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**WORKFORCE**Solutions  
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.

## December Newsletter

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

Lubbock's MSA unemployment rate for November 2019 is 2.6%, remained the same as October's of 2.6%. Midland MSA recorded the lowest unemployment rate at 2.1%, followed by Amarillo and Austin-Round Rock MSA's with an adjusted rate of 2.5%. The College Station-Bryan and Lubbock's MSA's each recorded the third lowest rate at 2.6%

\*Employment estimates released by TWC are produced in cooperation with the U.S. Department of Labor's Bureau of

### **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

8am - 12pm

Labor Statistics. All estimates are subject to revision. To access this and more employment data, visit [Texas LMI](#).

- November 2020 -  
Red, White and You  
Veterans Job Fair  
10am - 3pm

**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)

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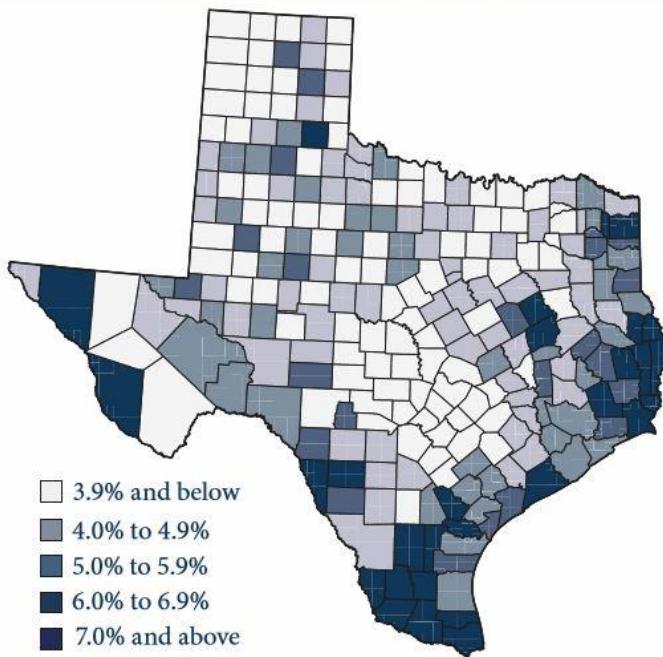
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CURRENT EMPLOYMENT STATISTICS					
Metro Areas	Apr 2017	Monthly Change	Annual Change	Annual % Change	
Abilene MSA	68,100	100	700	1.0	
Amarillo MSA	121,300	-1,100	1,200	1.0	
Austin-Round Rock MSA	1,021,900	-400	29,300	3.0	
Beaumont-Port Arthur MSA	164,000	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



(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

Area	Area ID	Area Name	Area 10		Area 11		Area 12		Area 13	
			Area 10	Area 10	Area 11	Area 11	Area 12	Area 12	Area 13	Area 13
Area 1	Area 1	Area 1	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 2	Area 2	Area 2	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 3	Area 3	Area 3	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 4	Area 4	Area 4	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 5	Area 5	Area 5	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 6	Area 6	Area 6	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 7	Area 7	Area 7	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 8	Area 8	Area 8	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 9	Area 9	Area 9	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 10	Area 10	Area 10	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 11	Area 11	Area 11	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 12	Area 12	Area 12	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Area 13	Area 13	Area 13	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Click image to  
view full report:  
Lubbock LAUS  
County-by-County  
Unemployment Rates

## Motivation: The Scientific Guide on How to Get and Stay Motivated

By: James Clear

Motivation is a powerful, yet tricky beast. Sometimes it is really easy to get motivated, and you find yourself wrapped up in a whirlwind of excitement. Other times, it is nearly impossible to figure out how to motivate yourself and you're trapped in a death spiral of procrastination. This page contains the best ideas and most useful research on how to get and stay motivated.

This isn't going to be some rah-rah, pumped-up motivational speech. (That's not my style.) Instead, we're going to break down the science behind how to get motivated in the first place and how to stay motivated for the long-run. Whether you're trying to figure out how to motivate yourself or how to motivate a team, this page should cover everything you need to know.

## I. Motivation: What It Is and How It Works

Scientists define motivation as your general willingness to do something. It is the set of psychological forces that compel you to take action. That's nice and all, but I think we can come up with a more useful definition of motivation.

### What is Motivation?

So what is motivation, exactly? The author Steven Pressfield has a great line in his book, The War of Art, which I think gets at the core of motivation. To paraphrase Pressfield, "At some point, the pain of *not* doing it becomes greater than the pain of doing it."

In other words, at some point, it is easier to change than to stay the same. It is easier to take action and feel insecure at the gym than to sit still and experience self-loathing on the couch. It is easier to feel awkward while making the sales call than to feel disappointed about your dwindling bank account.

This, I think, is the essence of motivation. Every choice has a price, but when we are motivated, it is easier to bear the inconvenience of action than the pain of remaining the same. Somehow we cross a mental threshold—usually after weeks of procrastination and in the face of an impending deadline—and it becomes more painful to *not* do the work than to actually do it.

Now for the important question: What can we do to make it more likely that we cross this mental threshold and feel motivated on a consistent basis?

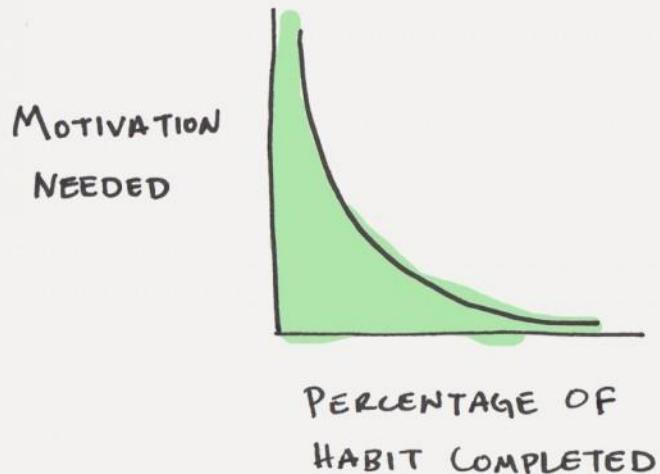
### Common Misconceptions About Motivation

One of the most surprising things about motivation is that it often comes *after* starting a new behavior, not before. We have this common misconception that motivation arrives as a result of passively consuming a motivational video or reading an inspirational book. However, active inspiration can be a far more powerful motivator.

Motivation is often the result of action, not the cause of it. Getting started, even in very small ways, is a form of active inspiration that naturally produces momentum.

I like to refer to this effect as the Physics of Productivity because this is basically Newton's First Law applied to habit formation: Objects in motion tend to stay in motion. Once a task has begun, it is easier to continue moving it forward.

## Motivation Needed to Perform a Habit



JamesClear.com

You don't need much motivation once you've started a behavior. Nearly all of the friction in a task is at the beginning. After you start, progress occurs more naturally. In other words, it is often easier to finish a task than it was to start it in the first place.

Thus, one of the keys to getting motivated is to make it easy to start.

## II. How to Get Motivated and Take Action

Many people struggle to find the motivation they need to achieve the goals they want because they are wasting too much time and energy on other parts of the process. If you want to make it easy to find motivation and get started, then it helps to automate the early stages of your behavior.

## Schedule Your Motivation

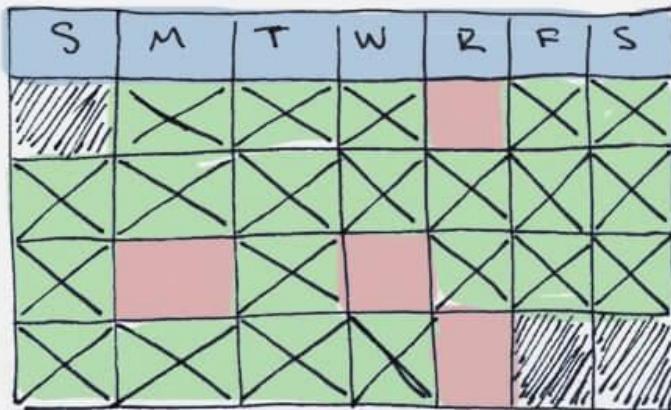
During a conversation about writing, my friend [Sarah Peck](#) looked at me and said, “A lot of people never get around to writing because they are always wondering when they are going to write next.” You could say the same thing about working out, starting a business, creating art, and building most habits.

- If your workout doesn’t have a time when it usually occurs, then each day you’ll wake up thinking, “I hope I feel motivated to exercise today.”
- If your business doesn’t have a system for marketing, then you’ll show up at work crossing your fingers that you’ll find a way to get the word out (in addition to everything else you have to do).
- If you don’t have a scheduled time when you write every week, then you’ll find yourself saying things like, “I just need to find the willpower to do it.”

An [article](#) in The Guardian summarized the situation by saying, “If you waste resources trying to decide when or where to work, you’ll impede your capacity to do the work.”

Setting a schedule for yourself seems simple, but it puts your decision-making on autopilot by giving your goals a time and a place to live. It makes it more likely that you will follow through regardless of your motivation levels. And there are plenty of research studies on [willpower](#) and [motivation](#) to back up that statement.

Stop waiting for motivation or inspiration to strike you and set a schedule for your habits. This is [the difference between professionals and amateurs](#). Professionals set a schedule and stick to it. Amateurs wait until they feel inspired or motivated.



## How to Get Motivated (Even When You Don't Feel Like It)

How do some of the most prolific artists in the world motivate themselves? They don't merely set schedules, they build rituals.

Twyla Tharp is widely regarded as one of the greatest dancers and choreographers of the modern era. In her best-selling book, [The Creative Habit \(audiobook\)](#), Tharp discusses the role rituals, or pre-game routines, have played in her success:

*I begin each day of my life with a ritual; I wake up at 5:30 A.M., put on my workout clothes, my leg warmers, my sweatshirts, and my hat. I walk outside my Manhattan home, hail a taxi, and tell the driver*

*to take me to the Pumping Iron gym at 91st street and First Avenue, where I workout for two hours. The ritual is not the stretching and weight training I put my body through each morning at the gym; the ritual is the cab. The moment I tell the driver where to go I have completed the ritual.*

*It's a simple act, but doing it the same way each morning habitualizes it — makes it repeatable, easy to do. It reduces the chance that I would skip it or do it differently. It is one more item in my arsenal of routines, and one less thing to think about.*

Many other famous creatives have rituals too. In his popular book [Daily Rituals: How Artists Work](#), author Mason Currey notes that many of the world's great artists follow a consistent schedule.

- Maya Angelou rented a local hotel room and went there to write. She arrived at 6:30 AM, wrote until 2 PM, and then went home to do some editing. She never slept at the hotel.
- Pulitzer Prize winner Michael Chabon writes five nights per week from 10 PM to 3 AM.
- Haruki Murakami wakes up at 4 AM, writes for five hours, and then goes for a run.

The work of top creatives isn't dependent upon motivation or inspiration, but rather it follows a consistent pattern and routine. Here are some examples of how you can apply ritual and routine to get motivated:

- **Exercise more consistently:** Use the same warm up routine in the gym.
- **Become more creative:** Follow a creative ritual before you start writing or painting or singing.
- **Start each day stress-free:** Create a five-minute morning meditation ritual.
- **Sleep better:** Follow a "power down" routine before bed.

The power of a ritual, or what I like to call a [pre-game routine](#), is that it provides a mindless way to initiate your behavior. It makes starting your habits easier and that means following through on a consistent basis is easier.

The key to any good ritual is that it removes the need to make a decision: What should I do first? When should I do this? How should I do this? Most people never get moving because they can't decide how to get started. You want starting a behavior to be easy and automatic so you have the strength to finish it when it becomes difficult and challenging.



..... to be continued, next month's newsletter

## **Texas total non-agriculture employers has added 336,700 jobs over the year**

*State unemployment rate is 3.4 percent in November*

AUSTIN – Texas economy adds 35,200 seasonally adjusted nonfarm jobs in November and the unemployment rate held steady for the sixth month in a row at 3.4%. It is the lowest unemployment rate since series tracking began in 1976.

[Read the full press release.](#)

### **Sources:**

#### **Texas Labor Market Review**

<https://texaslmi.com/api/GetHomeLinks/TLMR>

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