

If you have any suggestions or content you would like to see, shoot us an email. Thanks!



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.

January Newsletter

Lubbock MSA and Regional Unemployment

Lubbock's MSA unemployment rate for December 2019 is 2.5%, down .1% from November's 2.6%. Midland MSA recorded the lowest unemployment rate at 2.1%, followed by the Amarillo MSA at 2.3% and Austin-Round Rock MSA's at 2.4% was the third lowest.

*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 28, 2020 -

Job Fair

**Lubbock Memorial Civic
Center**

10:00AM - 2:00PM

- 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](#).

8am - 12pm

- 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)


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)

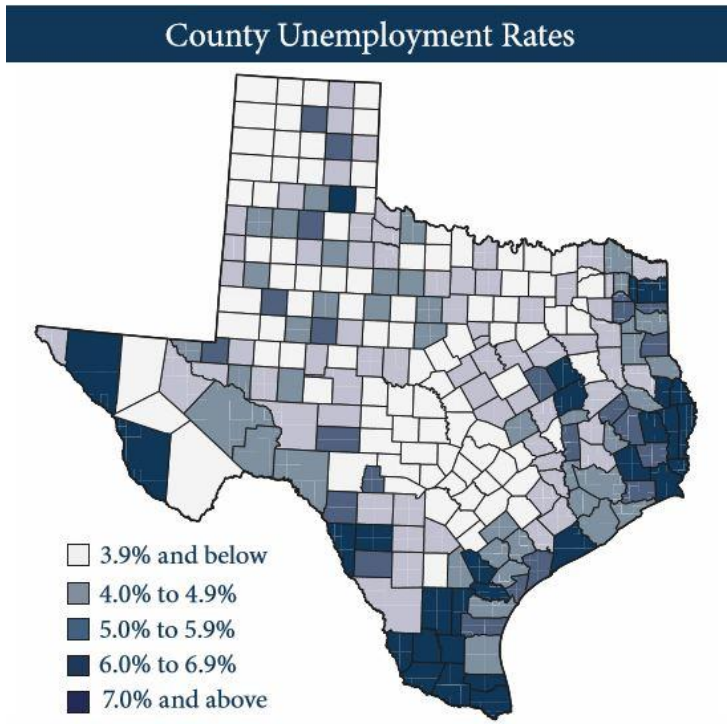
- Seventeen of 26 areas grew in April for a combined increase of 22,700 jobs. Nineteen areas grew over the year, while seven areas contracted.
- The Houston-The Woodlands-Sugar Land MSA accounted for more than half of all area employment gains over the month. The MSA increased its annual growth rate 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.

 [Like us on Facebook!](#)

 [Follow us on Twitter!](#)

 [Visit our Website!](#)

 [Follow us on LinkedIn!](#)



(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

These tasks are so easy, I can't say no to them.

The most important part of any task is starting. If you can't get motivated in the beginning, then you'll find that motivation often comes after starting. That's why your pre-game routine needs to be incredibly easy to start.

For more about the importance of getting started, [read this](#).

Step 2: Your routine should get you *moving* toward the end goal.

A lack of mental motivation is often linked to a lack of physical movement. Just imagine your physical state when you're feeling depressed, bored, or unmotivated. You're not moving very much.

Maybe you're slumped over like a blob, slowly melting into the couch.

The opposite is also true. If you're physically moving and engaged, then it's far more likely that you'll feel mentally engaged and energized. For example, it's almost impossible to not feel vibrant, awake, and energized when you're dancing.

While your routine should be as easy as possible to start, it should gradually transition into more and more physical movement. Your mind and your motivation will follow your physical movement. It is worth noting that physical movement doesn't have to mean exercise. For example, if your goal is to write, then your routine should bring

you closer to the physical act of writing.

Step 3: You need to follow the same pattern every single time.

The primary purpose of your pre-game routine is to create a series of events that you always perform before doing a specific task. Your pre-game routine tells your mind, “This is what happens before I do ____.”

Eventually, this routine becomes so tied to your performance that by simply doing the routine, you are pulled into a mental state that is primed to perform. You don’t need to know how to find motivation, you just need to start your routine.

If you remember the article on the [3 R’s of Habit Change](#), then you may realize that your pre-game routine is basically creating a “reminder” for yourself. Your pre-game routine is the trigger that kickstarts your habit, even if you’re not motivated to do it.



III. How to Stay Motivated for the Long-Run

We have covered some strategies for making it easier to get motivated and start a task. What about maintaining motivation over the long-run?

How can you stay motivated for good?

How to Stay Motivated by Using the Goldilocks Rule

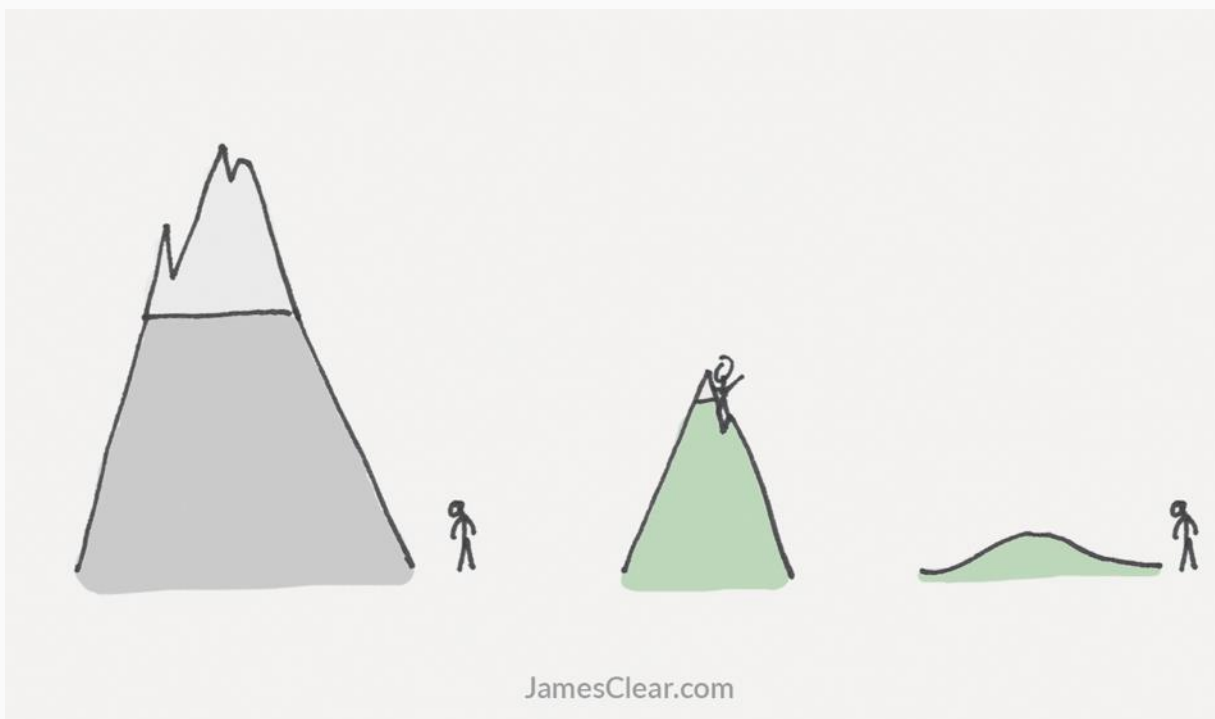
Imagine you are playing tennis. If you try to play a serious match against a four-year-old, you will quickly become bored. The match is too easy. On the opposite end of the spectrum, if you try to play a serious match against a professional tennis player like Roger Federer or Serena Williams, you will find yourself demotivated for a different reason. The match is too difficult.

Compare these experiences to playing tennis against someone who is your equal. As the game progresses, you win a few points and you lose a few points. You have a chance of winning the match, but only if you really try. Your focus narrows, distractions fade away, and you find yourself fully invested in the task at hand. The challenge you are facing is “just manageable.” Victory is not guaranteed, but it is possible. Tasks like these, science has found, are the most likely to keep us motivated in the long term.

Human beings love challenges, but only if they are within the optimal zone of difficulty. Tasks that are significantly below your current abilities are boring. Tasks that are significantly beyond your current abilities are discouraging. But tasks that are right on the border of success and failure are incredibly motivating to our human brains. We want nothing more than to master a skill just beyond our current horizon. We can call this phenomenon The Goldilocks Rule. The Goldilocks Rule states that humans experience peak motivation when working on tasks that are right on the edge of their current abilities. Not too hard. Not too easy. Just right.

Working on tasks that adhere to the Goldilocks Rule is one of the keys to maintaining long-term motivation. If you find yourself feeling

unmotivated to work on a task, it is often because it has drifted into an area of boredom or been shoved into an area of great difficulty. You need to find a way to pull your tasks back to the border of your abilities where you feel challenged, but capable.



How to Reach Peak Motivation

This wonderful blend of happiness and peak performance is sometimes referred to as flow. Flow is what athletes and performers experience when they are “in the zone.” Flow is the mental state you experience when you are so focused on the task at hand that the rest of

the world fades away.

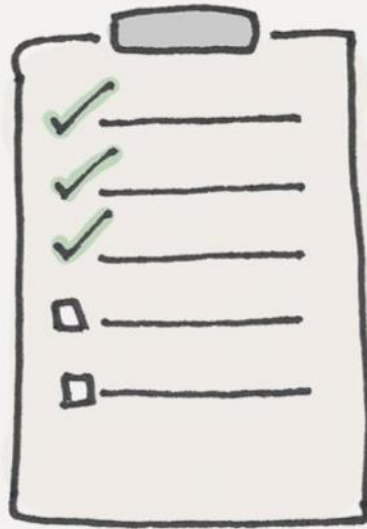
In many ways, we could describe flow as your state of peak motivation. You would be hard-pressed to find a state where you are more driven to continue the task you are working on.

One factor that researchers have found is linked to flow states is whether or not you are following The Goldilocks Rule we mentioned earlier. If you are working on challenges of optimal difficulty, then you will not only be motivated but also experience a boost in happiness. As psychologist Gilbert Brim put it, “One of the important sources of human happiness is working on tasks at a suitable level of difficulty, neither too hard nor too easy.”

In order to reach this state of peak performance, however, you not only need to work on challenges at the right degree of difficulty, but also measure your immediate progress. As psychologist Jonathan Haidt explains, one of the keys to reaching a flow state is that “you get immediate feedback about how you are doing at each step.”

Thus, we can say that measurement is a key factor in motivation. To put it more precisely, facing an optimal challenge and receiving immediate feedback about the progress you are making toward that challenge are two of the most critical components of peak motivation.

For more on the importance of measurement and feedback, check out **this article:** [What Are You Measuring in Your Life?](#)



JamesClear.com

What to Do When Motivation Fades

Inevitably, your motivation to perform a task will dip at some point.

What happens when motivation fades? I don't claim to have all the answers, but here's what I try to remind myself of when I feel like giving up.

Your Mind is a Suggestion Engine

Consider every thought you have as a suggestion, not an order. Right now, as I'm writing this, my mind is suggesting that I feel tired. It is suggesting that I give up. It is suggesting that I take an easier path. If I pause for a moment, however, I can discover new suggestions. My mind is also suggesting that I will feel very good about accomplishing this work once it is done. It is suggesting that I will respect the identity I am building when I stick to the schedule. It is suggesting that I have the ability to finish this task, even when I don't feel like.

Remember, none of these suggestions are orders. They are merely options. I have the power to choose which option I follow.

Discomfort Is Temporary

Relative to the time in your normal day or week, nearly any habit you perform is over quickly. Your workout will be finished in an hour or two. Your report will be typed to completion by tomorrow morning.

Life is easier now than it has ever been. 300 years ago, if you didn't kill your own food and build your own house, you would die. Today, we whine about forgetting our iPhone charger.

Maintain perspective. Your life is good and your discomfort is temporary. Step into this moment of discomfort and let it strengthen you.

You Will Never Regret Good Work Once It is Done

Theodore Roosevelt famously said, “Far and away the best prize that life has to offer is the chance to work hard at work worth doing.” So often it seems that we want to work easily at work worth doing. We want our work to be helpful and respected, but we do not want to struggle through our work. We want our stomachs to be flat and our arms to be strong, but we do not want to grind through another workout. We want the final result, but not the failed attempts that precede it. We want the gold, but not the grind.

Anyone can want a gold medal. Few people want to train like an Olympian.

And yet, despite our resistance to it, I have never found myself feeling worse after the hard work was done. There have been days when it was damn hard to start, but it was always worth finishing. Sometimes, the simple act of showing up and having the courage to do the work, even in an average manner, is a victory worth celebrating.

This Is Life

Life is a constant balance between giving into the ease of distraction or overcoming the pain of discipline. It is not an exaggeration to say that our lives and our identities are defined in this delicate balance. What is

life, if not the sum of a hundred thousand daily battles and tiny decisions to either gut it out or give it up?

This moment when you don't feel like doing the work? This is not a moment to be thrown away. This is not a dress rehearsal. This moment is your life as much as any other moment. Spend it in a way that will make you proud.

Texas total non-agriculture employers has added 342,800 jobs over the year

State unemployment rate is 3.5 percent in November

AUSTIN – Texas economy adds 29,800 seasonally adjusted nonfarm jobs in November and the unemployment rate held steady for the sixth month in a row at 3.5%. Texas set a record for 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>

A Proud Partner of the American Job Center Network

Copyright © 2017 Workforce Solutions South Plains, All rights reserved.

Workforce Solutions South Plains Community Stakeholder

Our mailing address is:

Workforce Solutions South Plains Board Administration

1500 Broadway, Ste. 800, Lubbock, TX 79401

(806) 744-1987

www.workforcesouthplains.org

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

Workforce Solutions South Plains is an equal opportunity employer/programs.

Auxiliary aids and services are available upon request to individuals with disabilities.

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