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#### **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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## **May Newsletter**

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

Lubbock's MSA unemployment rate for April 2020 is 9.9%, up 6.0% from March's 3.9%. Amarillo MSA recorded the lowest unemployment rate at 8.8%, followed by the Abilene and College Station-Bryan MSA's at 8.9%, second lowest and Lubbock MSA's had the third lowest rate of 9.9% for April. All data impacted by the COVID-19 pandemic.

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

### **Upcoming Events**

#### **ALL FOLLOWING EVENTS**

##### **COULD CHANGE**

- July 7, 2020 -  
Annual Employer Awards  
Luncheon  
McKenzie-Merket Alumni  
Center  
2521 17th Street  
11:30AM - 1:00PM

- September 3, 2020 -  
8th Grade Career Fair -  
Levelland  
Mallet Event Center

Labor Statistics. All estimates are subject to revision. To access this and more employment data, visit [TexasLMI.com](https://texaslmi.com).

**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.

**2320 US 385**

**8:30AM - 12:00PM**

- September 10, 2020 -

8th Grade Career Fair -

Crosbyton

Erickson Farm & Ranch

Building

211 East Aspen Street

8:30AM - 12:00PM

- September 15, 2020 -

8th Grade Career Fair -

Plainview

Ollie Liner Center

2000 S. Columbia Street

8:30AM - 12:00PM

- September 17, 2020 -

8th Grade Career Fair -

Muleshoe

Bailey County Coliseum

2206 West American Blvd.

8:30AM - 12:00PM

- October 2020 -

South Plains Job Fair

Lubbock Memorial Civic

Center

10:00AM - 2:00PM

- October 20, 2020 -

South Plains Career Expo

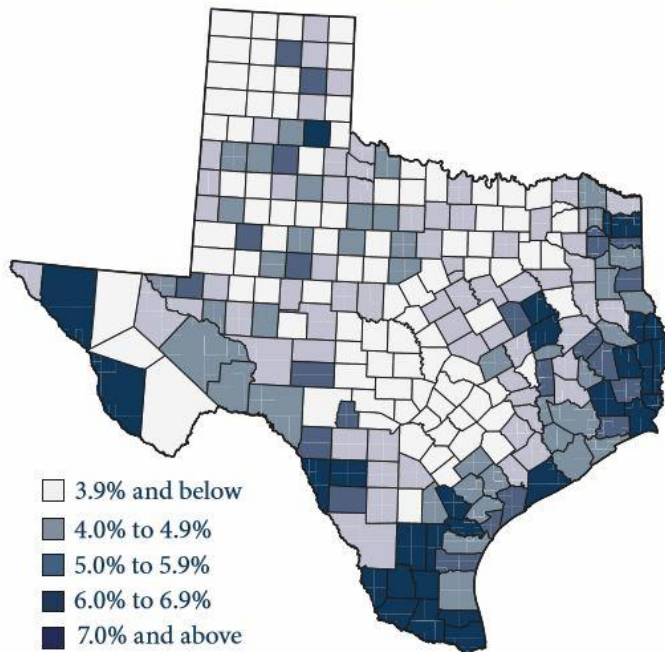
Lubbock Memorial Civic

Center

8am - 12pm

- November 2020 -

## County Unemployment Rates





(Image located on page 6)


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

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**Click image to  
view full report:**

Lubbock Metropolitan  
Statistical Area (MSA)



**Click image to  
view full report:**

South Plains Regional  
Workforce Development Area



**story of Oswald Nuckols, an IT developer from Natchez, Mississippi, and his simple strategy for making future habits easy.**

**Nuckols refers to the approach as “resetting the room.”**

**For instance, when he finishes watching television, he places the remote back on the TV stand, arranges the pillows on the couch, and folds the blanket. When he leaves his car, he throws any trash away. Whenever he takes a shower, he wipes down the toilet while the shower is warming up. (As he notes, the “perfect time to clean the toilet is right before you wash yourself in**

the shower anyway.”)

This might sound like he's just “cleaning up” but there is a key insight that makes his approach different. The purpose of resetting each room is not simply to clean up after the last action, but to prepare for the next action.

“When I walk into a room everything is in its right place,” Nuckols wrote. “Because I do this every day in every room, stuff always stays in good shape . . . People think I work hard but I’m actually really lazy. I’m just proactively lazy. It gives you so much time back.”

I have written previously about

the power of the environment to shape your behavior. **Resetting the room is one way to put the power back in your own hands. Let's talk about how you can use it.**

## **The Power of Priming the Environment**

**Whenever you organize a space for its intended purpose, you are priming it to make the next action easy. This is one of the most practical and simple ways to improve your habits.**

**For instance, my wife keeps a box of greeting cards that are presorted by occasion—birthday,**



**sympathy, wedding, graduation, and more. Whenever necessary, she grabs an appropriate card and sends it off. She is incredibly good at remembering to send cards because she has reduced the friction of doing so.**

**For years, I was the opposite. Someone would have a baby and I would think, “I should send a card.” But then weeks would pass and by the time I remembered to pick one up at the store, it was too late. The habit wasn’t easy. There are many ways to prime your environment so it’s ready for immediate use. If you want to cook a healthy breakfast, place the skillet on the stove, set the**

**cooking spray on the counter, and lay out any plates and utensils you'll need the night before.**

**When you wake up, making breakfast will be easy.**

**Here are some more:**

- **Want to draw more? Put your pencils, pens, notebooks, and drawing tools on top of your desk, within easy reach.**
- **Want to exercise? Set out your workout clothes, shoes, gym bag, and water bottle ahead of time.**
- **Want to improve your diet? Chop up a ton of fruits and vegetables on weekends and pack them in containers, so you have easy access to healthy, ready-to-eat options during the week.**

**These are simple ways to make the good habit the path of least resistance.**

## **The Path of Most Resistance**

**You can also invert this principle and prime the environment to make bad behaviors difficult.**

**If you find yourself watching too much television, for example, then unplug it after each use. Only plug it back in if you can say out loud the name of the show you want to watch. (Which**

prevents you from turning on Netflix and “just finding something” to watch.) This setup creates just enough friction to prevent mindless viewing.

If that doesn't do it, you can take it a step further. Unplug the television and take the batteries out of the remote after each use, so it takes an extra ten seconds to turn it back on. And if you're really hard-core, move the television out of the living room and into a closet after each use. You can be sure you'll only take it out when you really want to watch something. The greater the friction, the less likely the habit.

Whenever possible, I leave my phone in a different room until lunch. When it's right next to me, I'll check it all morning for no reason at all. But when it is in another room, I rarely think

about it. And the friction is high enough that I won't go get it without a reason. As a result, I get three to four hours each morning when I can work without interruption. If sticking your phone in another room doesn't seem like enough, tell a friend or family member to hide it from you for a few hours. Ask a coworker to keep it at their desk in the morning and give it back to you at lunch. It is remarkable how little friction is required to prevent bad behavior. When I hide beer in the back of the fridge where I can't see it, I drink less. When I delete social media apps from my phone, it can be weeks before I download them again and log in. These tricks are unlikely to curb a true addiction, but for many of us, a little bit of friction can be the difference between sticking with a good habit or sliding into a bad

**one. Imagine the cumulative impact of making dozens of these changes and living in an environment designed to make the good behaviors easier and the bad behaviors harder.**

### **Where to Go From Here**

**Whether we are approaching behavior change as an individual, a parent, a coach, or a leader, we should ask ourselves the same question: “How can we design a world where it’s easy to do what’s right?” Reset your rooms so that the actions that matter most are also the actions that are easiest to do. When you master habits of preparation, habits of execution become easy.**

***This article is an excerpt from Chapter 12 of my New York Times bestselling book *Atomic Habits*. [Read more here.](#)***

## Footnotes

1. Oswald Nuckols is an alias, used by request.
2. Saul\_Panzer\_NY, "[Question] What One Habit Literally Changed Your Life?" Reddit, June 5, 2017, [https://www.reddit.com/r/getdisciplined/comments/6fgqbv/question\\_what\\_one\\_habit\\_literally\\_changed\\_your/diieswq](https://www.reddit.com/r/getdisciplined/comments/6fgqbv/question_what_one_habit_literally_changed_your/diieswq).

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## **Texas Economy loses 1,129,900 nonfarm positions due to the impact of the COVID-19 pandemic in the month of April.**

*State unemployment rate is 12.8 percent in April*

AUSTIN – In April, all major industries in Texas experienced job loss over the month. Texas' unemployment rate of 12.8% is below the national average of 14.7 percent.

Read the full [press release](#).

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### Sources:

**Texas Labor Market Review**

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

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