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.

August Newsletter

Lubbock MSA and Regional Unemployment

Lubbock's MSA unadjusted unemployment rate for July 2020 is 6.4%, down 0.3% from June's adjusted rate of 6.7%. Amarillo MSA recorded the lowest unemployment rate at 5.1%, followed by College Station-Bryan MSA of 5.8%. Abilene and Sherman-Denison MSAs recorded the third lowest at 5.9%. 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

- September 23, 2020 -
Workforce Solutions South Plains
Virtual Job Fair
9AM - 3PM

- October 20, 2020 -
Date subject to change
South Plains Career Expo
This Event will be Virtual
8am - 12pm

- November 5, 2020 -

Labor Statistics. All estimates are subject to revision. To 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.

County Unemployment Rates

3.9% and below
4.0% to 4.9%
5.0% to 5.9%
6.0% to 6.9%
7.0% and above
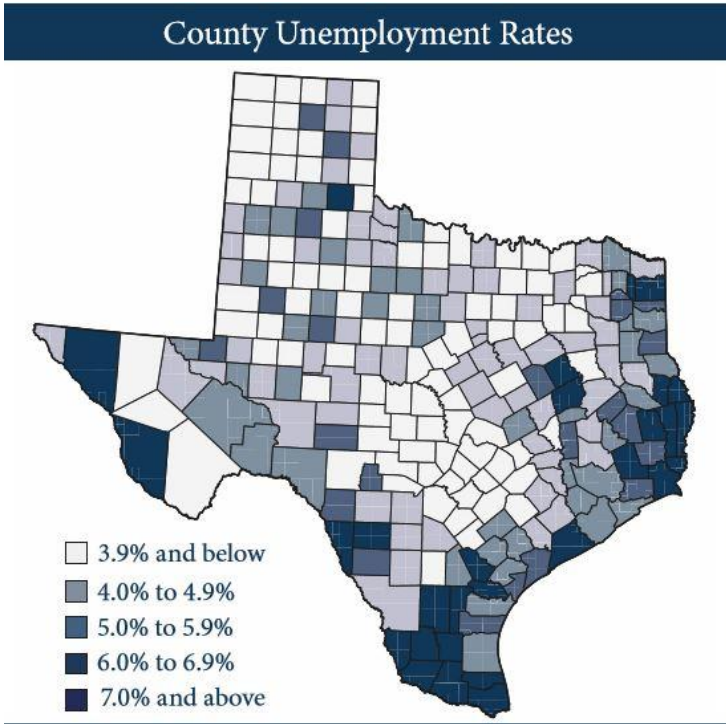
(Image located on page 6)

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

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

Forget About Setting Goals. Focus on This Instead.

This article is an excerpt from Atomic Habits, my New York Times bestselling book. (James Clear)

Prevailing wisdom claims that the best way to achieve what we want in life—getting into better shape, building a successful business, relaxing more and worrying less, spending more time with friends and family—is to set specific, actionable goals. For many years, this was how I approached my habits too. Each one was a goal to be reached. I set goals for the grades I wanted to get in school, for the weights I wanted to lift in the gym, for the profits I wanted to earn in business. I succeeded at a few, but I failed at a lot of them. Eventually, I began to realize that my results had very little to do

with the goals I set and nearly everything to do with the systems I followed.

- If you're a coach, your goal might be to win a championship. Your system is the way you recruit players, manage your assistant coaches, and conduct practice.
- If you're an entrepreneur, your goal might be to build a million-dollar business. Your system is how you test product ideas, hire employees, and run marketing campaigns.
- If you're a musician, your goal might be to play a new piece. Your system is how often you practice, how you break down and tackle difficult measures, and your method for receiving feedback from your instructor.

VS.

Now for the interesting question: if you completely ignored your goals and focused only on your system, would you still succeed? For example, if you were a basketball coach and you ignored your goal to win a championship and focused only on what your team does at practice each day, would you still get results?

I think you would.

The goal in any sport is to finish with the best score, but it would be ridiculous to spend the whole game staring at the scoreboard. The only way to actually win is to get better each day. In the words of three-time Super Bowl winner Bill Walsh, "The score takes care of itself." The same is true for other areas of life. If you want better results, then forget about setting goals. Focus on your system instead.

What do I mean by this? Are goals completely useless? Of course not. Goals are good for setting a direction, but systems are best for making progress. A handful of problems arise when you spend too much time thinking

about your goals and not enough time designing your systems.

Problem #1: Winners and losers have the same goals.

Goal setting suffers from a serious case of survivorship bias. We concentrate on the people who end up winning—the survivors—and mistakenly assume that ambitious goals led to their success while overlooking all of the people who had the same objective but didn't succeed.

Every Olympian wants to win a gold medal. Every candidate wants to get the job. And if successful and unsuccessful people share the same goals, then the goal cannot be what differentiates the winners from the losers. It wasn't the goal of winning the Tour de France that propelled the British Cyclists to the top of the sport. Presumably, they had wanted to win the race every year before—just like every other professional team. The goal had always been there. It was only when they implemented a system of continuous small improvements that they achieved a different outcome.

Problem #2: Achieving a goal is only a momentary change.

Imagine you have a messy room and you set a goal to clean it. If you summon the energy to tidy up, then you will have a clean room—for now. But if you maintain the same sloppy, pack-rat habits that led to a messy room in the first place, soon you'll be looking at a new pile of clutter and hoping for another burst of motivation. You're left chasing the same outcome because you never changed the system behind it. You treated a symptom without addressing the cause.

Achieving a goal only changes your life for the moment. That's the counterintuitive thing about improvement. We think we need to change our results, but the results are not the problem. What we really need to change are the systems that cause those results. When you solve problems at the results level, you only solve them temporarily. In order to improve for good, you need to solve problems at the systems level. Fix the inputs and the outputs will fix themselves.

Problem #3: Goals restrict your happiness.

The implicit assumption behind any goal is this: "Once I reach my goal, then I'll be happy." The problem with a goals-first mentality is that you're continually putting happiness off until the next milestone. I've slipped into this trap so many times I've lost count. For years, happiness was always something for my future self to enjoy. I promised myself that once I gained twenty pounds of muscle or after my business was featured in the New York Times, then I could finally relax.

Furthermore, goals create an "either-or" conflict: either you achieve your goal and are successful or you fail and you are a disappointment. You mentally box yourself into a narrow version of happiness. This is misguided. It is unlikely that your actual path through life will match the exact journey you had in mind when you set out. It makes no sense to restrict your satisfaction to one scenario when there are many paths to success.

A systems-first mentality provides the antidote. When you fall in love with the process rather than the product, you don't have to wait to give yourself permission to be happy. You can be satisfied anytime your system is running. And a system can be successful in many different forms, not just the one you first envision.

Problem #4: Goals are at odds with long-term progress.

Finally, a goal-oriented mind-set can create a "yo-yo" effect. Many runners work hard for months, but as soon as they cross the finish line, they stop training. The race is no longer there to motivate them. When all of your hard work is focused on a particular goal, what is left to push you forward after you achieve it? This is why many people find themselves reverting to their old habits after accomplishing a goal.

The purpose of setting goals is to win the game. The purpose of building systems is to continue playing the game. True long-term thinking is goal-less thinking. It's not about any single accomplishment. It is about the cycle of endless refinement and continuous improvement. Ultimately, it is your commitment to the process that will determine your progress.

Fall In Love With Systems

None of this is to say that goals are useless. However, I've found that goals are good for *planning* your progress and systems are good for actually *making* progress.

Goals can provide direction and even push you forward in the short-term, but eventually a well-designed system will always win. Having a system is what matters. Committing to the process is what makes the difference.

This article is an excerpt from Chapter 1 of my New York Times bestselling book Atomic Habits. Read more here.

FOOTNOTES

1. **Thanks** to Scott Adams for his Wall Street Journal article, which helped prompt this piece.

Texas Economy added 31,400 non-farm positions over the Month.

State adjusted unemployment rate is 8.0 percent for July

AUSTIN – In July, Texas' adjusted unemployment rate of 8.0% is below the national rate of 10.2 percent.

Read the full press release.

Sources:
Texas Labor Market Review
https://texaslmi.com/api/GetHomeLinks/TLMR

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