WORKFORCEsolutions
S O U T H P L A I N S

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.

October Newsletter

Lubbock MSA and Regional Unemployment

Lubbock's MSA unemployment rate for October 2019 is 2.6%, down 0.1% from September's 2.7%. Midland MSA recorded the lowest unemployment rate at 2.1%, followed by Amarillo MSA at 2.4%. Austin-Round Rock, College Station-Bryan and Lubbock's MSA's at 2.6% for the third lowest unemployment rate in the State.

*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

Upcoming Events

- April 2020 -
Job Fair
Lubbock Memorial Civic Center

= October 2020 -
Job Fair
Lubbock Memorial Civic Center

- October 20, 2020 -
South Plains Career Expo
Lubbock Memorial Civic Center

access this and more employment data, visit [Texas LMI](#).

The TWC Lubbock MSA and South Plains 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)

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.
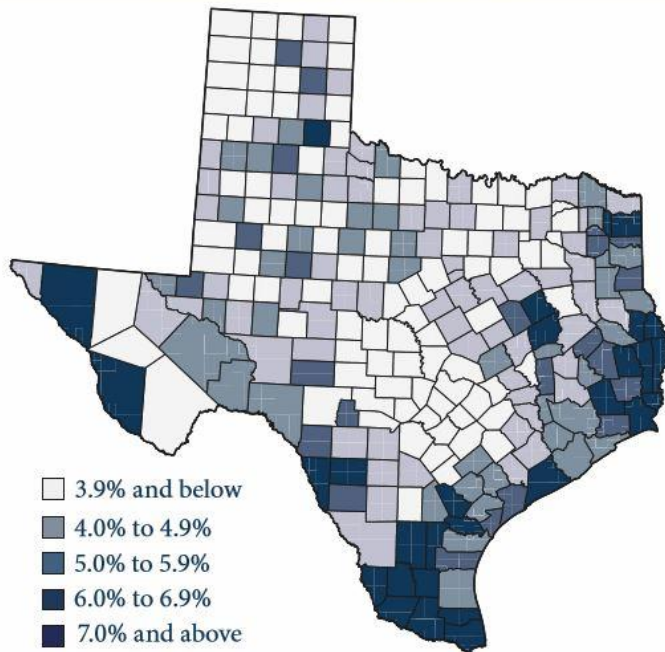
County Unemployment Rates

Legend:
- 3.9% and below
- 4.0% to 4.9%
- 5.0% to 5.9%
- 6.0% to 6.9%
- 7.0% and above

(Image located on page 6)

Click image to view full report:
Lubbock Metropolitan Statistical Area (MSA)

Click image to view full report:
South Plains Regional Workforce Development Area

How to Build Skills That Are Valuable

jamesclear.com

In the early 1940s, a young boy was growing up in the small county of Almhult in southern Sweden. Within a few years, he would impact millions of people. At the time, however, nobody knew his name.

The boy was occupied with a small and relatively simple project. He had recently discovered that it was possible to buy boxes of matches in bulk from Stockholm, which was a few hours away from his small town. He could get the matches for cheap and then sell

them individually for a nice profit, but still at a reasonable price.

Pretty soon, he was riding around town on his bicycle and selling matches one by one to anyone who needed them.

Once the matches began selling well, the young boy expanded his tiny operation. Before long, he added Christmas ornaments, fish, seeds, ballpoint pens and pencils. A few years later, he started selling furniture.

The young boy's name was Ingvar Kamprad and when he was seventeen, he decided to name his business. He called it IKEA.

In 2013, IKEA made over $37 billion dollars. It's amazing what you can do with a few matches.

Selling Matches and Building Valuable Skills

Everybody is obsessed with building their IKEA. Nobody is focused on selling a few matches. We live in a society that values skills, but

everyone is obsessed with results. The problem with this is that it can become really easy to get trapped focusing on results when you should really be building your valuable skills.

It's really easy to focus on the dream of building a successful business. What entrepreneur wouldn't want a company that makes $37 billion per year?

But that's not how Ingvar Kamprad started. He started by building his skill set. He started by selling one book of matches at a time. He focused on a small problem and then used the skills he developed to solve a bigger problem (just like cancer researchers do).

Focus on Getting Good, Not Making It Big

Ingvar Kamprad focused on getting good at business before he tried to get big at business. Think about that for a moment.

Many people (and I've been guilty of this as well) want to get big more than they want to become good. The new photographer

wants to be published in National Geographic or win that big photo contest, not shoot in relative obscurity while mastering his craft. The new writer wants to hit the best-seller list, not become an expert of prose. The young basketball player wants to be in the starting lineup, not become the best dribbler on the team.

But if you only focus on these results, then it can be very easy to get distracted from doing the volume of work required to build the valuable skills you need to succeed. And it's the volume that matters. The process is more important than the goal. This is especially true in the beginning. Focus on getting good before you worry about getting big.

In fact, most of what you create early on — even if it's good — probably won't be *that* good. In a previous article, I shared a research study that analyzed over 70 famous composers and revealed that not a single one of these musical geniuses produced a famous musical piece before year 10 of their career. This period of little recognition and hard work was referred to as the "10 years of silence" and it's very similar to the period that Ingvar Kamprad

spent selling matches. Different industries, same dedication to developing skills.

Think about what you want to be good at. How can you start selling matches?

Texas total non-agriculture employers has added 297,100 jobs over the year

State unemployment rate is 3.4 percent in October

AUSTIN – Texas economy adds 30,100 seasonally adjusted nonfarm jobs in October. October's unemployment rate holds steady for the fifth month in a row at 3.4%. This is the lowest unemployment rate since series tracking began in 1976.

Read the full press release.

A Proud Partner of the American Job Center Network

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Relay Texas: 711 (voice); 800-735-2989 (TDD); or Relay Texas Spanish 800-662-4954.