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**WORKFORCESolutions**  
SOUTH PLAINS

#### **Our Mission:**

The mission of the South Plains workforce system is to meet the needs of the region's employers for a highly skilled workforce by educating and preparing workers.

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## **September Newsletter**

### **Lubbock MSA and Regional Unemployment**

Lubbock's MSA unemployment rate for August was 3.6%, remaining unchanged from July. Amarillo recorded the lowest unemployment rate at 3.1% followed by Midland's MSA's at 3.2% and Austin-Round Rock at 3.4%.

\*Employment estimates released by TWC are produced in cooperation with the U.S. Department of Labor's Bureau of Labor Statistics. All estimates are subject to revision. To access this and more employment data, visit [tracer2.com](http://tracer2.com).

### **The TWC Lubbock MSA and South Plains**

#### **Upcoming Events:**

South Plains Career Expo  
Lubbock Memorial Civic  
Center  
~October 18, 2017~

South Plains Job Fair  
Lubbock Memorial Civic  
Center  
-October 24, 2017-

Hiring Red, White & You  
Veterans Job Fair  
Clarion Hotel  
-November 9, 2017-

WDA Economic Profiles provide a breakdown of employment by industry. Click on the images to the right to access the profiles.

(Image located on page 3)

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## CURRENT EMPLOYMENT STATISTICS

Metro Areas (Seasonally Adjusted)

Metro Areas	Apr 2017	Monthly Change	Annual Change	Annual % Change
Abilene MSA	68,100	100	700	1.0
Amarillo MSA	121,300	-1,100	1,200	1.0
Austin-Round Rock MSA	1,021,900	-400	29,300	3.0
Beaumont-Port Arthur MSA	164,000	900	-800	-0.5
Brownsville-Harlingen MSA	143,000	100	2,700	1.9
College Station-Bryan MSA	115,900	-400	2,500	2.2
Corpus Christi MSA	192,400	-100	1,400	0.7
Dallas-FW-Arlington MSA	3,582,400	-18,000	99,600	2.9
Dallas-Plano-Irving MD	2,555,000	-15,600	76,600	3.1
Fort Worth-Arlington MD	1,027,800	-3,200	22,600	2.2
El Paso MSA	317,000	400	9,200	3.0
Houston MSA	3,044,300	13,700	44,000	1.5
Killeen-Temple MSA	146,600	500	3,600	2.5
Laredo MSA	104,000	100	2,300	2.3
Longview MSA	96,700	300	-600	-0.6
Lubbock MSA	146,300	-1,000	800	0.5
McAllen MSA	256,700	600	4,900	1.9
Midland MSA	87,800	-100	100	0.1
Odessa MSA	69,800	100	-200	-0.3
San Angelo MSA	48,600	400	-500	-1.0
San Antonio MSA	1,035,600	3,800	24,800	2.5
Sherman-Denison MSA	47,000	100	1,000	2.2
Texarkana MSA	60,200	-500	-800	-1.3
Tyler MSA	106,200	400	2,300	2.2
Victoria MSA	42,000	200	-300	-0.7
Waco MSA	120,400	600	2,200	1.9
Wichita Falls MSA	58,000	400	-100	-0.2

### Highlights

(MSA industry data are not seasonally adjusted)

- Seventeen of 26 areas grew in April for a combined increase of 22,700 jobs. Nineteen areas grew over the year, while seven areas contracted.
- The Houston-The Woodlands-Sugar Land MSA accounted for more than half of all area employment gains over the month. The MSA increased its annual growth rate to 1.5 percent.
- The San Angelo MSA grew fastest in percentage terms with a 0.8 percent April expansion. Per not seasonally adjusted industry data, Retail Trade and Other Services each added 200 jobs over the month, while Government was down 200 positions.
- The Dallas-Plano-Irving MD led in actual and percentage job growth annually. Professional and Business Services led all major industries with 21,000 positions gained, followed by Leisure and Hospitality with 10,900 jobs added.
- The Beaumont-PA and the Texarkana MSAs lost the most jobs annually. The loss of 2,100 jobs in Retail was primarily responsible for the contraction in the Beaumont-PA MSA, while employment losses in Texarkana were spread across industries.



Click image to view full report:



Unless you've gotten a job offer during your interview or you've been told that you're no longer a candidate, you're done applying the personal selling process after the interview ends and need only wait to hear if you've been selected, right? Wrong!

Although the conclusion of the interview – the close – marks the end of the “real-time” phase of seeking a job and the process becomes more passive, you still need to sell yourself. You've entered the final step in personal selling: following up with the interviewer with an email, hand-written thank-you note or phone call.

“The main reason why the follow-up is important is that the interviewer might be undecided, and you can help them see things your way,” said Jason Lavis, managing director of UK-based **Out of the Box Innovations Ltd.** and a specialist in energy marketing and recruitment. “Also, it takes a number of interactions to start to ‘get to know’ someone. It's often on the second or third interaction that bonding starts to occur. This is simple human psychology.” In addition, Lavis pointed out the follow-up is the culmination of a fully executed personal selling process.

“Following up won't work if previous steps have not been completed properly,” Lavis explained. “If you haven't prepared, rehearsed and given it your best, there are no clever approaches or phrases that might work.”

“Just like any high-level performer, it's the preparation stage that's most important,” continued Lavis. “With proper preparation, the rest of the path becomes a lot easier. This probably applies to the job role that you're going for as well.”

### **Strike a Balance**

Like previous stages of personal selling, following up requires a balance of assertiveness and restraint: you need to remind the interviewer(s) why you think you're the best person for the job, but overdoing it can derail your chances.

Asking the right questions during the tail end of the interview can help you to strike that balance, said Steve Benson, CEO of **Badger Maps**, a sales route planner for field salespeople.

“You can be too aggressive in the follow-up phase,” said Benson. “The best play is to ask what the process is and, if they don’t follow the process, then reach out for clarification.”

Benson acknowledged that the aggressiveness threshold differs by company and type of position.

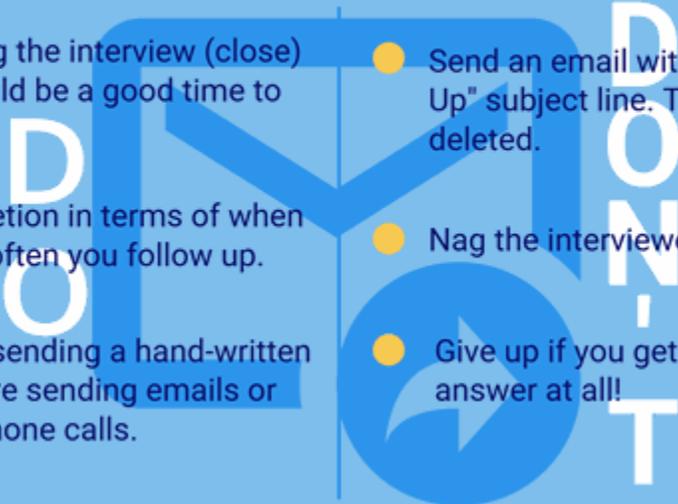
“Some companies, especially ones that are seeking aggressive salespeople, will look for people to follow up more aggressively,” noted Benson, pointing out that various websites offer “insider” insights about companies’ interview processes. “All that being said, just like in sales you should follow up at an appropriate cadence – tapering with time – until you get a ‘yes’ or a ‘no.’”

In regard to following up, you should also recognize when it’s time to cut your proverbial losses if you never get a response, advised Mike Smith, Founder of **SalesCoaching1.com**.

“If you don’t hear anything within the specified time, you probably are out of the picture,” said Smith. “Don’t keep hoping. Move on. Here is a little phrase to keep in mind: ‘You have to open a lot of oysters before you find a pearl.’ That means,

in selling and searching, don't get discouraged. Be focused and persistent."

## PERSONAL SELLING: Some Follow-up Pointers

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- Ask during the interview (close) when would be a good time to follow up.
  - Use discretion in terms of when and how often you follow up.
  - Consider sending a hand-written note before sending emails or making phone calls.
  - Send an email with a "Following Up" subject line. Those often get deleted.
  - Nag the interviewer.
  - Give up if you get a "no" - or no answer at all!

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### Texas Adds 5,500 Jobs in August

*State unemployment rate is 4.5 percent in August*

AUSTIN – Texas has added an estimated 298,600 seasonally adjusted jobs over the year with the addition of 5500 nonfarm jobs this August. The Texas economy expanded for the 14th consecutive month.

Read the full [press release](#).

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**Sources:**

**Texas Labor Market Review**

[http://www.tracer2.com/admin/uploadedPublications/2138\\_TLMR-Current\\_Edition.pdf](http://www.tracer2.com/admin/uploadedPublications/2138_TLMR-Current_Edition.pdf)

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