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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.

July Newsletter

Lubbock MSA and Regional Unemployment

Lubbock's MSA unemployment rate for June 2020 is 6.9%, down 2.5% from May's adjusted rate of 9.4%. Amarillo MSA recorded the lowest unemployment rate at 6.0%, followed by Abilene's MSA of 6.4% and College Station-Bryan MSA of 6.5% was third lowest. 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 Labor Statistics. All estimates are subject to revision. To

Upcoming Events

**ALL FOLLOWING EVENTS
ARE TENTATIVE AND
SUBJECT TO CHANGE**

**- September 3, 2020 -
8th Grade Career Fair -
Levelland
Mallet Event Center
2320 US 385
8:30AM - 12:00PM**

**- September 10, 2020 -
8th Grade Career Fair -
Crosbyton**

access this and more employment data, visit 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.

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

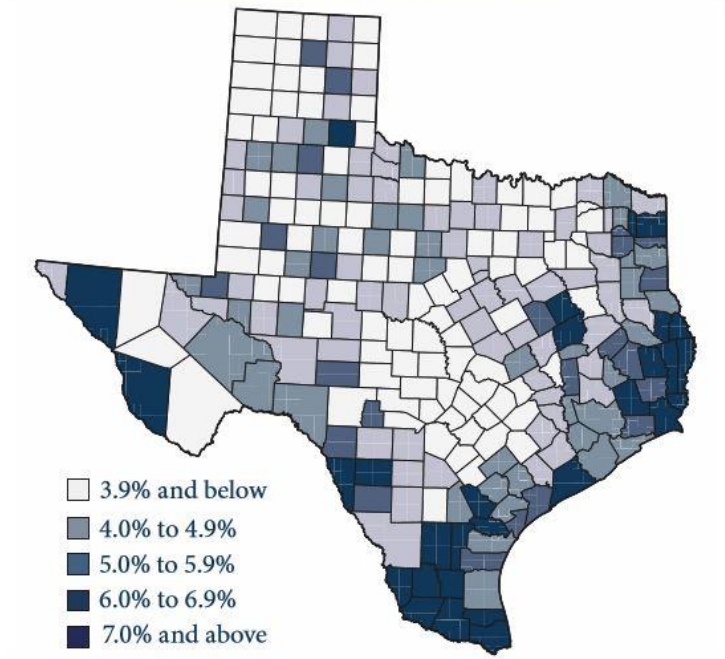
- September 17, 2020 -
8th Grade Career Fair -
Muleshoe
Bailey County Coliseum
2206 West American Blvd.
8:30AM - 12:00PM

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

County Unemployment Rates



(Image located on page 6)

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4 Reasonable Ways to Achieve Overnight Success - James Clear

Most of the time, I think our constant quest for overnight success is a trap.

We get so obsessed on the goal that we forget that [the system is what matters](#). We get so obsessed with the outcome that we overlook [the repetitions we need to do to get there](#). We become so focused on the short-term results that we forget to [build the long-term habits that make the real difference](#).

However, there are a few strategies—four of them at least—that will actually accelerate the results you enjoy without ignoring the importance of [building better habits](#). I call these strategies “Behavior Multipliers” because they multiply and enhance your ability to take the right action on a consistent basis.

Let's talk about these multipliers, how they work, and how they can get you closer to achieving overnight success.

The Behavior Multipliers

1. Rapid Feedback.

As Seth Godin says, “The best way to change long-term behavior is with short-term feedback.” The more immediate the feedback that you get, the quicker you can make adjustments to your behavior. (This is why it's important to [measure backward](#).)

My friend [Ben Altman](#) shared a good example with me recently. He had a client who wanted to improve his posture. That's a hard thing to do because typically the only feedback you get on posture is if someone tells you that you are slouching or if you see yourself in the mirror. That's very slow and inconsistent feedback.

Instead, his client stood in an upright position with good posture and placed a piece of tape across his shoulder. When he slouched, the tape pulled just enough on his shirt so that he noticed the change. Suddenly, he had immediate feedback whenever his posture changed and it became much easier to maintain good posture throughout the day.

The most foundational aspect of a [new habit](#) is awareness. If you're not aware of your habits, how can you expect to change them? This is why feedback is so important. Faster feedback leads to faster results.

2. Simplicity.

The [best productivity strategy](#) is to eliminate the things that derail your productivity. If you live a life with fewer distractions, it becomes much easier to take effective action.

[The Pareto Principle](#), often called the 80-20 rule, is a commonly shared idea that 80 percent of the results in a given endeavor come from 20 percent of the work. (i.e. 80 percent of your revenue comes from the best 20 percent of your clients.)

Most of the time, people bring this rule up as a way to point out that you should focus on that top 20 percent. "Put all of your energy into the things that provide the biggest benefit!" This is excellent advice, but what we often forget is that even if you know what the top 20 percent is, you still need to avoid the pitfall of wasting time on the remaining 80 percent of tasks.

In many cases, the danger isn't knowing what the most important task is for the day. The danger is doing the 7th-most important thing before you do the most important thing.

Don't just identify the 20 percent of strategies that are most effective, eliminate the 80 percent of strategies that are wasteful. When the distractions are taken away from you, it becomes much easier to [stay focused](#).

3. Environment.

In my opinion, this is the greatest success "hack" there is. If you live in an environment that nudges you toward the right decision and if you surround yourself with people who make your new behavior seem normal, then you'll find success is almost an afterthought.

The world around us shapes our behavior. Consider the home you live in, for example. There are many cues built into your home, probably hundreds or thousands, that shape your behavior in small ways.

- Is there food sitting on the counter? You're more likely to pick it up and eat it.
- Do your couches and chairs face the television? You're more likely to sit down and turn it on.

And it works the other way too...

- Are your running shoes and gym shorts laid out the night before? You'll be more likely to suit up and go for a run tomorrow.
- Do you work at an office with healthy and fit people? If so, you'll be more likely to see exercise and activity as a normal way of life.

Every environment promotes some behaviors and prevents others. The key is to [be in an environment that supports the results you want to achieve](#).

The people and places that surround us fill our days with little cues and triggers that can make our habits easier to follow or harder to build. Are you fighting your environment to make change happen? Or does your environment make your new behavior effortless?

4. Ability.

If your skills in a particular area are better, then making sustained progress will be easier.

For example, if you can already do 100 pushups in a row, then developing a habit of doing 10 pushups per day seems relatively easy. If, however, your maximum is 10 pushups in a row, then doing 10 pushups per day is far more taxing.

This is also where talent and genetic potential come into the picture. It is far easier to become an overnight success in basketball if you are 7 feet tall rather than if you are 5 feet tall. Play a game that rewards your skill set and success will come faster.

Overnight Success

I still think overnight success is a myth. There's no way to avoid one simple fact: you have to put in the work.

That said, these four strategies make rapid success more reasonable:

1. Get short-term feedback.
2. Simplify and eliminate distractions.
3. Surround yourself with an environment that promotes your new behavior.
4. Play a game that leverages your skill set.

Texas Economy added 225,200 nonfarm positions over the Month.

State unemployment rate is 8.6 percent in June

AUSTIN – In June, Texas' unemployment rate of 8.6% is below the national rate of 11.1 percent.

Read the full [press release](#).

Sources:

Texas Labor Market Review

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

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