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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.

May Newsletter

Lubbock MSA and Regional Unemployment

Lubbock's MSA unadjusted unemployment rate for April 2021 is 4.9%, down 0.9% from March's adjusted rate of 5.8%. Amarillo MSA recorded the lowest, not seasonally adjusted, unemployment rate at 4.0%, followed by the Austin-Round Rock MSA at 4.5% and College Station-Bryan MSA at 4.6%. 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 access this and more employment data, visit [TexasLMI.com](https://www.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.

[\(Image located on page 3\)](#)

Upcoming Events

- June 7, 2021 -
Work Readiness Training
SEAL
Summer Earn and Learn


For more information contact:

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- June 23, 2021 -
Workforce Solutions South
Plains
Virtual Job Fair
9am - 3pm

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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

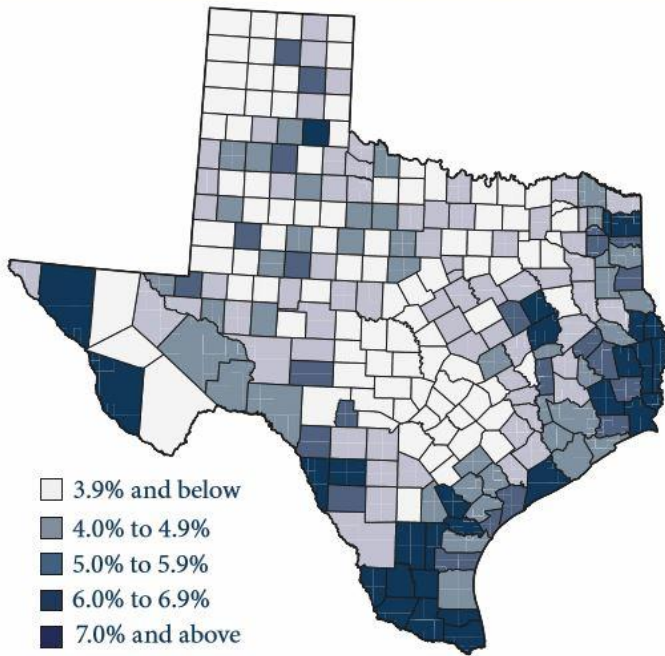
- Highlights**
(MSA industry data are not seasonally adjusted)
- Seventeen of 26 areas grew in April for a combined increase of 22,700 jobs. Nineteen areas grew over the year, while seven areas contracted.
 - The Houston-The Woodlands-Sugar Land MSA accounted for more than half of all area employment 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.

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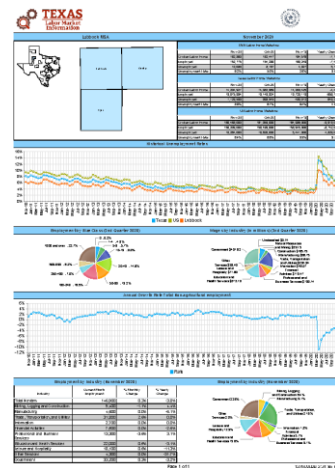
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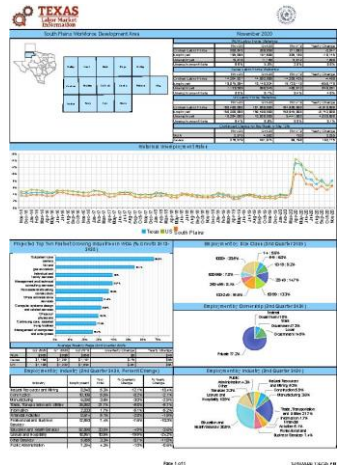
County Unemployment Rates



(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 (WDA)

LUBBOCK											
November 09				October 09				November 08			
Sex	Age	Hispanic	Unemployment Rate	Sex	Age	Hispanic	Unemployment Rate	Sex	Age	Hispanic	Unemployment Rate
Male	18-24	10.5%	10.5%	Male	18-24	10.5%	10.5%	Male	18-24	10.5%	10.5%
Female	18-24	10.5%	10.5%	Female	18-24	10.5%	10.5%	Female	18-24	10.5%	10.5%
Male	25-34	10.5%	10.5%	Male	25-34	10.5%	10.5%	Male	25-34	10.5%	10.5%
Female	25-34	10.5%	10.5%	Female	25-34	10.5%	10.5%	Female	25-34	10.5%	10.5%
Male	35-44	10.5%	10.5%	Male	35-44	10.5%	10.5%	Male	35-44	10.5%	10.5%
Female	35-44	10.5%	10.5%	Female	35-44	10.5%	10.5%	Female	35-44	10.5%	10.5%
Male	45-54	10.5%	10.5%	Male	45-54	10.5%	10.5%	Male	45-54	10.5%	10.5%
Female	45-54	10.5%	10.5%	Female	45-54	10.5%	10.5%	Female	45-54	10.5%	10.5%
Male	55-64	10.5%	10.5%	Male	55-64	10.5%	10.5%	Male	55-64	10.5%	10.5%
Female	55-64	10.5%	10.5%	Female	55-64	10.5%	10.5%	Female	55-64	10.5%	10.5%
Male	65+	10.5%	10.5%	Male	65+	10.5%	10.5%	Male	65+	10.5%	10.5%
Female	65+	10.5%	10.5%	Female	65+	10.5%	10.5%	Female	65+	10.5%	10.5%
Male	Hispanic	10.5%	10.5%	Male	Hispanic	10.5%	10.5%	Male	Hispanic	10.5%	10.5%
Female	Hispanic	10.5%	10.5%	Female	Hispanic	10.5%	10.5%	Female	Hispanic	10.5%	10.5%
Male	Non-Hispanic	10.5%	10.5%	Male	Non-Hispanic	10.5%	10.5%	Male	Non-Hispanic	10.5%	10.5%
Female	Non-Hispanic	10.5%	10.5%	Female	Non-Hispanic	10.5%	10.5%	Female	Non-Hispanic	10.5%	10.5%
Male	White	10.5%	10.5%	Male	White	10.5%	10.5%	Male	White	10.5%	10.5%
Female	White	10.5%	10.5%	Female	White	10.5%	10.5%	Female	White	10.5%	10.5%
Male	Black	10.5%	10.5%	Male	Black	10.5%	10.5%	Male	Black	10.5%	10.5%
Female	Black	10.5%	10.5%	Female	Black	10.5%	10.5%	Female	Black	10.5%	10.5%
Male	Other	10.5%	10.5%	Male	Other	10.5%	10.5%	Male	Other	10.5%	10.5%
Female	Other	10.5%	10.5%	Female	Other	10.5%	10.5%	Female	Other	10.5%	10.5%
Male	Unemployed	10.5%	10.5%	Male	Unemployed	10.5%	10.5%	Male	Unemployed	10.5%	10.5%
Female	Unemployed	10.5%	10.5%	Female	Unemployed	10.5%	10.5%	Female	Unemployed	10.5%	10.5%
Male	Employed	10.5%	10.5%	Male	Employed	10.5%	10.5%	Male	Employed	10.5%	10.5%
Female	Employed	10.5%	10.5%	Female	Employed	10.5%	10.5%	Female	Employed	10.5%	10.5%
Male	Total	10.5%	10.5%	Male	Total	10.5%	10.5%	Male	Total	10.5%	10.5%
Female	Total	10.5%	10.5%	Female	Total	10.5%	10.5%	Female	Total	10.5%	10.5%

[Click image to view full report:](#)
 Lubbock LAUS County-by-County Unemployment Rates

The Myth of Multitasking: Why Fewer Priorities Leads to Better Work

written by [JAMES CLEAR](#) | [MINIMALISM](#) [PRODUCTIVITY](#)

The word *priority* didn't always mean what it does today. In his best-selling book, [Essentialism](#) (audiobook), Greg McKeown explains the surprising history of the word and how its meaning has shifted over time.

“The word priority came into the English language in the 1400s. It was singular. It meant the very first or prior thing. It stayed singular for the next five hundred years.

Only in the 1900s did we pluralize the term and start talking about priorities. Illogically, we reasoned that by changing the word we could bend reality. Somehow we would now be able to have multiple “first” things.

People and companies routinely try to do just that. One leader told me of this experience in a company that talked of “Pri-1, Pri-2, Pri-3, Pri-4, and Pri-5.” This gave the impression of many things being the priority but actually meant nothing was.”

—Greg McKeown, [Essentialism](#)

The Myth of Multitasking

Yes, we are capable of doing two things at the same time. It is possible, for example, to watch TV while cooking dinner or to answer an email while talking on the phone.

What is impossible, however, is *concentrating* on two tasks at once. Multitasking forces your brain to switch back and forth very quickly from one task to another.

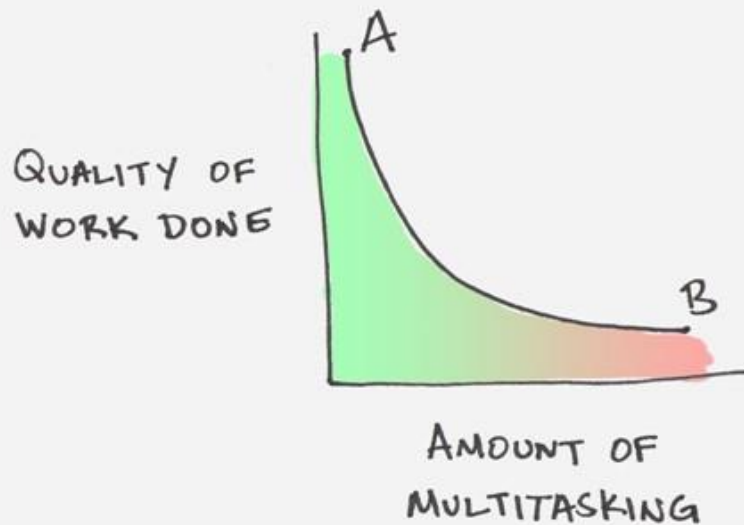
This wouldn't be a big deal if the human brain could transition seamlessly

from one job to the next, but it can't. Multitasking forces you to pay a mental price each time you interrupt one task and jump to another. In psychology terms, this mental price is called the switching cost.

Switching cost is the disruption in performance that we experience when we switch our attention from one task to another. A 2003 study published in the International Journal of Information Management found that the typical person checks email once every five minutes and that, on average, it takes 64 seconds to resume the previous task after checking your email.

In other words, because of email alone, we typically waste one out of every six minutes.

The Myth of Multitasking



A = Looks simple, but actually gets results.

B = Looks busy, but actually wastes time.

JamesClear.com

The myth of multitasking is that it will make you more effective. In reality, remarkable focus is what makes the difference. (Image inspired by [Jessica Hagy](#).)

While we're on the subject, the word *multitasking* first appeared in 1965 IBM report talking about the capabilities of its latest computer.¹

That's right, it wasn't until the 1960s that anyone could even claim to be good at multitasking. Today, people wear the word like a badge of honor as if it is better to be busy with all the things than to be great at one thing.

Finding Your Anchor Task

Doing more things does not drive faster or better results. Doing better things drives better results. Even more accurately, doing one thing as best you can drives better results.

Mastery requires focus and consistency.

I haven't mastered the art of focus and concentration yet, but I'm working on it. One of the major improvements I've made recently is to assign one (and only one) priority to each work day. Although I plan to complete other tasks during the day, my priority task is the one non-negotiable thing that must get done.

Here's what my current weekly schedule looks like...

- Monday – Write article.
- Tuesday – Send two emails (one for networking, one for partnerships.)
- Wednesday – Write article.
- Thursday – Write article.
- Friday – Complete weekly review.
- Saturday – OFF
- Sunday – OFF

The power of choosing *one* priority is that it naturally guides your behavior by forcing you to organize your life around that responsibility. Your priority becomes an anchor task, the mainstay that holds the rest of your day in place. If things get crazy, there is no debate about what to do or not to do. You have already decided what is urgent and what is important.

Saying No to Being Busy

As a society, we've fallen into a trap of busyness and overwork. In many ways, we have mistaken all this activity to be something meaningful. The underlying thought seems to be, *"Look how busy I am? If I'm doing all this work, I must be doing something important."* And, by extension, *"I must be important because I'm so busy."*

While I firmly believe everyone has worth and value, I think we're kidding

ourselves if we believe being busy is what drives meaning in our lives.

In my experience, meaning is derived from contributing something of value to your corner of the universe. And the more I study people who are able to do that, people who are masters of their craft, the more I notice that they have one thing in common. The people who do the most valuable work have a remarkable willingness to say no to distractions and focus on their one thing.

I think we need to say no to being busy and say yes to being committed to our craft. What do you want to master? What is the one priority that anchors your life or work each day?

If you commit to nothing you'll be distracted by everything.²

FOOTNOTES

1. *IBM Operating System/360 Concepts and Facilities by Witt and Ward. IBM Systems Reference Library. File Number: S360-36*
 2. *Thanks to Charlie Hoehn for originally pointing me toward Essentialism and, more specifically, the quote on priority. Also, thanks to Tim Kreider for his article "The Busy Trap", which has influenced my thinking on the subject.*
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Texas Economy added 13,000 non-farm positions over the Month.

State unemployment rate is 6.7 percent for April

AUSTIN – In April 2021, Texas' unemployment rate was 6.7%, down 0.2% from March 2021.

Read the full [press release](#).

Sources:

Texas Labor Market Review

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

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