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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 2022 Newsletter Lubbock MSA and Regional Unemployment

Upcoming Events

- Virtual Job Fair -
- May 31, 2022 -
- 9am - 3pm -

Lubbock's MSA unadjusted unemployment rate for April 2022 is 2.8%, down from March's adjusted rate of 3.0%. Amarillo and Austin-Round Rock recorded the lowest, not seasonally adjusted, unemployment rate at 2.5%, followed by College Station-Bryan at 2.7 percent, then Lubbock at 2.8%.

*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)

Hosted by
- Workforce Solutions -
- South Plains -

- Virtual Job Fair -
- June 2022 -
- Date and Time TBD -

- Workforce Solutions -
- South Plains -
- In-person Job Fair -
- October 20, 2022 -
- Lubbock Memorial Civic
Center -
- 10:00am - 2:00pm -

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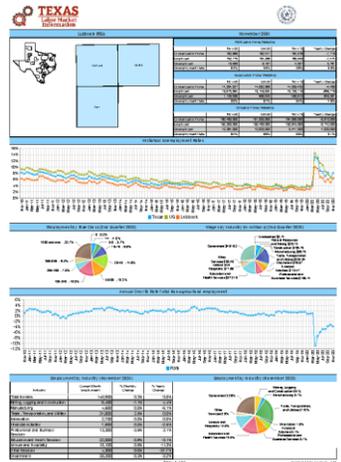
CURRENT EMPLOYMENT STATISTICS

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

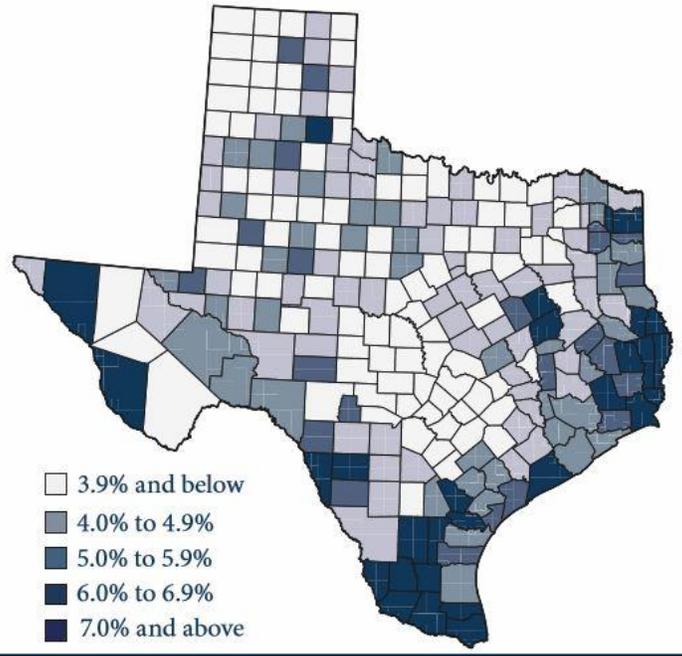
- Highlights**
(MSA industry data are not seasonally adjusted)
- Seventeen of 26 areas grew in April for a combined increase of 22,700 jobs. Nineteen areas grew over the year, while seven areas contracted.
 - The Houston-The Woodlands-Sugar Land MSA accounted for more than half of all area employment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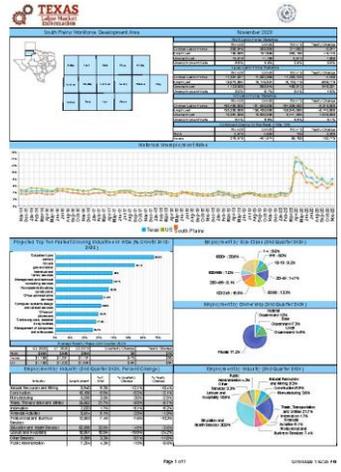


Click image to view full report:
Lubbock Metropolitan Statistical Area (MSA)

County Unemployment Rates



(Image located on page 6)



Click image to
view full report:
South Plains Regional
Workforce Development Area
(WDA)

UNEMPLOYMENT											
Unemployed				Employed				Nonemployed			
Sex	Age	Education	Experience	Sex	Age	Education	Experience	Sex	Age	Education	Experience
Male	16-19	HS	0-9	Male	20-24	HS	10-19	Male	25-29	HS	20-29
Female	16-19	HS	0-9	Female	20-24	HS	10-19	Female	25-29	HS	20-29
Total	16-19	HS	0-9	Total	20-24	HS	10-19	Total	25-29	HS	20-29
Male	16-19	HS	10-19	Male	20-24	HS	20-29	Male	25-29	HS	30-39
Female	16-19	HS	10-19	Female	20-24	HS	20-29	Female	25-29	HS	30-39
Total	16-19	HS	10-19	Total	20-24	HS	20-29	Total	25-29	HS	30-39
Male	16-19	HS	20-29	Male	20-24	HS	30-39	Male	25-29	HS	40-49
Female	16-19	HS	20-29	Female	20-24	HS	30-39	Female	25-29	HS	40-49
Total	16-19	HS	20-29	Total	20-24	HS	30-39	Total	25-29	HS	40-49
Male	16-19	HS	30-39	Male	20-24	HS	40-49	Male	25-29	HS	50-59
Female	16-19	HS	30-39	Female	20-24	HS	40-49	Female	25-29	HS	50-59
Total	16-19	HS	30-39	Total	20-24	HS	40-49	Total	25-29	HS	50-59
Male	16-19	HS	40-49	Male	20-24	HS	50-59	Male	25-29	HS	60-69
Female	16-19	HS	40-49	Female	20-24	HS	50-59	Female	25-29	HS	60-69
Total	16-19	HS	40-49	Total	20-24	HS	50-59	Total	25-29	HS	60-69
Male	16-19	HS	50-59	Male	20-24	HS	60-69	Male	25-29	HS	70-79
Female	16-19	HS	50-59	Female	20-24	HS	60-69	Female	25-29	HS	70-79
Total	16-19	HS	50-59	Total	20-24	HS	60-69	Total	25-29	HS	70-79
Male	16-19	HS	60-69	Male	20-24	HS	70-79	Male	25-29	HS	80-89
Female	16-19	HS	60-69	Female	20-24	HS	70-79	Female	25-29	HS	80-89
Total	16-19	HS	60-69	Total	20-24	HS	70-79	Total	25-29	HS	80-89
Male	16-19	HS	70-79	Male	20-24	HS	80-89	Male	25-29	HS	90-99
Female	16-19	HS	70-79	Female	20-24	HS	80-89	Female	25-29	HS	90-99
Total	16-19	HS	70-79	Total	20-24	HS	80-89	Total	25-29	HS	90-99
Male	16-19	HS	80-89	Male	20-24	HS	90-99	Male	25-29	HS	100-109
Female	16-19	HS	80-89	Female	20-24	HS	90-99	Female	25-29	HS	100-109
Total	16-19	HS	80-89	Total	20-24	HS	90-99	Total	25-29	HS	100-109
Male	16-19	HS	90-99	Male	20-24	HS	100-109	Male	25-29	HS	110-119
Female	16-19	HS	90-99	Female	20-24	HS	100-109	Female	25-29	HS	110-119
Total	16-19	HS	90-99	Total	20-24	HS	100-109	Total	25-29	HS	110-119
Male	16-19	HS	100-109	Male	20-24	HS	110-119	Male	25-29	HS	120-129
Female	16-19	HS	100-109	Female	20-24	HS	110-119	Female	25-29	HS	120-129
Total	16-19	HS	100-109	Total	20-24	HS	110-119	Total	25-29	HS	120-129

Click image to
view full report:
Lubbock LAUS
County-by-County
Unemployment Rates

For a More Creative Brain Follow These 5 Steps

written by JAMES

CLEAR, CREATIVITY, PRODUCTIVITY

Nearly all great ideas follow a similar creative process and this article explains how this process works.

Understanding this is important because creative thinking is one of the most useful skills you can possess. Nearly every problem you face in work and in life can benefit from innovative solutions, lateral thinking, and creative ideas.

Anyone can learn to be creative by using these five steps. That's not to say being creative is easy. Uncovering your creative genius requires courage and tons of practice. However, this five-step approach should help demystify the creative process and illuminate the path to more innovative thinking.

To explain how this process works, let me tell you a short story.

A Problem in Need of a Creative Solution

In the 1870s, newspapers and printers faced a very specific and very costly problem. Photography was a new and exciting medium at the time. Readers wanted to see more pictures, but nobody could figure out how to print images quickly and cheaply.

For example, if a newspaper wanted to print an image in the 1870s, they had to commission an engraver to etch a copy of the photograph onto a steel plate by hand. These plates were used to press the image onto the page, but they often broke after just a few uses. This process of photoengraving, you can imagine, was remarkably time consuming and expensive.

The man who invented a solution to this problem was named Frederic Eugene Ives. He went on to become a trailblazer in the field of photography and held over 70 patents by the end of his career. His story of creativity and innovation, which I will share now, is a useful case study for understanding the 5 key steps of the creative process.

A Flash of Insight

Ives got his start as a printer's apprentice in Ithaca, New York. After two years of learning the ins and outs of the printing process, he began managing the photographic laboratory at nearby Cornell University. He spent the rest of the decade experimenting with new photography techniques and learning about cameras, printers, and optics.

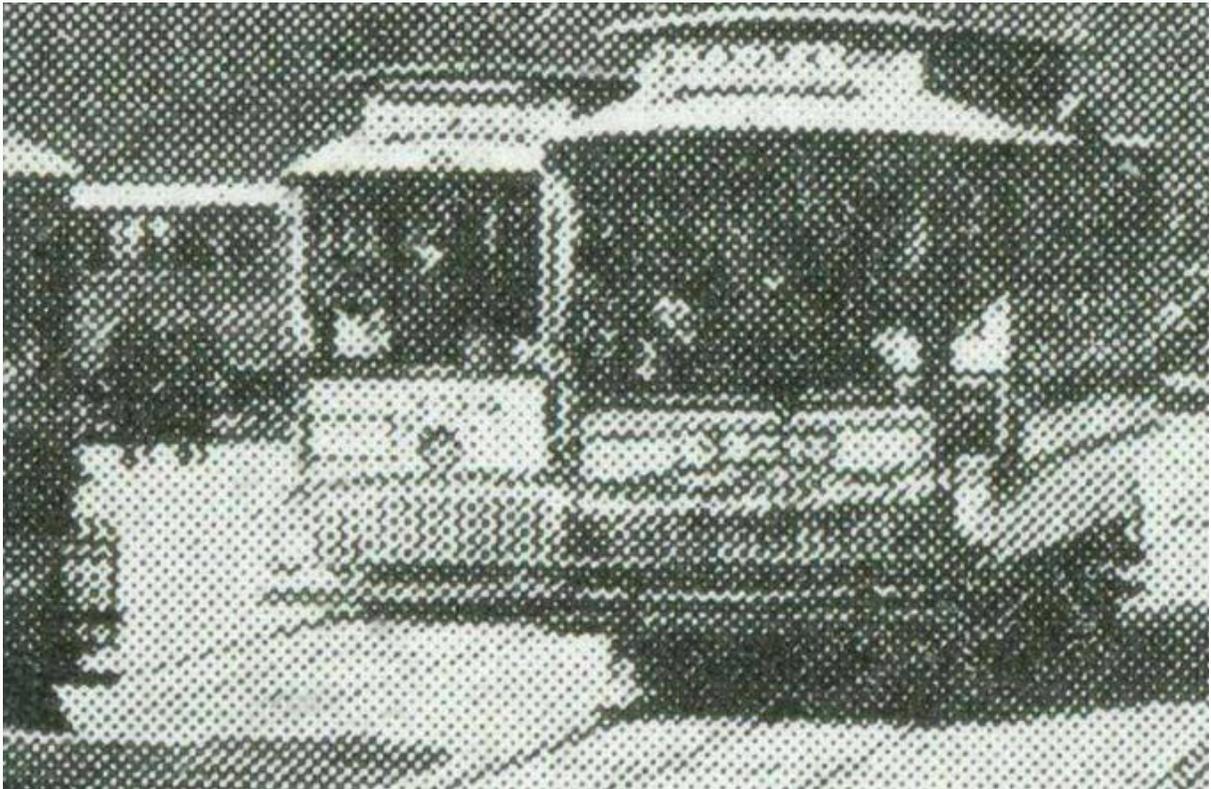
In 1881, Ives had a flash of insight regarding a better printing technique.

“While operating my photostereotype process in Ithaca, I studied the problem of halftone process,” Ives said. “I went to bed one night in a state of brain fog over the problem, and the instant I woke in the morning saw before me, apparently projected on the ceiling, the completely worked out process and equipment in operation.” ¹

Ives quickly translated his vision into reality and patented his printing approach in 1881. He spent the remainder of the decade improving upon it. By 1885, he had developed a simplified process that delivered even better results. The Ives Process, as it came to be known, reduced the cost of printing images by 15x and remained the standard printing

technique for the next 80 years.

Alright, now let's discuss what lessons we can learn from Ives about the creative process.



The printing process developed by Frederic Eugene Ives used a method called “halftone printing” to break a photograph down into a series of tiny dots. The image looks like a collection of dots up close, but when viewed from a

normal distance the dots blend together to create a picture with varying shades of gray. (Source: Unknown.)

The 5 Stages of the Creative Process

In 1940, an advertising executive named James Webb Young published a short guide titled, A Technique for Producing Ideas. In this guide, he made a simple, but profound statement about generating creative ideas.

According to Young, innovative ideas happen when you develop new combinations of old elements. In other words, creative thinking is not about generating something new from a blank slate, but rather about taking what is already present and combining those bits and pieces in a way that has not been done

previously.

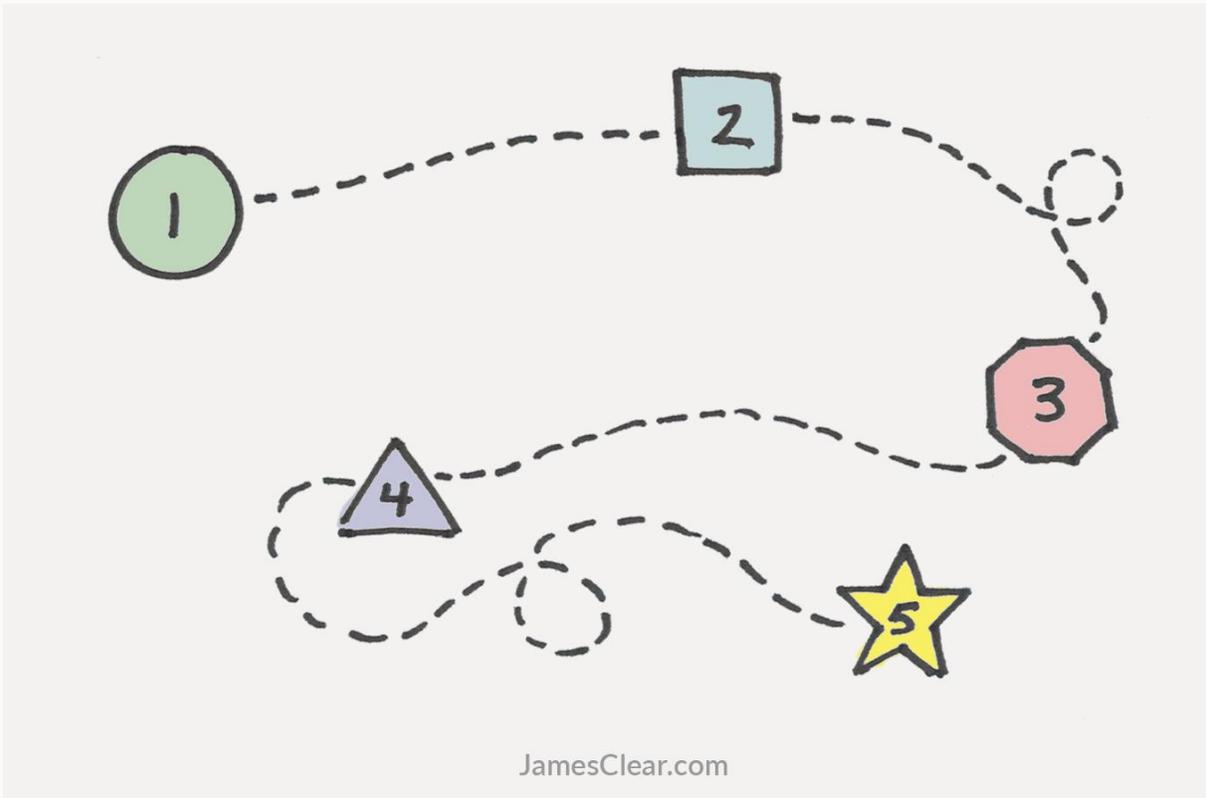
Most important, the ability to generate new combinations hinges upon your ability to see the relationships between concepts. If you can form a new link between two old ideas, you have done something creative.

Young believed this process of creative connection always occurred in five steps.

1. **Gather new material.** At first, you learn. During this stage you focus on 1) learning specific material directly related to your task and 2) learning general material by becoming fascinated with a wide range of concepts.
2. **Thoroughly work over the materials in your mind.** During this stage, you examine what you have learned by looking at the facts from

different angles and experimenting with fitting various ideas together.

3. **Step away from the problem.** Next, you put the problem completely out of your mind and go do something else that excites you and energizes you.
4. **Let your idea return to you.** At some point, but only after you have stopped thinking about it, your idea will come back to you with a flash of insight and renewed energy.
5. **Shape and develop your idea based on feedback.** For any idea to succeed, you must release it out into the world, submit it to criticism, and adapt it as needed.



The Idea in Practice

The creative process used by Frederic Eugene Ives offers a perfect example of these five steps in action.

First, Ives gathered new material. He spent two years working as a printer's apprentice and then four years running the photographic laboratory at Cornell

University. These experiences gave him a lot of material to draw upon and make associations between photography and printing.

Second, Ives began to mentally work over everything he learned. By 1878, Ives was spending nearly all of his time experimenting with new techniques. He was constantly tinkering and experimenting with different ways of putting ideas together.

Third, Ives stepped away from the problem. In this case, he went to sleep for a few hours before his flash of insight. Letting creative challenges sit for longer periods of time can work as well. Regardless of how long you step away, you need to do something that interests you and takes your mind off of the problem.

Fourth, his idea returned to him. Ives awoke with the solution to his problem laid out before him. (On a personal note, I often find creative ideas hit me just as I am lying down for sleep. Once I give my brain permission to stop working for the day, the solution appears easily.)

Finally, Ives continued to revise his idea for years. In fact, he improved so many aspects of the process he filed a second patent. This is a critical point and is often overlooked. It can be easy to fall in love with the initial version of your idea, but great ideas always evolve.

The Creative Process in Short

“An idea is a feat of association, and the height of it is a good metaphor.”

—Robert Frost

The creative process is the act of making new connections between old ideas.

Thus, we can say creative thinking is the task of recognizing relationships between concepts.

One way to approach creative challenges is by following the five-step process of 1) gathering material, 2) intensely working over the material in your mind, 3) stepping away from the problem, 4) allowing the idea to come back to you naturally, and 5) testing your idea in the real world and adjusting it based on feedback.

Being creative isn't about being the first (or only) person to think of an idea. More often, creativity is about connecting ideas.

FOOTNOTES

1. This quote is excerpted from A Technique for Producing Ideas by James Webb Young. Page 21.

Texas Economy added 62,800 non-farm jobs in April 2022.

State unemployment rate is 4.3 percent for April

AUSTIN – In April 2022, Texas' unemployment rate was 4.3%, a decrease of 0.1% from March's rate of 4.4 percent.

Read the full [press release](#).

Sources:

Texas Labor Market Review

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

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