



Talent Pipeline: Meeting Employer and Learner Needs

Tracy Hartzler, President, CNM

**New Mexico Legislative Finance Committee
September 17, 2024**

Talent Pipeline: Meeting Employer and Learner Needs

Identifying Talent Needs – Partners and Data

Developing the Talent Pipeline – Programming

Case Studies

- Employer
- Learner

CNM's Plan for FY25 NM GRO Funding



Image shown: CNM employer partner Rush Truck Centers

Identifying Talent Needs: Partner Led & Data Informed

NM Economic Development Department,
particularly:

- Aerospace
- Film and television
- Intelligent manufacturing
- Sustainable and green energy
- Cybersecurity

NM Department of Workforce Solutions

- Workforce Connections of Central New Mexico

NM Higher Education Department

NM Public Education Department



Identifying Talent Needs: Partner Led & Data Informed

Economic Development Organizations and Municipalities

Albuquerque Regional Economic Alliance

- Regional Talent Reports
- Strategic Plan – Attract, Retain, and Align Talent
- AREA/CNM talent pipeline and analytics (forthcoming)

Sandoval Economic Alliance

City of Albuquerque



Identifying Talent Needs: Partner Led & Data Informed

Industry – manufacturing, allied health, skilled trades, education

- Advisory Committees
- Outreach for program review and development

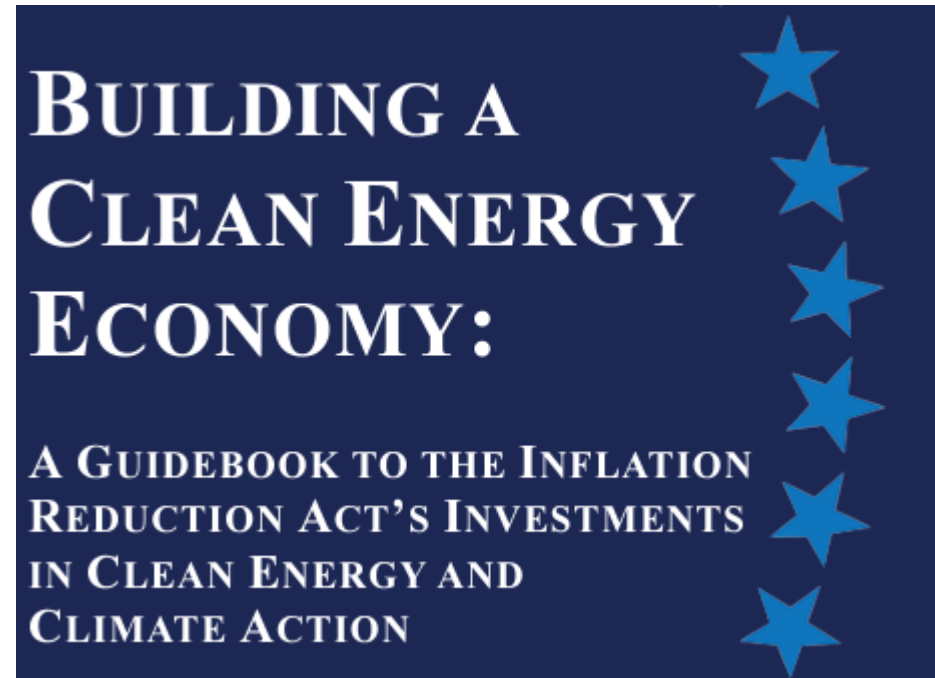
Specific employers



Identifying Talent Needs: Partner Led & Data Informed

National trends

- Federal spending and priorities
- National industry membership organizations and related workforce divisions
- International/national employers



CNM's Strategic Plan 2024-2027



Vision

Changing Lives, Building Community

Mission

Creating futures for our learners and partners through leadership in education, training and innovation.

Culture Statement

We strive to create trust and belonging by building supportive relationships grounded in CNM's values.

Values:



CNM's Strategic Plan 2024-2027



Goals:

Improve Learner Success:

We will ensure all learners receive individualized supports and programs to gain the knowledge, skills and experiences needed to achieve their career and life goals.

Strengthen Our Community:

We will spur community and economic growth through our engagement with learners, employers, government, and other community members.

Achieve Operational Excellence:

We will lead in advancing innovative, impactful and sustainable systems and practices that strengthen CNM's capacity to support all learners, staff and faculty, and our community partners.

Developing the Talent Pipeline: CNM's Programming

Education

- Credit certificates and degrees

Workforce Training/Professional Upskilling

- Workforce certificates
- Licensure and professional testing preparation
- Workforce certificates and training that lead to credit programs (awarding "credit for prior learning")
- Employer-sponsored training



How are new and current programs evaluated?



Mission alignment:

- CNM is leading in program offerings that meet employer and local economy needs today and in the future

Markets for programs:

- Ensure all CNM programs (credit and non-credit) lead to completion, transfer, and/or positive employment outcomes
- Ensure programs meet employer/industry needs and expectations
- Gauge student demand for programs and student understanding of programs outcomes in skills and employment opportunities

Margin – Program Economics:

- Understand cost, revenue, and margins at the program and course level

Academic/Industry:

- Evaluate program effectiveness and quality via academic standards
- Evaluate program effectiveness for industry or further education outcomes

Developing the Talent Pipeline: CNM's Process

CNM Collegewide Integrated Program Review Lifecycle



Process for considering new programs – credit, workforce training, or both

Integrated New Program Development

Integrated Program Review

Program Support

Annual review of all current programs against MMMA framework– both credit and workforce training

Resource/Action plans for programs to grow, fix, transition, or sunset

Developing the Talent Pipeline: CNM's Learner Programming

Work-Based Learning

- CNM's goal is that all students and learners have a [paid] work-based learning opportunity during their training at CNM and CNM Ingenuity
- 86% of academic programs with work-based learning (169 out of 198)
- 50% of graduates have a work-based learning experience (AY 2023-2024)



Developing the Talent Pipeline: CNM's Learner Programming

To facilitate work-based learning

Nearly 600 employers in system, with 60% engaged in work-based learning opportunities and hiring program completers

Employer engagement includes:

- Recruitment strategies
- Information sessions and table sessions
- Career fairs and targeted industry hiring events
- Job postings in HireCNM system
- Opportunities for custom training
- Letters of support for federal/state funding opportunities
- Program Advisory Committees
- New program development/curriculum design sessions



Idea to Action: Employer Case Study

- In early 2024, Ingenuity was approached by Sandia National Labs to build a new apprenticeship program that includes training from multiple trades – structural/construction, welding, mechatronics, machining.
- This program is unique because programs are usually limited to one trade. This offers the learners and employer flexibility.
- CNM has built a training program in 3 months, helped SNL with their State of NM apprenticeship application, and has designed the trainings to accommodate employee work schedules.
- Training will begin in 2025.



Idea to Action: Employer Case Study

- In early 2022, General Mills approached Ingenuity asking for help training some of their employees in electrical, mechanical, and leadership skills.
- In a series of meetings with GM, Ingenuity, and STA, we worked out learning objectives, coursework, and CPL crosswalks for their employees.
- General Mills assisted CNM with acquiring the necessary instruments to conduct in-person mechatronics trainings.
- In February 2024, began Intro to Mechanical Components training, followed by Intro to Mechatronics for 45 of their staff.
- The trainings are offered on a custom schedule to accommodate multiple shifts of GM employees. They match for-credit classes so that those who successfully complete them can get credit for prior learning that they can use toward a certificate or degree at CNM. They also utilize the same instructors as the for-credit classes.



Learner Case Study

- Adam Lazar attended Deep Dive IoT Bootcamp in Fall 2023.
- Hired as Mechanical Engineering Intern after an Engineer from Redwire attended Demo Day.
- Redwire is a global leader in space infrastructure.
- Adam is planning to continue degree, utilizing CPL, at CNM then at UNM.
- Adam is working on 3D Design for satellite components.
- With Redwire, Adam has collaborated with SNL, Lockheed Martin, and Blue Origin.
- Currently earning \$22/hr, and Adam expects to be offered a fulltime engineering job after his internship.



Learner Case Study

- Mayra Moncado was a student in the Early Childhood Multicultural Education Program at CNM.
- She completed a certificate and then an AA in the English/Spanish Bilingual Track.
- She then moved on to earn her BA and got a teaching job in a dual language program with Albuquerque Public Schools.
- She has also earned her MA since then and has taken on leadership roles (assistant principal, director of bilingual education program, etc.) .
- Mayra had to overcome language barriers to pursue her education; the English/Spanish Bilingual Track provided her with essential support.
- Mayra's credentials have allowed her to moved up her career pathway successfully.



Talent Pipeline: Putting NM GRO Funds to Work

- CNM Ingenuity has awarded a total of \$2,746,697 across 428 approved applications, with an average award of \$6,417.52 per learner
- Internships funded by NMHED High-Demand Workforce Training –
 - 59 placements and 123 projected through Spring 2025
 - Contracts with 24 employers
 - New 3-year HED funding plans (exploring microinternships, internships for dual credit students, and expanding eligible industries)



Talent Pipeline: Putting NM GRO Funds to Work

CNM Employer & Industry Survey 2024

- 642 responses
- Most employers (65%) feel both credentials and work experience are equally important when considering job applicants
- Engagement over the past 5 years with CNM work-based learning programs has increased by 11% since 2022.
- 28% of respondents rated the overall preparedness of the CNM graduates they hired as excellent, which rose 7% from 2022.

Employer Quote from Survey about Durable Skills:

"Communication/interpersonal skills - I'm sure you do this, but more important than a technical skill which CNM does beautifully, I would say more critical thinking/communication skills are essential and make for good leaders."



Image shown: CNM employer partner Katharsis Media

Talent Pipeline: Putting NM GRO Funds to Work

FY25 NM GRO Funds

- **CNM allocation: \$6.8 million**
- **Proposal**
 - Approximately 2,500 learners can be served in non-credit workforce training courses within a fiscal year.
 - Approximately \$650K for paid internships and apprenticeships
 - Expanding to microinternships, increased internships for dual-credit students



Talent Pipeline: Putting NM GRO Funds to Work

HED has stated reporting measures

- Identify numbers of individuals participating in workforce training, in internships, apprenticeships and other opportunities.
- Report on "ultimate outcomes":
 - credit for prior learning opportunities to credit programs
 - Employment after completing training courses/program
- Financial information – expenses for programs, for awards, for subsidized work-based learning experiences
- Standards for participating in programming and work-based learning
- Disaggregate learner data by race, ethnicity, gender.



Talent Pipeline: Idea to Action

CNM

- Collects data and information from industry, agencies, and employers.
- Engages in designing, developing, revising, or reinventing programs to meet industry needs.
- Makes sure programs are designed to meet learners where they are – and provides necessary supports to help them succeed.
- Evaluates results of our efforts – and repeats!



Employer Partner Videos:

- [Katharsis Media](#)
- [Rush Truck Centers](#)
- [C&S Real Estate & Development](#)
- [Mile Marker](#)
- [General Mills](#)



Questions?

Tracy Hartzler, President
thartzler@cnm.edu
(505) 224-4415