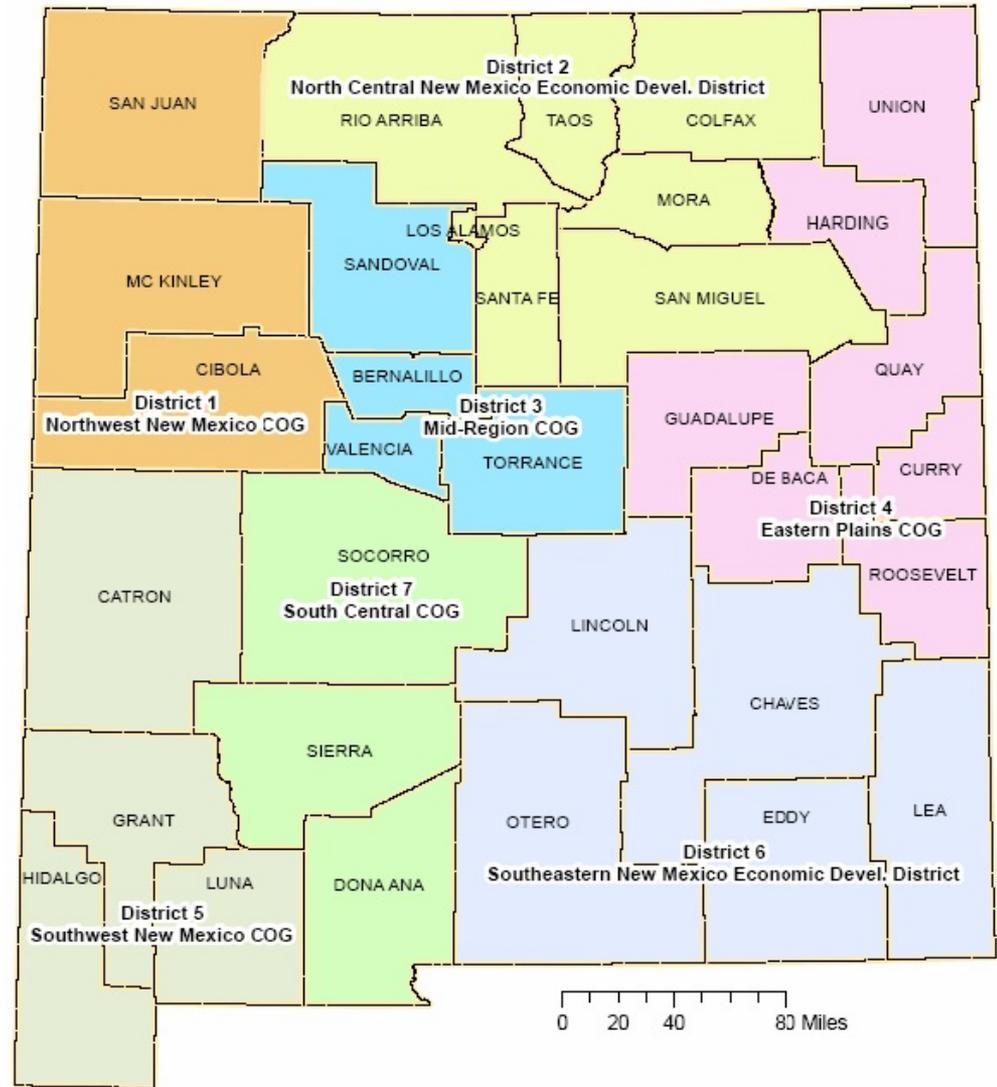
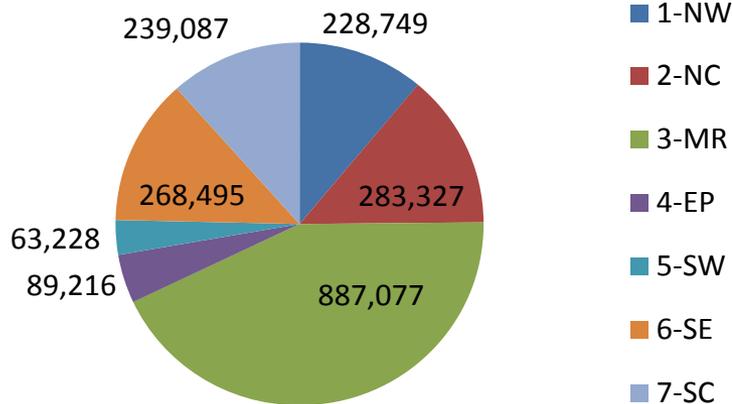


$$E > P$$

New Mexico's 7 Economic Regions

- Council of Government
- Economic Development Districts
- Workforce Districts

Population of Individual COG



State Planning and Development Districts
in New Mexico

2013-2014 NM Job Creation Assessment Matrix

Region		NM Total	NW Region	E	Mid-Region	NC Region	SE Region	SW Region	SC Region
Growth/Unemployment	(Jobs needed to accommodate population growth and unemployed work force)	52,818	3,245	1,378	32,996	7,445			7,754
Attrition	(Economic Base Jobs leaving the state)	73,864	2,549	3,388	49,767	10,171			7,989
Total E-Base needed	(Sum of Growth/Unemployment and Attrition)	126,682	5,794	4,766	82,763	17,616	-	-	15,743
Potential Jobs	(Sum of total jobs in every sector for the region)	159,946	6,855	2,330	90,450	26,780	-	-	16,205
Back Office Services	<i>(Call Centers, Sales, Accounting, Procurement, and Payroll Services)</i>	14,363	150	173	12,000	830			720
Exported Services	Financial Services, Research, Writing, Editing, and Publishing, Exported Information Services (Broadcasters, Webmasters, Public Relations, Marketing, Social Media, Tele-Services, Online), Environmental Services, Construction Management Services, Philanthropic Services	10,506	125	21	7,200	1,920			240
Solo-Independent Work	<i>(Consultants, Writers, Artists, Digital Animators, Financial Advisors, Accounting, Design Services, Medical Transcription, IT Services, etc.)</i>	12,160	400	40	8,500	2,130			430
Integrated IT & Cyber (Non-Gov't)	<i>(Commercial Transaction Security, Software Engineering, Server Farms, Data Storage, etc)</i>	6,030	175	15	4,700	870			170
Digital Media	<i>(Film, TV, Video Gaming & Testing, Modeling & Simulation)</i>	11,301	70	16	10,000	810			325
Visitor Driven	<i>(Cultural, Business – Conferences and Meetings, Space, Destination Entertainment, Ecotourism, Retirement Living, Transportation, Hospitality, Gaming, Exported Art and Craft)</i>	20,245	750	445	7,000	7,700			3,000
Emerging Technology (Non-Gov't)	<i>(Optics/Photonics, Sensors, Biomedical, Water and Environmental Technologies, Bio-tech, Nano-Tech, Energy, Cyber-security)</i>	13,255	200	30	10,000	1,230			1,620
Manufacturing	<i>(Construction materials, Equipment, Aircraft Manufacturing and Repair, Electronics, Micro Electronics, Energy, Optics),Transport, Warehouse, and Logistics (Export)</i>	15,108	1,400	433	8,250	560			3,620
Extractives	Energy and Extraction (Energy Production Facilities, Natural Gas, Coal, Wind, Solar, Geothermal, Biomass, Nuclear, Other),Oil and Gas (Production, Transport, and Refinement), Mining, Uranium Processing	14,322	1,500	226	1,500	800			510
Agriculture, Food, & Forestry	<i>(Farming and Ranching, Vineyards & Productions, Production Greenhousing, FS, Processing and Packaging, Value-added Exported Services, Water, Arid Agriculture, Genetics, Food Security)</i>	4,698	575	283	600	2,200			350
Government	Federal Government (USFS, Defense, Health and Social Services, Energy, Homeland Security, Education, Interior, Transportation, Commerce, Agriculture, HUD, Treasury, Environment, Justice), Aerospace and Defense (Unmanned Aerial Vehicles, Commercial Space Flight, Aircraft Modification, Aviation), Public Emerging Technologies (Federal Labs-related, Research and Development), State Government, Federal Government Contract Services (Staff Augmentation, System Integrators)	9,421	200	541	3,400	2,565			1,850
Health & Social Services	<i>(Federal Windfall, Hospitals, Home Health Care, Assisted Living, Dentistry)</i>	26,340	1,150	70	15,800	5,045			3,150
Education Services	Higher Education	2,197	160	37	1,500	120			220
Potential Jobs		159,946	6,855	2,330	90,450	26,780	-	-	16,205

Weighted Scores

2014 Factors of Production Gaps Matrix

General Industry Sectors:	Total State Jobs	Total State Transactions	Capital	Infrastructure: Water & Sewer	Infrastructure: Bandwidth and Data Storage	Infrastructure: Transmission	Infrastructure: Roads & Drainage	Infrastructure: Power & Gas	Transportation	Qualified Workforce	Tax and Regulatory Issues	Land Inventory	Building Inventory	Marketing and Lead Generation	Sales and Deal Structuring	Leadership	Housing	
Back Office Services	14323	141	720	0	26260	0	0	0	0	3586	36830	0	15879	0	0	2663	0	
Exported Services	9556	1022	5802	0	18720	0	175	0	0	240	588	22320	0	350	9141	0	0	
Solo-Independent Work	11625	7385	565	0	7125	0	0	0	0	0	8580	2130	0	120	18910	25500	0	430
Integrated IT & Cyber (Non-Gov't)	5705	402	45	0	17070	250	0	0	0	0	10725	4400	0	340	1370	0	30	0
Digital Media	11271	221	30048	810	23645	0	0	0	0	0	10392	0	0	16	445	1620	650	0
Visitor Driven	19145	1412	24435	0	5000	0	0	0	0	22000	445	0	0	0	16700	14000	32290	0
Emerging Technology (Non-Gov't)	13380	876	18820	0	23740	0	0	0	0	0	6400	30000	0	30	60	0	1230	0
Manufacturing	15463	470	2113	0	6220	0	0	0	0	0	28209	17620	0	38056	0	0	560	0
Extractives	5236	181	3678	800	0	1020	1500	0	0	6700	9226	9030	0	0	0	0	452	0
Agriculture, Food, & Forestry	4258	621	7449	2475	0	0	0	0	0	1650	4683	1391	350	2200	700	0	1050	0
Government	8556	653	10200	0	0	0	0	0	0	0	6612	6465	0	0	5250	6800	15468	541
Health & Social Services	25840	701	31740	0	9850	15800	0	0	0	0	77380	3150	0	5045	0	0	210	11865
Education Services	2092	783	926	0	420	0	0	0	0	0	704	220	0	1500	3785	4500	497	0
Total	146450	14868																

77380,38056,36830

Overall Top Scores

Sector	FOP	Jobs at Stake
Health and Social Services	Qualified Workforce	25,840
Manufacturing	Building Inventory	15,463
Back Office	Tax and Regulatory	14,323

55,626 Total
38% % of total jobs

Top Factor of Production Gaps And Jobs at Risk

1.	Capital	48,950 Jobs
2.	Workforce	46,950 Jobs
3.	Bandwidth	43,600 Jobs
4.	Tax & Regulatory	43,350 Jobs
5.	Marketing and sales	41,000 Jobs
6.	Land and Building inventory	21,750 Jobs

Selection Criteria for Legislation

1. Essential
2. Moves the Needle
3. Unanimous Council Approval
4. Legislative Support
5. Executive Support
6. Constituent Support

2014-15 Legislative Recommendations

1. LEDA	\$50,000,000
2. JTIP	\$12,000,000
3. Local Staff Augmentation	\$4,500,000
4. Tourism Department Marketing	\$3,500,000
5. Co-op Advertising	\$2,000,000
6. NM Partnership	\$500,000
7. Solo-Work Pilot	\$500,000
8. NMSU STEM Education Program	\$475,000
9. Broadband needs assessment	\$300,000
10. Forest Restoration Pilot	\$250,000
11. Middle School Physics Pilot	\$250,000
12. Work Force Gap Forecast Model	\$125,000
13. <u>WorkKeys Program</u>	<u>\$35,000</u>

FY 2016

\$ 7 4 , 4 3 5 , 0 0 0

2015-2016 Program of Work

1. Jobs Council Meetings – Program Development, Logistics, Venue preparation
2. Legislation Development – Appropriations sensitive > New legislation
3. County/Regional Assessments (completion) – SW & SE regions - 9 Counties
4. County/Regional Assessments – Validation and refinement – NW,MR, NC-EP, SC
5. Economic Base Program Program Theaters - Assessment Workshops
6. Database and Dashboard Development – Architectural refinements and data review
7. Program Development Assistance – Staff Augmentation, Solowork, Workforce Model
8. Metrics Development – Performance/Operations, longitudinal, attribution, ROI
9. Develop options for institutional succession -
10. Communications -

2015-2016 Jobs Council Preliminary Work Plan

	June				July				August				September				October				November				December			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Council Meetings		Jun 9 SF			Jul 6 ruidoso					Aug 10 Dem				Sep. 14 ABQ					Oct. 23 SF				Nov. 16 SF					
New Legislation with Appropriations	[Blue Block]																											
New Legislation Without Appropriations													[Yellow Block]															
Complete 2014-15 County/Regional Assessments					Socorro				SE Cog								SW COG											
Validation and Refinement Sessions	MR COG								NC-EP COG				NW COG				SC COG											
Program Theaters	[White Block]																											
EDOs					Tech. Team Meetings				State Wide						Report													
Government					Tech. Team Meetings				State Wide						Report													
I>E and Independent					Tech. Team Meetings				State Wide						Report													
Independent					Tech. Team Meetings				State Wide						Report													
Visitor					Tech. Team Meetings				Statewide						Report													
Retirement					Tech. Team Meetings				Statewide						Report													
Others																												
Dashboard System Development	[White Block]																											
Refine Database					Review				System Design								Overhaul											
Data Review									[Purple Block]																			
Program Development	[White Block]																											
Solo Work					[Dark Blue Block]																							
Staff Augmentation					[Gold Block]																							
Workforce Gap predictive test													[Red Block]															
Performance metrics longitudinal and attribution metrics									[Green Block]																			
Institution Succession Plan									[Light Yellow Block]																			

Economic Base Program Theaters

Theater	Activities
1. Traditional Economic Development;	Recruiting, expansion and retention major employers
2. Federal Government Liaison;	BRAC defense efforts, Health, Education
3. Film and Digital Media;	Film, TV, games
4. Entrepreneurship;	Innovation to Enterprise, start ups, tech transfer
5. Solopreneurship;	Freelancers, 1099 contractors, independent workers
6. Visitor Driven;	Tourism, hospitality, transit services
7. Retirement;	Affluent retirement strategies
8. Agriculture;	New crop development
9. Extractives and Energy;	Mining, oil & gas, power plants, wind, solar, bio
10. Export Substitution;	Produce locally instead of importing

Job Creation | Program Theater

Players - Procuring Agents	Economic Sectors	Jobs/Transactions	Program Reliant- Over Time
Marketing & Sales Capacity	Real Estate/Infrastructure & Capital Capacity	Workforce, Education Community Quality	Leadership, Organization & Business Climate
Gaps:	Gaps:	Gaps:	Gaps:
Key Formulas/Metrics	Key Formulas/Metrics	Key Formulas/Metrics	Key Formulas/Metrics
Prescriptive Solutions			

2015 -2016

Jobs Council Contract Team

Mark Lautman	Lautman Economic Architecture LLC	mark@marklautman.com
Charles Lehman	Employment & Economic Information Ctr. of NM	clehman@nm.net
Steve Howe	Steven Howe Consulting LLC	steven.d.howe@gmail.com
Dale Hendrickson	Correcaminos Professional Services, LLC	dshendri@mac.com
Paul Hamrick	Hamrick Enterprise Development LLC	phamrick@unm.edu