

**2021 Comprehensive Local Needs Assessment**  
**Labor Market Analysis**  
**Region B**



# Labor Markets in New Mexico’s Career and Technical Education Region B

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# Introduction and Approach

## Introduction

Career Technical Education (CTE) provides students of all ages with the academic and technical skills necessary to succeed in future careers and to become lifelong learners. In total, about 12.5 million high school and college students are enrolled in CTE across the nation. Funded by the Carl D. Perkins Career and Technical Education Act (Perkins), CTE prepares these learners for the world of work by introducing them to workplace competencies and makes academic content accessible to students by providing hands-on experiences in various industry sectors.<sup>1</sup>



More than 68,000 New Mexico high school students are enrolled in CTE programs, and more than 13,000 postsecondary credentials were earned by New Mexico CTE students last year. CTE Concentrators graduate high school at a rate more than 19 percentage points higher than the general student body. More than half of the state’s community college students are enrolled in CTE programs, with more than 52,000 participating in CTE programs.<sup>2</sup>

## The Strengthening Career and Technical Education for the 21st Century Act

Federal legislation requires a Comprehensive Local Needs Assessment for proposed CTE programs, and the New Mexico Public Education Department originally commissioned this initiative to provide parameters and guidance to CTE program applicants. Our intention is to provide intelligence on regional labor markets and

economic trends to inform CTE strategies that make high-quality career opportunities more available to the students we serve.

## Approach

This report leverages data from the New Mexico Department of Workforce Solutions, the United States Census Bureau, the United States Bureau of Economic Analysis, the National Center for Education statistics and Economic Modelling Specialists International to create practical perspectives on the region’s labor markets and the career opportunities available to its students.

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<sup>1</sup> <https://webnew.ped.state.nm.us/bureaus/college-career-readiness/careertechnicaleducation/>

<sup>2</sup> <https://www.acteonline.org/wp-content/uploads/2021/02/NM-CTE-Fact-Sheet-2021.pdf>

## The Region

Region B comprises a number of school districts and charter schools:

- Chama Valley
- Cuba Independent
- Dulce Independent
- Española
- Jemez Mountain
- Jemez Valley
- Los Alamos
- Mesa Vista
- Peñasco Independent
- Pojoaque Valley
- Questa Independent
- Santa Fe
- Taos Municipal
- State Charter-Academy for Technology and the Classics
- State Charter-Monte del Sol
- State Charter-Vista Grande
- State Charter Walatow

Regional Education Cooperatives (REC) REC exists to provide educational services to students, staff, and families of the member districts and communities. REC's provide ancillary support and technical assistance in implementing federal and state statutes and regulations; professional development; and support for members in meeting the Public Education Department's requirements. The region is served by Regional Education Cooperative #2.

Postsecondary educational institutions in the region include Santa Fe Community College, Northern New Mexico College, University of New Mexico-Taos and UNM-Los Alamos. The districts lie primarily in Rio Arriba, Sandoval, Santa Fe, Los Alamos and Taos Counties, all of which are within the Northern Workforce Region.

## Summary and Key Findings

### 2020 Research and Outcomes

In 2020 the New Mexico Public Education Department's research supported a series of community summits, in which priorities for the distribution of Perkins funding were established by civic, economic development and business leaders for each region.

The Region B CLNA Council established this vision statement:

*Career and Technical Education in Region B provides relevant career exposure, preparation, and pathways for students aligned to meaningful careers in key industry sectors. CTE programs are agile and responsive to employers' needs, equipping students with foundational skills for cross-industry application. It is flexible in design and delivery to provide the broadest possible access to high-quality programs throughout the region.*

The Council further established priority status for these programs of study:

1. *Healthcare*
2. *STEM/IT-Computer Science*
3. *Skilled Trades including application to:*
  - A. *Green Technology*
  - B. *Broadband Infrastructure*

Notes on the outcomes of the summit can be viewed at <https://nmcteclna.com>

### Demographics

- As noted in the 2020 report, the region's population is aging. The age band with the largest growth since 2010 is 65 years and older. While the school-age population has declined significantly over that period, the oldest segment of the population has simultaneously increased at a remarkable rate of 64%.
- Less than half (46.7%) of the population in the region has either a high school diploma and no college experience or some college experience and no degree.
- The percentage who holds a bachelor's degree or higher (35.3%) is higher than the national average of 33.1%.
- Since last year's report, the percentage with a bachelor's degree or higher has ticked up from 18.8% to 18.9%, while those without a high school diploma is down slightly from 22.3% to 22.4%.

## **The Employers**

The 2020 regional profile identified the six largest industries and the nine largest individual employers in the region. The largest industries in the region include:

- *Government and Government Enterprises*
- *Health Care and Social Assistance*
- *Professional, Scientific, and Technical Services*
- *Accommodation and Food Service*
- *Retail Trade*
- *Other Services (Except Public Administration)*

One of the unique characteristics of this region is the concentration of the *Mining & Oil/Gas Extraction* industry and the services that support it. For example, workers in this region are concentrated in the *Natural Gas Extraction* industry at a rate more than 50 times the national average.

According to the New Mexico Department of Workforce Solutions, there are nine organizations in the region who employ more than 500 workers.

- *Jicarilla Apache Tribe Police*
- *Hyatt Regency-Tamaya Resort*
- *Isleta Casino & Resort Inc*
- *Intel Corp*
- *Buffalo Thunder Resort & Casino*
- *New Mexico State Government*
- *New Mexico Department of Tourism*
- *St Vincent Regional Medical Center*
- *Cities of Gold Casino Hotel*

Government is the top employer by a large margin, with local and state government leading the way.

One of the unique characteristics of this region is the concentration of the *Professional, Scientific and Technical Services* industry, in which the region's workers are employed at a rate almost 2 times the national average. Specifically, many of these jobs (11,650) are in the *Research and Development in the Physical, Engineering, and Life Sciences* industry.

## **Employment Projections**

Several of the occupations expected to grow the most in coming years are found in the *Health Care Support* family, including *Registered Nurses, Nursing Aides* and *Medical Services Managers*.

## **The Talent Development Ecosystem**

Finally, the report evaluated the regional talent development ecosystem by aligning emerging talent supply from postsecondary institutions to the projected demand for occupations related to each program. The largest deficits, or differences between emerging supply and projected demand were found in occupational programs, including *Business Administration and Management, General, Secondary Education and Teaching*, and *Accounting*.

# The People

## Population

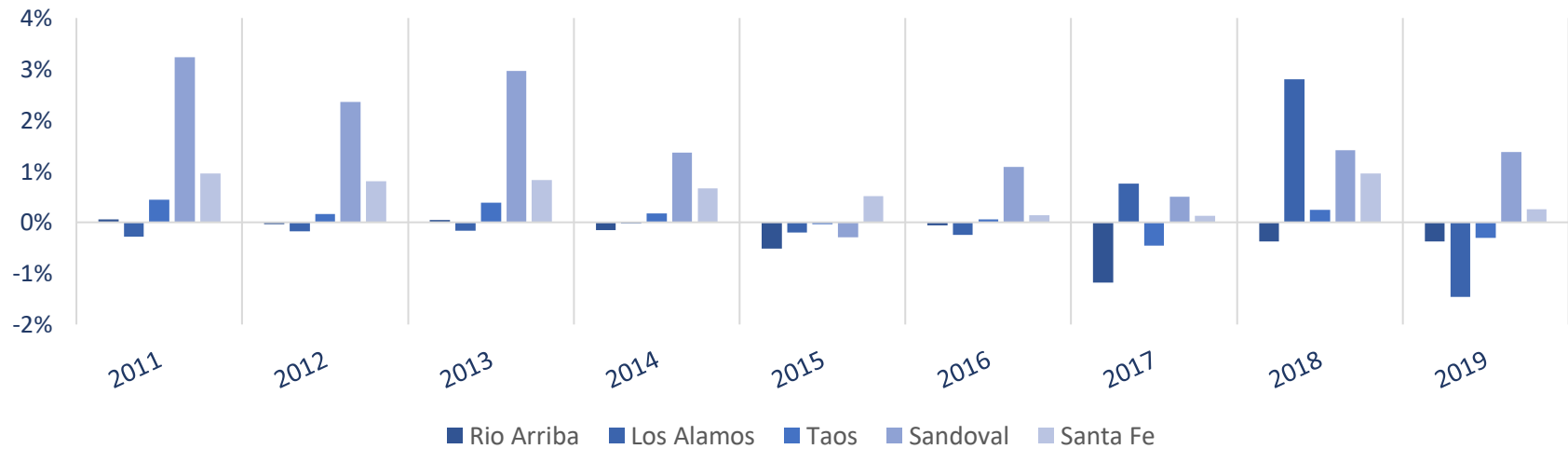
Trends in the region’s population will have an obvious effect on the region’s school enrollment and warrants regular analysis. CTE Region B has seen uneven population trends over recent years. Combined, the region’s population has increased 3.0% over that time. Almost all of the growth has occurred in Sandoval County (14.8%) and Santa Fe County (5.3%). Rio Arriba has seen a 2.5% decline.

**Table 1: Population by County, 2010-2019**

County	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Rio Arriba	40,195	40,216	40,201	40,218	40,155	39,949	39,924	39,455	39,307	39,159
Los Alamos	18,091	18,040	18,008	17,979	17,974	17,939	17,895	18,031	18,536	18,265
Taos	32,574	32,720	32,775	32,899	32,956	32,943	32,961	32,809	32,888	32,786
Sandoval	124,263	128,280	131,302	135,191	137,039	136,638	138,117	138,815	140,769	142,704
Santa Fe	141,702	143,053	144,209	145,400	146,361	147,108	147,320	147,514	148,917	149,293

*United States Census Bureau, American Community Survey*

### Population by Annual Percentage Change, by County





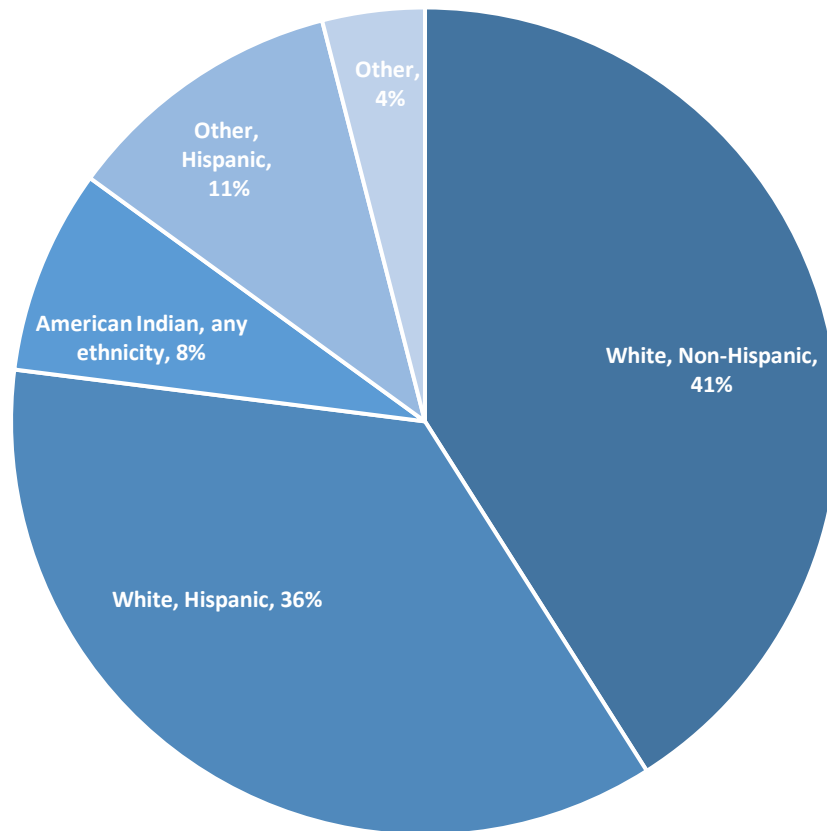
## Race and Ethnicity

Growth in the region has been distributed across the range of race and ethnicity. Each subgroup has seen growth since 2010, with the exception of the *Hispanic, Other Race* segment.

**Table 2: Population, by Race and Ethnicity**

Race/Ethnicity	2010 Population	2019 Population	Change	% Change	2019 % of Total
White, Non-Hispanic	154,041	155,731	1,690	1.1%	40.7%
White, Hispanic	110,846	136,604	25,758	23.2%	35.7%
Other, Hispanic	50,055	42,111	-7,944	-15.9%	11.0%
American Indian, any ethnicity	29,016	31,836	2,820	9.7%	8.3%
Other	13,159	16,285	3,126	23.8%	4.3%

**Population, by Race and Ethnicity, 2019**



## Age

It is notable that the population of the region is aging. The age band with the largest growth since 2010 is 65 years and older. While the school-age population has declined significantly over that period, the oldest segment of the population has simultaneously increased at a remarkable rate of 64%.

**Table 3: Population, by Age**

Age Cohort	2010 Population	2019 Population	Change	% Change	2019 % of Cohort
Under 10	46,312	41,751	-4,561	-9.8%	9.1%
10-19	47,259	47,617	358	0.8%	10.3%
20-29	39,080	41,319	2,239	5.7%	9.0%
30-39	43,833	45,503	1,670	3.8%	9.9%
40-49	53,260	46,189	-7,071	-13.3%	10.0%
50-64	79,489	82,404	2,915	3.7%	17.9%
65 and over	47,429	77,784	30,355	64.0%	20.3%

United States Census Bureau, American Community Survey

## Educational Attainment

**Table 4: Population by Educational Attainment**

Education Level	Population
Less than 9 <sup>th</sup> Grade	4.0%
9 <sup>th</sup> Grade to 12 <sup>th</sup> Grade	6.3%
High School Diploma	24.3%
Some College	22.4%
Associate's Degree	7.8%
Bachelor's Degree	18.9%
Graduate Degree or Higher	16.4%

Slightly less than half (46.7%) of the population in the region has either a high school diploma and no college experience or some college experience and no degree.

The percentage who hold a bachelor's degree or higher (35.3%) is higher than the national average of 33.1%.

Since last year's report, the percentage with a bachelor's degree or higher has ticked up from 18.8% to 18.9%, while those without a high school diploma is down slightly from 22.3% to 22.4%.

# The Employers

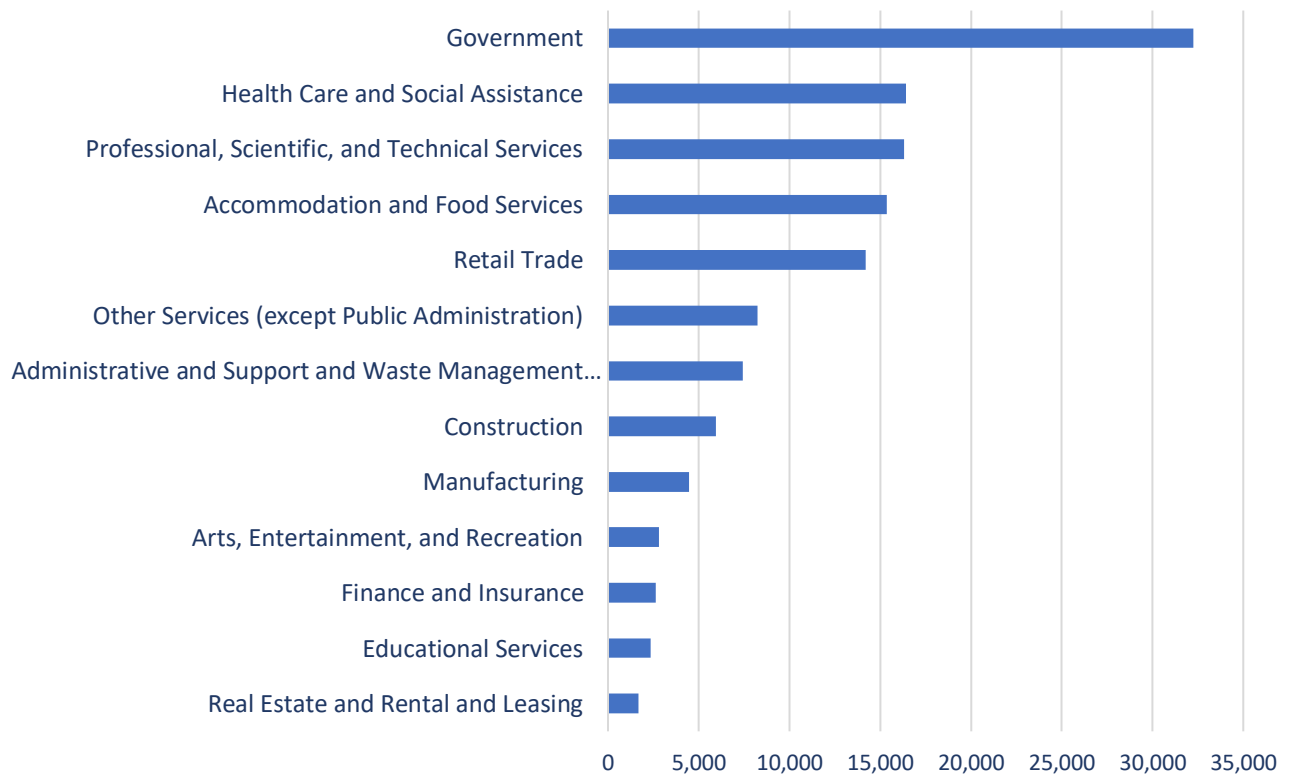
## Overview

The 2020 analysis included data on the largest industries in the region, with particular attention paid to the unique concentration of each industry compared to the national rate of employment in that industry. This approach provided an avenue by which to consider industries and occupations that may not have been the largest in a region, but that contributed to the character and aspirations of the community.

To gain perspective on the businesses who employ workers in Region B, we look at data from the New Mexico Department of Workforce Solutions, in particular the *Quarterly Census of Employment and Wages*. Data from that instrument are organized according to the *North American Industry Classification System (NAICS)*, in which businesses are categorized by their primary lines of business into general industry sectors, then subdivided into more granular industry definitions. For this report, we look first at the general industry sectors, then at the detailed industries they include.

An Employment Location Quotient (LQ) is an indexed value that illustrates the concentration of an industry in a particular location. An LQ of 1.0 indicates that employment in the target industry is exactly equal to the national average. An LQ of 2.0, then would indicate that employment in the target industry is double the national average.

## Employment by Sector



**Table 5: Components of Top Industry Sectors**

<b>Sector/Top Detailed Industries</b>	<b>2020 Jobs</b>	<b>Average Wages</b>	<b>Location Quotient</b>
<b>Government</b>			
Local Government, Excluding Education and Hospitals	12,551	\$58,596	2.5
State Government, Excluding Education and Hospitals	7,928	\$83,557	3.9
Elementary and Secondary Schools (Local Government)	6,316	\$63,662	1.0
Federal Government, Civilian, Excluding Postal Service	1,664	\$109,764	0.8
<b>Health Care and Social Assistance</b>			
General Medical and Surgical Hospitals	3,295	\$85,972	0.8
Services for the Elderly and Persons with Disabilities	2,688	\$20,723	1.5
Offices of Physicians (except Mental Health Specialists)	1,867	\$91,778	0.8
Offices of Dentists	1,020	\$62,181	1.3
Continuing Care Retirement Communities	854	\$36,170	1.9
<b>Professional, Scientific and Technical Services</b>			
R&D-Physical, Engineering, and Life Sciences	11,650	\$122,191	29.3
Offices of Lawyers	625	\$100,759	0.7
Engineering Services	549	\$111,912	0.6
Computer Systems Design Services	507	\$101,272	0.5
Veterinary Services	488	\$48,202	1.3
Custom Computer Programming Services	303	\$117,211	0.3
<b>Accommodation and Food Services</b>			
Full-Service Restaurants	5,976	\$26,470	1.4
Limited-Service Restaurants	4,495	\$20,069	1.2
Hotels (except Casino Hotels) and Motels	3,309	\$32,987	2.5
Snack and Nonalcoholic Beverage Bars	692	\$20,963	1.0
Drinking Places (Alcoholic Beverages)	294	\$24,586	1.0

Sector/Top Detailed Industries	2020 Jobs	Average Wages	Location Quotient
<b>Retail Trade</b>			
Supermarkets and Other Grocery (except Convenience) Stores	3,163	\$37,498	1.4
Home Centers	976	\$34,128	1.5
New Car Dealers	971	\$67,905	1.0
Gasoline Stations with Convenience Stores	803	\$24,047	1.1
Pharmacies and Drug Stores	534	\$50,465	0.9
<b>Construction</b>			
Plumbing, Heating, and Air-Conditioning Contractors	867	\$60,284	0.8
New Single-Family Housing Construction (except For-Sale Builders)	827	\$47,137	2.5
Commercial and Institutional Building Construction	705	\$71,352	1.1
Electrical Contractors and Other Wiring Installation Contractors	613	\$58,610	0.7
Residential Remodelers	434	\$42,310	1.3

### Detailed Industries by County

It is also instructive to look at detailed industries in each of the counties that make up this CTE Region. In our quest to prioritize industries and occupations, one of the most valuable pieces of intelligence we can utilize is industry employment data.

**Table 6: Employment by Industry, Los Alamos County, 2020**

Los Alamos	2020 Jobs	Average Wages/Earnings	Location Quotient	Age 45+
Research/Development-Physical, Engineering, Life Sciences	11,380	\$121,876	218.8	50.9%
Local Government, Excluding Education and Hospitals	667	\$94,916	1.0	37.5%
Supermarkets and Other Grocery Stores	343	\$35,517	1.2	36.6%
Temporary Help Services	283	\$75,339	0.9	47.7%
Engineering Services	258	\$123,101	2.2	63.1%
Offices of Physicians (except Mental Health Specialists)	253	\$86,019	0.8	47.6%
General Medical and Surgical Hospitals	214	\$66,788	0.4	48.5%
Federal Government, Civilian, Excluding Postal Service	207	\$151,646	0.8	54.3%
Remediation Services	197	\$195,261	18.6	57.0%
Limited-Service Restaurants	187	\$23,317	0.4	27.8%

*Economic Modelling Specialists International*

**Table 7: Employment by Industry, Rio Arriba County, 2020**

Rio Arriba	2020 Jobs	Average Wages/Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	2,608	\$46,303	6.8	37.5%
Elementary and Secondary Schools (Local Government)	886	\$53,391	1.9	56.0%
Limited-Service Restaurants	446	\$16,787	1.5	28.1%
Colleges, Universities, Professional Schools (State Govt)	337	\$47,920	2.6	38.3%
General Medical and Surgical Hospitals	301	\$114,919	0.9	46.7%
Warehouse Clubs and Supercenters	301	\$33,225	3.0	40.8%
Federal Government, Civilian, Excluding Postal Service	226	\$99,109	1.5	54.3%
Full-Service Restaurants	211	\$21,631	0.7	28.1%
Gasoline Stations with Convenience Stores	195	\$19,209	3.5	42.3%
Home Centers	193	\$30,756	4.0	42.7%

**Table 8: Employment by Industry, Taos County, 2020**

Taos	2020 Jobs	Average Wages/Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	831	\$49,907	2.0	37.5%
Full-Service Restaurants	789	\$21,291	2.3	30.6%
Hotels and Motels	653	\$27,395	6.1	46.1%
Skiing Facilities	590	\$34,189	214.2	42.8%
Elementary and Secondary Schools (Local Govt)	586	\$54,188	1.1	56.0%
Supermarkets and Other Grocery Stores	402	\$38,634	2.2	35.3%
Services for the Elderly and Persons with Disabilities	359	\$17,136	2.5	55.6%
General Medical and Surgical Hospitals	318	\$80,125	0.9	54.0%
Limited-Service Restaurants	279	\$20,665	0.9	30.6%
Federal Government, Civilian, Excluding Postal Service	229	\$102,449	1.4	54.3%

**Table 9: Employment by Industry, Sandoval County, 2020**

Sandoval	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	4,191	\$56,613	3.4	37.5%
Telemarketing Bureaus and Other Contact Centers	3,116	\$44,803	32.4	30.0%
Elementary and Secondary Schools (Local Govt)	2,894	\$67,203	1.9	56.0%
Semiconductor and Related Device Manufacturing	1,892	\$163,569	47.5	66.7%
Limited-Service Restaurants	1,671	\$16,793	1.8	20.9%
Full-Service Restaurants	890	\$21,638	0.9	20.9%
Warehouse Clubs and Supercenters	725	\$31,336	2.3	33.3%
General Medical and Surgical Hospitals	642	\$63,519	0.6	36.1%
Services for the Elderly and Persons with Disabilities	633	\$18,721	1.5	45.3%
Supermarkets and Other Grocery Stores	542	\$33,043	1.0	40.0%

**Table 10: Employment by Industry, Santa Fe County, 2020**

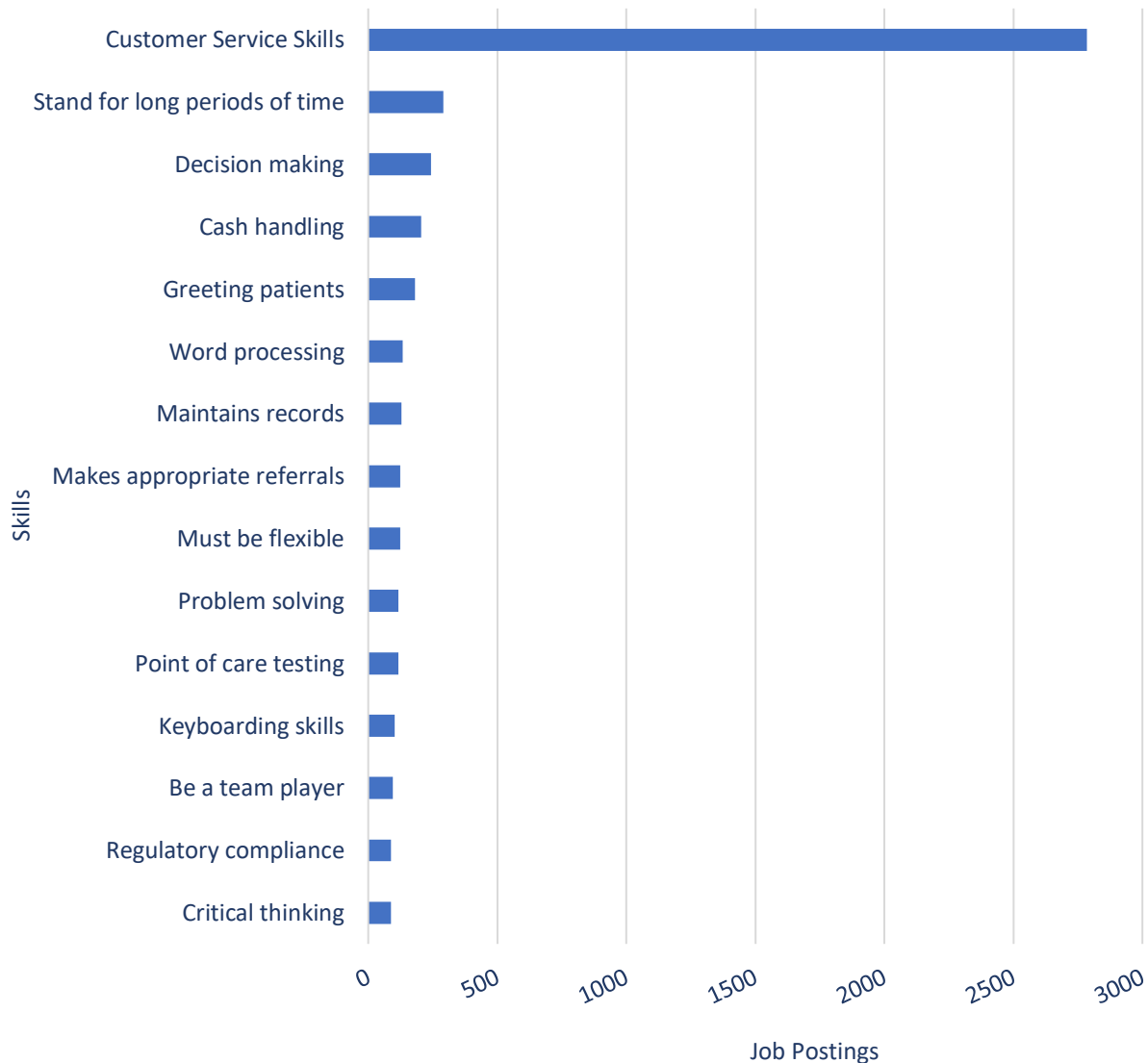
Santa Fe	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
State Government, Excluding Education and Hospitals	7,197	\$84,980	7.6	43.6%
Local Government, Excluding Education and Hospitals	4,255	\$64,088	1.8	37.5%
Full-Service Restaurants	3,982	\$28,716	2.0	33.2%
Hotels (except Casino Hotels) and Motels	2,113	\$35,034	3.5	41.5%
Limited-Service Restaurants	1,905	\$23,211	1.1	33.2%
Elementary and Secondary Schools (Local Govt)	1,894	\$66,805	0.6	56.0%
Supermarkets and Other Grocery Stores	1,805	\$38,765	1.7	40.2%
General Medical and Surgical Hospitals	1,785	\$90,660	0.9	51.9%
Services for the Elderly and Persons with Disabilities	1,376	\$20,534	1.7	52.9%
Offices of Physicians	1,096	\$99,737	1.0	47.6%

## Job Postings Analysis

On March 29, 2021, an analysis of all 7,768 job postings across Region B was conducted using the New Mexico Department of Workforce Solutions online system. The analysis provides a number of perspectives on the priorities of regional employers.

- By a very wide margin, the most-requested skill of any kind was customer service. More than a third of all job postings required customer service skills.
- Records maintenance and regulatory compliance were mentioned in a significant number of postings, as was word processing.
- Critical thinking, problem solving and decision making were priorities as well.

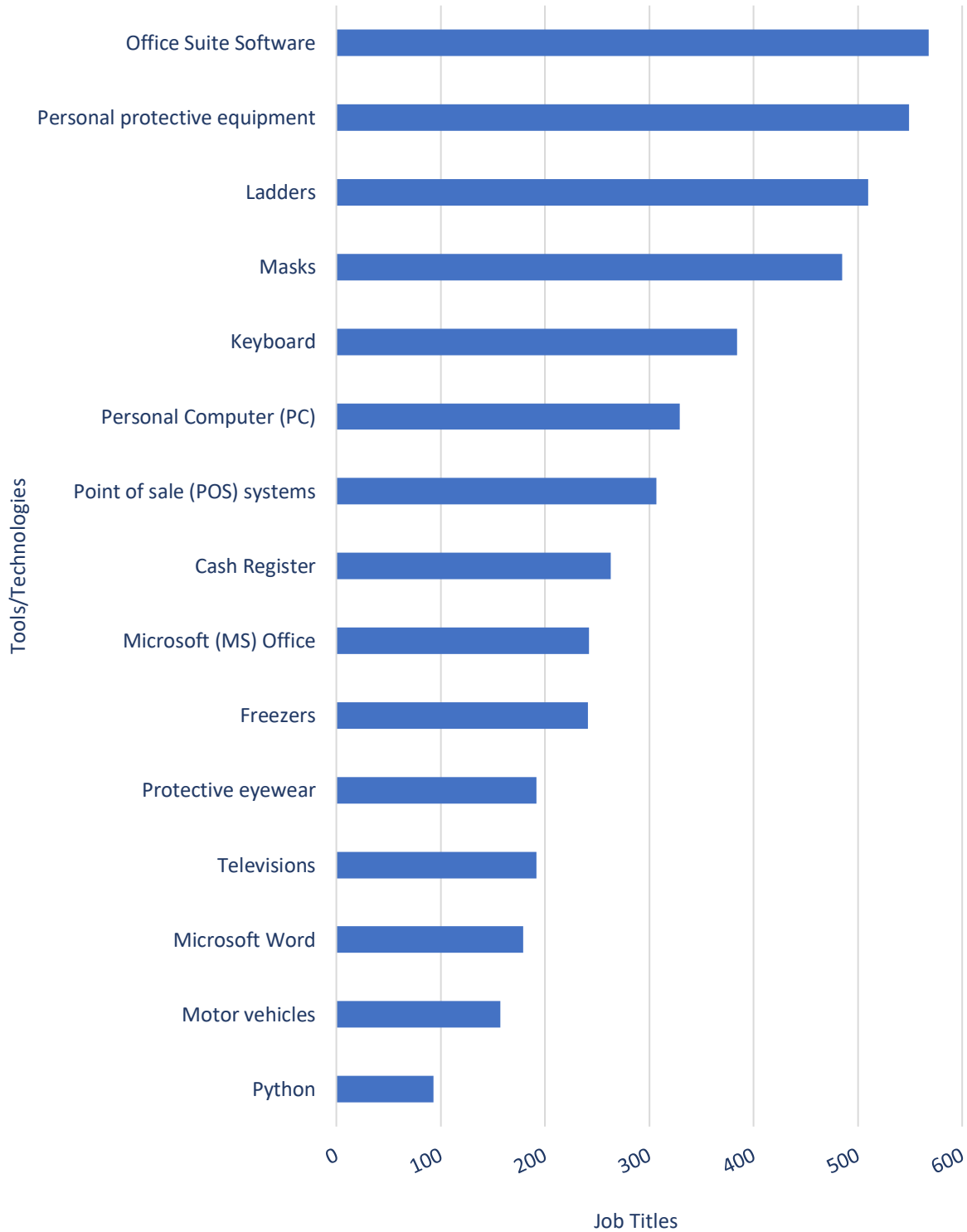
**Skills Found in Regional Job Postings, March 29, 2021**





The report further examined the tools and technologies specifically mentioned in the job postings. Microsoft Office applications, personal protective equipment and ladders were among the top findings. The programming language Python was also highly rated.

### Tools and Technologies Found in Job Postings, March 29, 2021



Within the table of employers with the most active job postings were a number of medical, government and energy establishments.

**Table 11: Employers with Current Job Openings**

Employer	Job Postings	County
Christus Health	831	Santa Fe
Cerner Corporation	360	Santa Fe
Los Alamos National Laboratory	345	Los Alamos
The State of New Mexico	203	Santa Fe
Presbyterian Healthcare Services	124	Santa Fe
Presbyterian Healthcare Services	123	Sandoval
University of New Mexico	109	Los Alamos
Presbyterian Healthcare Services	85	Rio Arriba
Strategic Management Solutions, LLC	65	Los Alamos
Los Alamos Public Schools	50	Los Alamos
Presbyterian Medical Services	47	Santa Fe
Taos Municipal Schools	41	Taos
Presbyterian Medical Services	38	Sandoval
Pearson Education, Inc.	34	Santa Fe
University of New Mexico	28	Taos
Santa Ana Star Casino (Primary)	24	Sandoval
Intel Corporation	20	Sandoval
Taos Pueblo Administration	20	Taos
HP, Inc.	15	Sandoval
Merrick & Co	15	Los Alamos
Sandia Resort & Casino	12	Sandoval
Edgewater Technical Associates	12	Los Alamos
Taos County HR	12	Taos
Spectra Tech, Inc.	11	Los Alamos
Admiral Beverage Corporation	10	Santa Fe

## The Jobs

### Occupational Employment

The 2020 analysis used the New Mexico Department of Workforce Solutions 2016-2026 employment projections. Since that report, the 2018-2028 projections have been released, and this report mines those data for intelligence on the region's high-growth occupations.

Another instrument of the New Mexico Department of Workforce Solutions that provides valuable perspective on career opportunities in this region is the *Occupational Employment Statistics Series*. Employment and wages are estimated for more than 750 occupation categories, and to evaluate growth in demand for particular occupations, we return the occupations with the largest growth since 2010.

**Table 12: Occupation Employment, 2010-2020**

Description	2010 Jobs	2020 Jobs	2010 - 2020 Change	2010 - 2020 % Change	Annual Openings	Median Annual Earnings
Secretaries and Administrative Assistants	3,057	4,831	1,773	58%	613	\$36,372
Customer Service Representatives	1,764	3,252	1,488	84%	506	\$29,374
Fast Food and Counter Workers	2,618	3,571	953	36%	714	\$20,808
Project Management and Operations Specialists	1,276	1,786	510	40%	194	\$61,055
Semiconductor Processing Technicians	95	604	510	539%	75	\$49,272
Cooks, Restaurant	1,333	1,808	475	36%	279	\$27,310
Postsecondary Teachers	942	1,394	452	48%	169	\$77,908
Calibration & Engineering Technologists/Techs	308	722	413	134%	87	\$98,066
Secondary School Teachers	1,111	1,480	368	33%	138	\$58,057
Medical Assistants	604	955	351	58%	116	\$33,926
Firefighters	427	761	333	78%	75	\$28,221
Biochemists and Biophysicists	20	353	333	1691%	43	\$193,339
Registered Nurses	1,653	1,967	315	19%	136	\$73,214
Computer Hardware Engineers	70	378	308	438%	53	\$134,684
Training and Development Specialists	226	528	302	133%	66	\$51,814
Software Developers and QA Analysts/Testers	541	834	293	54%	82	\$83,135
Sales Representatives of Services	245	533	288	117%	78	\$48,707
Medical Secretaries/Administrative Assistants	382	625	243	64%	89	\$35,998
Maids and Housekeeping Cleaners	2,022	2,242	221	11%	366	\$24,609
Tutors and Teachers and Instructors, All Other	229	444	214	93%	78	\$64,771
Information Security Analysts	111	320	210	190%	34	\$114,445
Supervisors-Personal/Entertainment/Recreation	181	387	206	114%	52	\$39,101
Market Research Analysts/Marketing Specialists	150	349	200	133%	44	\$55,427
Nuclear Engineers	199	397	198	99%	47	\$161,917

## Employment Projections

Many factors go into an evaluation of a career’s potential, including demand and earning potential. The New Mexico Department of Workforce Solutions also projects changes in total employment for every occupation by 2028. The occupations that are projected to experience the largest growth and that pay wages above the region’s average are categorized here as high-quality careers, and detailed occupations are grouped into general “occupation families.”

**Table 13: Projected Change, Occupations, 2018-2028**

High Quality Career	2018 Jobs	2028 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
<b>Health Care Practitioners and Technical Occupations</b>						
Registered Nurses	1,948	2,143	195	10%	121	\$73,214
Nurse Practitioners	191	259	68	36%	18	\$107,103
Speech-Language Pathologists	89	129	41	46%	10	\$77,066
Health Information Technologists	42	74	31	75%	6	\$45,641
Licensed Practical Nurses	358	388	30	9%	32	\$44,845
Dental Hygienists	177	207	30	17%	16	\$87,901
<b>Management Occupations</b>						
General and Operations Managers	2,765	3,043	278	10%	253	\$85,456
Medical and Health Services Managers	299	407	108	36%	36	\$102,158
Financial Managers	410	498	88	21%	40	\$90,562
Personal Service Managers	413	486	73	18%	37	\$85,082
Construction Managers	149	219	70	47%	20	\$90,788
Computer and Information Systems Managers	264	333	69	26%	27	\$113,057
Property, Real Estate, and Community Association Managers	174	216	42	24%	19	\$45,732
Architectural and Engineering Managers	248	285	38	15%	20	\$162,982
Natural Sciences Managers	112	149	36	33%	13	\$84,156
Farmers, Ranchers, and Other Agricultural Managers	82	114	33	40%	13	\$64,120
Administrative Services and Facilities Managers	337	357	20	6%	29	\$84,325
<b>Business and Financial Operations Occupations</b>						
Project Management Specialists	1,467	1,853	386	26%	193	\$61,055
Management Analysts	699	809	110	16%	75	\$58,267
Training and Development Specialists	464	564	100	21%	60	\$51,814
Accountants and Auditors	1,177	1,276	99	8%	115	\$57,555
Human Resources Specialists	385	455	70	18%	45	\$55,306

## The Talent Development Ecosystem

The 2020 analysis aligned the emerging talent supply with projected occupation-driven demand to evaluate workforce equilibrium for the region. It compared the number of awards from the region's most popular college programs of study to the projected number of job openings in related occupations.

This year's analysis will leverage the most recent completions data from the National Center for Education Statistics to supplement the equilibrium analysis with perspective on trends in enrollment and completions in the region's most critical programs of study.

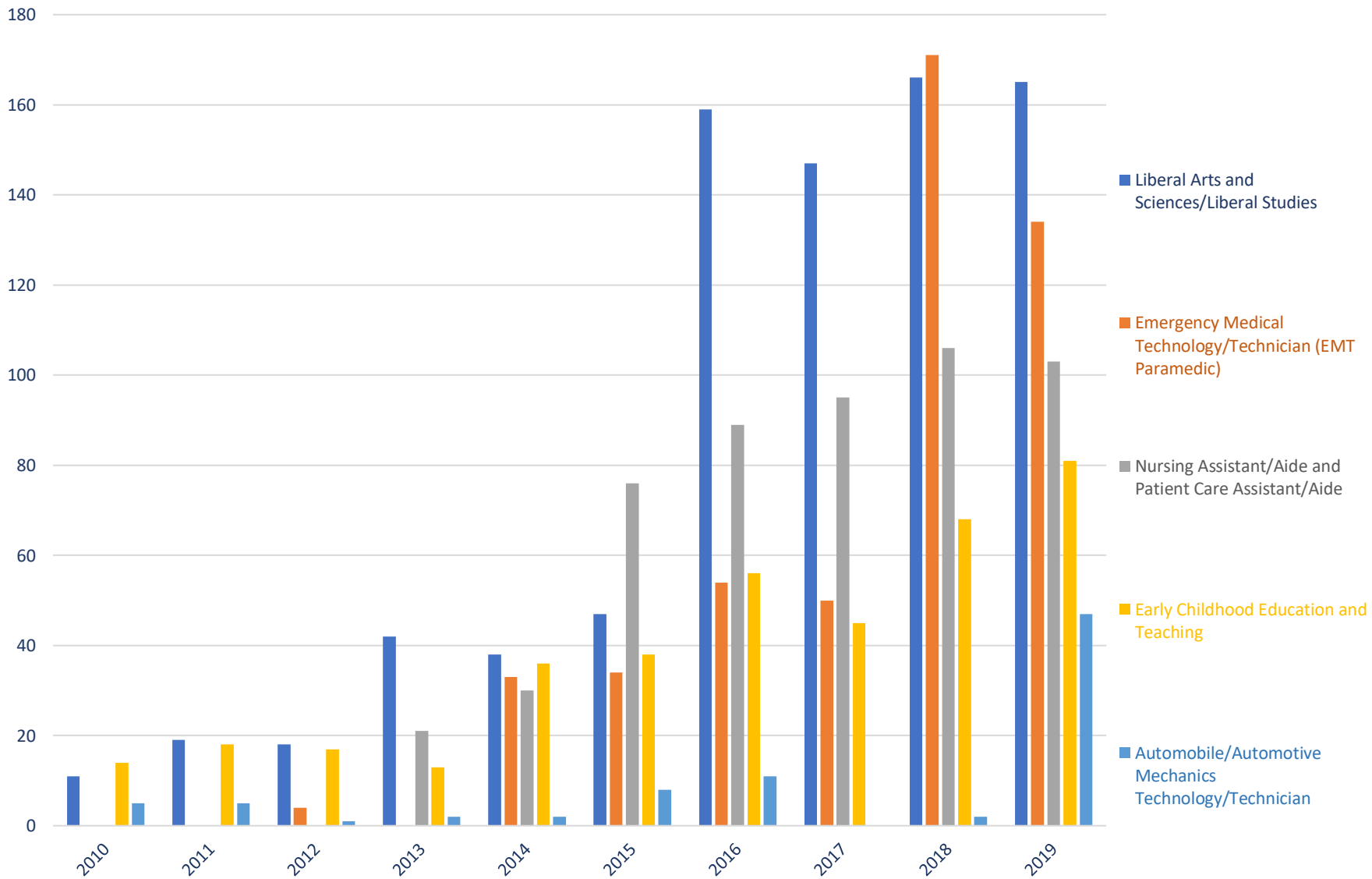
Data from the 2019-2020 academic year are aggregated from the region's four degree-granting institutions:

- Santa Fe Community College
- Northern New Mexico College
- University of New Mexico-Taos
- UNM-Los Alamos.

**Table 14: Program Completions, 2010-2019**

CIP Code	Program Description	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Change	% Change
24.0101	Liberal Arts and Sciences/Liberal Studies	11	19	18	42	38	47	159	147	166	165	154	1400%
51.0904	Emergency Medical Technology/Technician	0	0	4	0	33	34	54	50	171	134	134	3250%
51.3902	Nursing and Patient Care Assistant/Aide	0	0	0	21	30	76	89	95	106	103	103	390%
13.1210	Early Childhood Education and Teaching	14	18	17	13	36	38	56	45	68	81	36	479%
47.0604	Automotive Mechanics Technology/Technician	5	5	1	2	2	8	11	0	2	47	42	840%
48.0508	Welding Technology/Welder	0	0	1	1	5	2	8	14	20	30	30	2900%
24.0102	General Studies	34	37	50	64	63	58	54	65	56	62	28	82%
12.0401	Cosmetology/Cosmetologist, General	4	4	20	23	32	36	28	33	33	29	25	625%
13.1205	Secondary Education and Teaching	16	29	31	45	31	43	40	43	32	41	25	156%
13.1001	Special Education and Teaching, General	5	13	13	18	9	16	24	27	10	26	21	420%
51.1504	Community Health Services/Liaison/Counseling	0	0	0	0	0	0	10	22	67	21	21	110%
50.0602	Cinematography and Film/Video Production	4	8	35	29	35	45	77	80	23	24	20	500%
51.0801	Medical/Clinical Assistant	0	9	8	23	40	51	44	37	45	19	19	111%
12.0409	Aesthetician/Esthetician and Skin Care Specialist	0	0	6	7	10	9	13	0	0	18	18	200%
40.0101	Physical Sciences	4	6	4	4	11	12	30	24	30	22	18	450%
51.3801	Registered Nursing/Registered Nurse	72	110	82	90	93	84	64	123	77	88	16	22%
52.0201	Business Administration and Management	90	102	87	102	111	115	115	101	128	106	16	18%
51.9999	Other Health Professions and Clinical Sciences	7	11	9	19	18	17	16	7	32	22	15	214%
14.0102	Pre-Engineering	0	0	3	0	2	6	9	10	12	14	14	367%
50.0702	Fine/Studio Arts, General	11	15	31	33	37	33	45	32	20	24	13	118%

**Top Five Programs, By Completion, 2010-2019**



## Workforce Equilibrium

Finally, we use a crosswalk from the United States Department of Education to estimate the balance between the region’s emerging supply of qualified talent and projected demand for workers with relevant skills. The difference between awards in a program and the aggregated number of openings in related occupations is quantified here as a “Workforce Equilibrium Value.”

Ideally, the numbers representing emerging supply will be roughly equal to projected demand. Where an imbalance exists, there may be an opportunity to expand program offerings or to encourage students and jobseekers to consider careers in these fields. The educational system thus becomes a valuable factor in not only the success of individual students, but also in the economic success of the region.

**Table 15: Program Awards and Openings in Related Occupations**

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
Liberal Arts and Sciences/Liberal Studies	165	175	350	(10)
Emergency Medical Technology/Technician	134	24	47	110
Business Administration and Management, General	106	689	1,377	(583)
Nursing Assistant/Aide and Patient Care Assistant/Aide	103	100	200	3
Registered Nursing/Registered Nurse	88	119	238	(31)
Early Childhood Education and Teaching	81	109	219	(28)
General Studies	62	0	0	62
Automobile/Automotive Mechanics Technology/Technician	47	60	121	(13)
Secondary Education and Teaching	41	218	437	(177)
Elementary Education and Teaching	39	101	201	(62)
Accounting	33	169	339	(136)
Phlebotomy Technician/Phlebotomist	32	17	33	15
Welding Technology/Welder	30	26	53	4
Art Therapy/Therapist	30	3	5	27
Cosmetology/Cosmetologist, General	29	88	176	(59)
Social Work	27	143	287	(116)
Special Education and Teaching, General	26	166	332	(140)
Cinematography and Film/Video Production	24	12	23	12
Fine/Studio Arts, General	24	1	2	23
Physical Sciences	22	15	31	7
Counseling Psychology	22	7	14	15
Other Health Professions and Clinical Sciences	22	47	94	(25)
Community Health Services/Liaison/Counseling	21	71	142	(50)
Medical/Clinical Assistant	19	148	296	(129)



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