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**2021 Comprehensive Local Needs Assessment**

**Labor Market Analysis**

**Region C**

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

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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.[[1]](#footnote-1)

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 yar. 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.[[2]](#footnote-2)

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.

The Region

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

* Cimarron Public
* Clayton Municipal
* Des Moines Municipal
* House Municipal
* Las Vegas City
* Logan Municipal
* Maxwell Municipal
* Mora Independent
* Mosquero Municipal
* Pecos Independent
* Raton
* Roy Municipal
* San Jon Municipal
* Santa Rosa
* Springer
* Tucumcari
* Vaughn
* Wagon Mound
* West Las Vegas

Regional Education Cooperatives (REC) exist 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 Cooperatives #3 and #4.

Three postsecondary institutions serve the area: New Mexico Highlands University, Mesalands Community College and Luna Community College. The districts lie primarily in Colfax, Union, Quay, Mora, Harding, San Miguel and Guadalupe Counties, all of which are within either the Northern or Eastern Workforce Regions.

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 C CLNA Council established this vision statement:

*Career and Technical Education in Region C provides students and families focused exposure to career options and opportunities:*

* *Responsive to the needs of the region*
* *Generates credentials and training valued by employers in our target industry*
* *Is broadly accessible to all in the region*

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

1. Agriculture, Food, and Natural resources, to include:
	1. Agriculture:
		* Agriculture Tech
		* Precision Agriculture
	2. Energy:
		* Non-destructive testing
		* Integrated control systems
2. Skilled construction trades:
	1. Design (Architecture)

The Council further noted that entrepreneurship preparation should be a component of all CTE programs. Notes on the outcomes of the summit can be viewed at <https://nmcteclna.com>

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*
* *Health Care and Social Assistance*
* *Accommodation and Food Service*
* *Retail Trade*
* *Other Services (except Public Administration)*
* *Construction*
* *Finance and Insurance*

One of the unique characteristics of this region is the concentration of the *Utilities* industry and the services that support it. For example, workers in this region are concentrated in the *Solar Electric Power Generation* industry at a rate more than 17 times the national average.

According to the New Mexico Department of Workforce Solutions, there are nine organizations in the region who employ more than 250 workers.

* Las Vegas City Public Schools
* Luna Community College
* Walmart Supercenter
* Alta Vista Regional Hospital
* New Mexico Motor Transportation Division
* Angel Fire Resort

Demographics

As noted in the 2020 report, the region continues to decline in age. Declines have been noted in every county in the region. The only segment of the region’s population to experience growth is those 65 years and older at a rate of 28.7%. The most pronounced decline is among those between ages 40-49.

More than 58% of the population in the region that is 25 years or older 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 (10.9%) is significantly lower than the national average of 32.1%.

Since last year’s report, the percentage with a bachelor’s degree or higher has dropped from 10.9% to 10.3%, while those without a high school diploma is up slightly from 23.4% to 25.5%.

The Employers

The public sector is far and away the largest employer in the region. Specifically, local government and education provide the largest numbers of jobs. Health care is also particularly large and demand for certain components of the sector continue to be driven by shifting demographics. Outpatient treatment centers industries employ the regional workforce at a rate nearly seven times more than double the national average.

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*, *Medical Assistants*, and *Home Health Aides*.

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 *Clinical and Medical Social Work*, *Electromechanical and Instrumentation and Maintenance Technologies/Technicians*, and *Business Administration and Management, General.*

The People

Population

There are 1,601 students enrolled in grades 9-12 across the region’s 13 school districts. Trends in the region’s population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region C has seen negative population trends over recent years, with none of the region’s counties experiencing net positive growth since 2010. Combined, the region’s population has decreased a striking 7.9% since that time, including an 11.9% decline in Colfax County.

Table 1: Population by County, 2010-2019

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** |
| Colfax | 13,827 | 13,762 | 13,614 | 13,485 | 13,264 | 12,997 | 12,716 | 12,522 | 12,353 | 12,168 |
| Union | 4,388 | 4,433 | 4,460 | 4,458 | 4,413 | 4,339 | 4,292 | 4,216 | 4,175 | 4,133 |
| Quay | 9,002 | 9,000 | 8,956 | 8,890 | 8,822 | 8,698 | 8,555 | 8,447 | 8,373 | 8,326 |
| Mora | 4,923 | 4,878 | 4,830 | 4,788 | 4,722 | 4,660 | 4,598 | 4,605 | 4,563 | 4,536 |
| Harding | 943 | 673 | 612 | 687 | 665 | 565 | 565 | 546 | 459 | 441 |
| San Miguel | 29,231 | 29,300 | 29,225 | 29,093 | 28,999 | 28,668 | 28,350 | 28,203 | 28,034 | 27,738 |
| Guadalupe | 4,698 | 4,684 | 4,655 | 4,626 | 4,594 | 4,526 | 4,469 | 4,426 | 4,382 | 4,353 |

Race and Ethnicity

Table 2: Population, by Race and Ethnicity

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Race/Ethnicity** | **2010 Population** | **2019 Population** | **Change** | **% Change** | **2019 % of Total** |
| White, Non-Hispanic | 22,633 | 18,700 | -3,933 | -17.4% | 30.3% |
| White, Hispanic | 27,131 | 26,281 | -850 | -3.1% | 42.6% |
| American Indian, Hispanic | 785 | 390 | -395 | -50.3% | 0.6% |
| Black, Non-Hispanic | 475 | 560 | 162 | 26% | 1.29% |
| Other, Hispanic | 14,022 | 13,512 | -510 | -3.6% | 21.9% |
| Other | 2,531 | 2,252 | -279 | -11.0% | 3.7% |

Age

It is notable that the population of the region is both decreasing and aging. All age bands have declined in recent years, with the exception of those 65 years and older, which has increased at a rate of more than 28% since 2010.

Table 3: Population, by Age

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age Cohort** | **2010 Population** | **2019 Population** | **Change** | **% Change** | **2019 % of Cohort** |
| Under 10 | 7,595 | 6,605 | -990 | -13.0% | 10.7% |
| 10-19 | 9,838 | 6,646 | -3,192 | -32.4% | 10.8% |
| 20-29 | 7,148 | 7,068 | -80 | -1.1% | 11.5% |
| 30-39 | 7,263 | 7,125 | -138 | -1.9% | 11.5% |
| 40-49 | 9,474 | 6,357 | -3,117 | -32.9% | 10.3% |
| 50-64 | 15,832 | 13,559 | -2,273 | -14.4% | 22.0% |
| 65 and over | 11,139 | 14,335 | 3,196 | 28.7% | 23.2% |

United States Census Bureau, American Community Survey

Educational Attainment

Table 4: Population by Educational Attainment

|  |  |
| --- | --- |
| Education Level | Population |
| Less than 9th Grade | 5.4% |
| 9th Grade to 12th Grade | 10.1% |
| High School Diploma | 32.3% |
| Some College | 25.5% |
| Associate’s Degree | 8.3% |
| Bachelor’s Degree | 10.3% |
| Graduate Degree or Higher | 8.2% |
| *United States Census Bureau, American Community Survey* |

58% 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 (18.5%) is significantly lower than the national average of 33.1%.

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 C, 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 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.

Table 5: Components of Top Industry Sectors

|  |  |  |  |
| --- | --- | --- | --- |
| **Sector/Top Detailed Industries** | **2020 Jobs** | **Average Wages** | **Location Quotient** |
| **Government** |
| Elementary and Secondary Schools (Local Government) | 1,590 | $57,484  | 1.7 |
| Local Government, Excluding Education and Hospitals | 1,409 | $46,009  | 1.9 |
| Colleges, Universities, and Professional Schools (State Govt) | 1,028 | $51,424  | 3.0 |
| State Government, Excluding Education and Hospitals | 990 | $71,376  | 3.4 |
| **Health Care and Social Assistance** |
| Services for the Elderly and Persons with Disabilities | 1,033 | $18,774  | 3.9 |
| General Medical and Surgical Hospitals | 522 | $69,498  | 0.9 |
| Home Health Care Services | 413 | $18,002  | 2.1 |
| Nursing Care Facilities (Skilled Nursing Facilities) | 220 | $39,884  | 1.1 |
| Offices of Physicians (except Mental Health Specialists) | 187 | $74,772  | 0.6 |
| **Retail Trade** |
| Gasoline Stations with Convenience Stores | 590 | $27,734  | 5.5 |
| Other Gasoline Stations | 301 | $29,160  | 24.0 |
| Supermarkets and Other Grocery (except Convenience) Stores | 249 | $26,500  | 0.8 |
| Hardware Stores | 103 | $31,879  | 5.2 |
| Pharmacies and Drug Stores | 98 | $38,856  | 1.1 |
| **Construction** |
| Electrical Contractors and Other Wiring Installation Contractors | 91 | $47,996  | 0.7 |
| Highway, Street, and Bridge Construction | 90 | $58,387  | 2.0 |
| Plumbing, Heating, and Air-Conditioning Contractors | 83 | $46,778  | 0.6 |
| Residential Remodelers | 72 | $33,902  | 1.5 |
| New Single-Family Housing Construction | 68 | $36,651  | 1.4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Sector/Top Detailed Industries** | **2020 Jobs** | **Average Wages** | **Location Quotient** |
| **Finance and Insurance** |
| Commercial Banking | 274 | $60,345 | 1.5 |
| Insurance Agencies and Brokerages | 83 | $56,485 | 0.6 |
| Credit Unions | 47 | $45,396 | 1.3 |
| Direct Title Insurance Carriers | 23 | $51,312 | 2.7 |
| Consumer Lending | 20 | $40,735 | 1.5 |
| **Transportation and Warehousing** |
| Taxi Service | 74 | $19,376 | 16.8 |
| Rail transportation | 61 | $111,148 | 2.3 |
| Special Needs Transportation | 54 | $27,874 | 5.7 |
| School and Employee Bus Transportation | 44 | $23,680 | 1.8 |
| Motor Vehicle Towing | 37 | $38,815 | 4.3 |

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, Colfax County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Colfax** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Hotels (except Casino Hotels) and Motels | 415 | $31,608  | 9.6 | 42.1% |
| Local Government, Excluding Education and Hospitals | 365 | $51,209  | 2.2 | 37.5% |
| Elementary and Secondary Schools (Local Govt) | 298 | $57,239  | 1.4 | 56.0% |
| State Government, Excluding Education and Hospitals | 282 | $77,972  | 4.2 | 43.6% |
| Civic and Social Organizations | 254 | $21,787  | 25.2 | 20.6% |
| Recreational and Vacation Camps | 201 | $44,374  | 208.2 | 47.2% |
| Hospitals (State Government) | 189 | $81,650  | 16.2 | 41.6% |
| Full-Service Restaurants | 182 | $16,618  | 1.3 | 28.7% |
| Limited-Service Restaurants | 152 | $17,872  | 1.2 | 29.7% |
| Gasoline Stations with Convenience Stores | 102 | $25,317  | 4.1 | 50.1% |

Table 7: Employment by Industry, Guadalupe County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Guadalupe** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Elementary and Secondary Schools (Local Govt) | 178 | $51,068 | 2.5 | 56.0% |
| Hotels (except Casino Hotels) and Motels | 157 | $21,704 | 10.9 | 44.6% |
| Local Government, Excluding Education and Hospitals | 141 | $39,817 | 2.5 | 40.9% |
| Other Gasoline Stations | 125 | $31,233 | 129.5 | 35.5% |
| Facilities Support Services | 111 | $58,130 | 70.0 | 49.4% |
| Full-Service Restaurants | 108 | $13,713 | 2.3 | 34.3% |
| Gasoline Stations with Convenience Stores | 97 | $31,589 | 11.7 | 37.8% |
| General Medical and Surgical Hospitals | 67 | $57,574 | 1.4 | 53.7% |
| State Government, Excluding Education and Hospitals | 63 | $66,147 | 2.8 | 54.0% |
| Limited-Service Restaurants | 44 | $14,342 | 1.0 | 67.7% |

Table 8: Employment by Industry, Harding County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Harding** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Elementary and Secondary Schools (Local Govt) | 64 | $52,819  | 8.4 | N/A |
| Animal Production | 22 | $33,835  | 77.2 | N/A |
| Industrial Gas Manufacturing | 19 | $59,821  | 949.3 | N/A |

Table 9: Employment by Industry, Mora County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Mora** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Elementary and Secondary Schools (Local Govt) | 129 | $51,253 | 3.9 | N/A |
| Local Government, Excluding Education and Hospitals | 84 | $41,539 | 3.2 | N/A |
| Home Health Care Services | 66 | $17,120 | 9.4 | N/A |
| Services for the Elderly and Persons with Disabilities | 46 | $18,981 | 5.0 | N/A |
| All Other Outpatient Care Centers | 37 | $53,153 | 42.3 | N/A |
| State Government, Excluding Education and Hospitals | 28 | $56,635 | 2.6 | N/A |
| Animal Production | 27 | $39,896 | 22.1 | N/A |
| Federal Government, Civilian, Excluding Postal Service | 25 | $82,109 | 2.4 | N/A |
| Gasoline Stations with Convenience Stores | 22 | $38,135 | 5.8 | N/A |
| Hardware Stores | 19 | $29,048 | 26.1 | N/A |

Table 10: Employment by Industry, Quay County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Quay** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Elementary and Secondary Schools (Local Govt) | 249 | $62,362  | 2.0 | 56.0% |
| Local Government, Excluding Education and Hospitals | 225 | $45,858  | 2.3 | 38.3% |
| Limited-Service Restaurants | 171 | $13,877  | 2.3 | 24.5% |
| Hotels (except Casino Hotels) and Motels | 161 | $19,185  | 6.3 | 42.3% |
| General Medical and Surgical Hospitals | 138 | $87,457  | 1.7 | 47.7% |
| Gasoline Stations with Convenience Stores | 125 | $29,174  | 8.6 | 32.7% |
| Colleges, Universities, Professional Schools (State) | 122 | $53,214  | 3.6 | 41.3% |
| State Government, Excluding Education and Hospitals | 108 | $69,456  | 2.7 | 47.3% |
| Other Gasoline Stations | 107 | $28,739  | 63.0 | 34.0% |
| Highway, Street, and Bridge Construction | 77 | $61,538  | 12.8 | 55.4% |

Table 11: Employment by Industry, San Miguel County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **San Miguel** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Services for the Elderly and Persons with Disabilities | 798 | $16,599  | 7.5 | 46.2% |
| Hospitals (State Government) | 704 | $60,924  | 33.2 | 41.6% |
| Elementary and Secondary Schools (Local Govt) | 554 | $59,317  | 1.4 | 56.0% |
| Colleges, Universities, Professional Schools (State Govt) | 509 | $81,516  | 4.9 | 38.3% |
| Local Government, Excluding Education and Hospitals | 478 | $44,902  | 1.6 | 37.5% |
| State Government, Excluding Education and Hospitals | 420 | $70,949  | 3.4 | 43.6% |
| Home Health Care Services | 303 | $17,799  | 3.7 | 50.7% |
| Limited-Service Restaurants | 261 | $15,688  | 1.1 | 19.1% |
| Warehouse Clubs and Supercenters | 251 | $33,835  | 3.1 | 41.8% |
| Full-Service Restaurants | 240 | $17,141  | 0.9 | 19.4% |

Table 12: Employment by Industry, Union County, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Union** | **2020 Jobs** | **Average Wages/ Earnings** | **Location Quotient** | **Age 45+** |
| Elementary and Secondary Schools (Local Govt) | 119 | $58,182  | 1.9 | 56.0% |
| Local Government, Excluding Education and Hospitals | 112 | $45,070  | 2.2 | 42.7% |
| State Government, Excluding Education and Hospitals | 80 | $63,936  | 4.0 | 50.6% |
| General Medical and Surgical Hospitals | 69 | $76,879  | 1.6 | 57.5% |
| Hotels (except Casino Hotels) and Motels | 66 | $16,661  | 5.1 | 45.3% |
| Gasoline Stations with Convenience Stores | 50 | $34,388  | 6.8 | 39.8% |
| Commercial Banking | 47 | $73,005  | 3.8 | 71.0% |
| Facilities Support Services | 46 | $51,826  | 32.7 | 66.2% |
| Crop Harvesting, Primarily by Machine | 43 | $68,486  | 394.7 | 75.3% |
| Gasoline Stations with Convenience Stores | 43 | $39,216  | 3.1 | 69.7% |

Job Postings Analysis

On March 29, 2021, an analysis of all 1,531 job postings across Region G 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 wide margin, the most-requested skill of any kind was customer service.
* Cash Handling and Mathematical Skills were among the other skills deemed important.
* Among technical skills, Registered Nurse and Bookkeeping skills were among the catgories most often reported.

|  |  |  |
| --- | --- | --- |
| **Employer** | **County** | **Job Postings** |
| Chalk Mountain Services of Texas, LLC | San Miguel | 71 |
| Chalk Mountain Services of Texas, LLC | Mora | 65 |
| The GEO Group, Inc. | Guadalupe | 64 |
| Angel Fire Resort | Colfax | 52 |
| Chalk Mountain Services of Texas, LLC | Quay | 50 |
| ALTA VISTA REGIONAL HOSPITAL | San Miguel | 40 |
| The State of New Mexico | San Miguel | 33 |
| Chalk Mountain Services of Texas, LLC | Guadalupe | 33 |
| Presbyterian Healthcare Services | Quay | 30 |
| Chalk Mountain Services of Texas, LLC | Union | 25 |
| Chalk Mountain Services of Texas, LLC | Mora | 20 |
| The GEO Group, Guadalupe County Correctional Facility | Guadalupe | 17 |
| Love's Travel Stops & Country Stores, Inc. | Quay | 15 |
| Dollar Tree, Inc. | Colfax | 11 |
| The State of New Mexico | Colfax | 11 |
| City of Las Vegas | San Miguel | 11 |
| Chalk Mountain Services of Texas, LLC | Colfax | 10 |
| Wexford Health Sources, Inc. | Colfax | 10 |
| Love's Travel Stops & Country Stores, Inc. | Guadalupe | 10 |
| TravelCenters of America LLC | Guadalupe | 10 |
| Genesis HealthCare | Union | 8 |
| Anders Group | Colfax | 8 |
| Pilot Company | Guadalupe | 8 |

Table 13: Employers with Job Postings, April 9, 2021

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 14: Occupation Employment, 2010-2020

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Description** | **2010 Jobs** | **2020 Jobs** | **Change** | **% Change** | **Annual Openings** | **Median Earnings** |
| Home Health and Personal Care Aides | 1,117 | 1,459 | 343 | 31% | 251 | $18,830 |
| Fast Food and Counter Workers | 341 | 559 | 218 | 64% | 128 | $17,761 |
| Passenger Vehicle Drivers | 129 | 217 | 87 | 67% | 40 | $21,137 |
| Psychiatric Aides | 21 | 98 | 77 | 369% | 16 | $29,653 |
| Tutors and Teachers and Instructors, All Other | 58 | 131 | 73 | 127% | 21 | $50,364 |
| Project Management and Business Specialists | 71 | 128 | 57 | 80% | 15 | $68,447 |
| Cooks, Restaurant | 154 | 208 | 54 | 35% | 35 | $21,618 |
| Secretaries and Administrative Assistants | 534 | 587 | 53 | 10% | 80 | $29,919 |
| Farmworkers/Labor-Crop, Nursery, Greenhouse | 130 | 177 | 48 | 37% | 35 | $19,429 |
| Customer Service Representatives | 123 | 168 | 45 | 37% | 27 | $25,125 |
| Medical Secretaries/Administrative Assistants | 67 | 107 | 40 | 60% | 15 | $28,698 |
| Self-Enrichment Teachers | 16 | 48 | 32 | 208% | 8 | $31,861 |
| Recreation Workers | 92 | 123 | 31 | 33% | 23 | $20,767 |
| Environmental Scientists and Specialists | 12 | 39 | 27 | 228% | 7 | $113,935 |
| Kindergarten Teachers | 42 | 66 | 24 | 56% | 7 | $42,875 |
| Sales Representatives of Services | 15 | 38 | 23 | 149% | 7 | $37,828 |
| Cashiers | 935 | 957 | 22 | 2% | 179 | $20,443 |
| Dining Room/Cafe Attendants & Bar Helpers | 68 | 89 | 21 | 32% | 17 | $18,398 |
| Agricultural Equipment Operators | 16 | 37 | 21 | 134% | 7 | $30,396 |
| Light Truck Drivers | 86 | 104 | 18 | 21% | 15 | $26,364  |
| Teaching Assistants, Postsecondary | 66 | 84 | 18 | 27% | 12 | $20,493  |
| Workers-Farm, Ranch, Aquacultural Animals | 44 | 61 | 17 | 38% | 15 | $25,169  |
| Nurse Practitioners | 16 | 31 | 16 | 100% | 4 | $110,934  |
| Recreational Therapists | 37 | 52 | 15 | 42% | 6 | $18,130  |

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 15: Projected Change, Occupations, 2018-2028

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **High Quality Career** | **2018 Jobs** | **2028 Jobs** | **New Jobs** | **% Change** | **Annual Openings** | **Average Earnings** |
| **Health Care Practitioners and Technical Occupations** |
| Psychiatrists | 20 | 37 | 16 | 80% | 3 | $81,715 |
| Recreational Therapists | 38 | 51 | 14 | 36% | 4 | $18,130 |
| Nurse Practitioners | 30 | 41 | 11 | 36% | 3 | $110,934 |
| Emergency Medical Technicians and Paramedics | 23 | 31 | 8 | 36% | 2 | $27,897 |
| Speech-Language Pathologists | 30 | 35 | 5 | 17% | 3 | $75,782 |
| Diagnostic Medical Sonographers | 13 | 17 | 4 | 29% | 1 | $68,698 |
| **Construction** |
| Construction Laborers | 175 | 203 | 28 | 16% | 6 | $28,736 |
| Electricians | 38 | 53 | 14 | 37% | 9 | $46,613 |
| Operating Engineers/Equipment Operators | 77 | 85 | 7 | 10% | 3 | $37,482 |
| Helpers--Electricians | 11 | 18 | 7 | 60% | 9 | $24,607 |
| Supervisors-Construction Trades and Extraction | 88 | 95 | 7 | 8% | 3 | $48,656 |
| Plumbers, Pipefitters, and Steamfitters | 31 | 31 | 0 | 2% | 27 | $40,681 |
| **Transportation and Material Moving** |
| Light Truck Drivers | 87 | 132 | 45 | 52% | 16 | $26,364 |
| Laborers & Freight, Stock, and Material Movers, Hand | 134 | 167 | 34 | 25% | 23 | $26,375 |
| Heavy and Tractor-Trailer Truck Drivers | 180 | 196 | 16 | 9% | 22 | $38,123 |
| Cleaners of Vehicles and Equipment | 15 | 22 | 8 | 53% | 3 | $21,070 |
| Supervisors-Transportation and Material Moving | 33 | 39 | 7 | 21% | 4 | $48,153 |

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:

* New Mexico Highlands University
* Mesalands Community College
* Luna Community College

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 16: Program Completions, 2010-2019

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CIP Code** | **Program Description** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **Change** | **% Change** |
| 15.0499 | Electromechanical & Maintenance Techs | 0 | 0 | 61 | 65 | 25 | 12 | 32 | 33 | 26 | 244 | 244 | 300% |
| 51.3801 | Registered Nursing/Registered Nurse | 28 | 22 | 37 | 42 | 42 | 58 | 73 | 87 | 68 | 87 | 59 | 211% |
| 52.0201 | Gen Business Administration/Management | 133 | 149 | 128 | 161 | 187 | 179 | 157 | 174 | 173 | 186 | 53 | 40% |
| 51.1503 | Clinical/Medical Social Work | 216 | 225 | 258 | 256 | 254 | 255 | 263 | 262 | 271 | 267 | 51 | 24% |
| 11.1006 | Computer Support Specialist | 0 | 0 | 10 | 11 | 38 | 49 | 23 | 38 | 19 | 47 | 47 | 370% |
| 13.1101 | Counselor Education/School Counseling  | 25 | 26 | 33 | 38 | 50 | 50 | 62 | 60 | 54 | 58 | 33 | 132% |
| 51.0899 | Allied Health and Medical Assisting Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 31 | 31 | N/A |
| 26.0101 | Biology/Biological Sciences, General | 8 | 12 | 15 | 18 | 19 | 33 | 29 | 26 | 34 | 31 | 23 | 288% |
| 24.0102 | General Studies | 0 | 9 | 23 | 25 | 34 | 35 | 56 | 18 | 25 | 19 | 19 | 111% |
| 42.0101 | Psychology, General | 26 | 17 | 17 | 27 | 36 | 17 | 36 | 37 | 56 | 42 | 16 | 62% |
| 46.0415 | Building Construction Technology | 0 | 0 | 9 | 7 | 17 | 14 | 4 | 6 | 8 | 15 | 15 | 67% |
| 24.0101 | Liberal Arts and Sciences/Liberal Studies | 11 | 17 | 24 | 33 | 18 | 13 | 11 | 17 | 18 | 22 | 11 | 100% |
| 43.0104 | Criminal Justice/Safety Studies | 23 | 28 | 31 | 38 | 37 | 33 | 33 | 48 | 26 | 34 | 11 | 48% |
| 13.1209 | Kindergarten/Preschool Education  | 18 | 24 | 12 | 11 | 10 | 19 | 13 | 11 | 31 | 28 | 10 | 56% |
| 50.0602 | Cinematography and Film/Video Production | 0 | 1 | 4 | 15 | 22 | 17 | 14 | 16 | 8 | 10 | 10 | N/A |
| 13.1210 | Early Childhood Education and Teaching | 0 | 0 | 11 | 8 | 8 | 7 | 13 | 5 | 3 | 9 | 9 | N/A |
| 51.1009 | Phlebotomy Technician/Phlebotomist | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 11 | 10 | 8 | 8 | N/A |
| 13.0201 | Bilingual and Multilingual Education | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 7 | N/A |
| 13.1001 | Special Education and Teaching, General | 37 | 32 | 45 | 45 | 36 | 42 | 36 | 52 | 42 | 44 | 7 | 19% |
| 11.0401 | Information Science/Studies | 0 | 0 | 1 | 2 | 0 | 2 | 6 | 2 | 6 | 6 | 6 | N/A |

**Top Five Programs, by Completions, 2010-2019**

Table 17: Program Awards and Openings in Related Occupations, 20 Largest Programs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **2019 Awards** | **Openings-Related Occupations** | **2020 Jobs** | **Equilibrium Value** |
| Clinical/Medical Social Work | 267 | 11 | 123 | 256 |
| Electromechanical/Instrumentation Technologies, Other | 244 | 0 | 1 | 244 |
| Business Administration and Management, General | 186 | 40 | 437 | 146 |
| Registered Nursing/Registered Nurse | 87 | 29 | 398 | 58 |
| Counselor Education/School Counseling and Guidance Services | 58 | 7 | 74 | 51 |
| Computer Support Specialist | 47 | 4 | 55 | 43 |
| Special Education and Teaching, General | 44 | 42 | 375 | 2 |
| Psychology, General | 42 | 1 | 18 | 41 |
| Educational Leadership and Administration, General | 36 | 9 | 107 | 27 |
| Criminal Justice/Safety Studies | 34 | 4 | 51 | 30 |
| Curriculum and Instruction | 32 | 2 | 15 | 30 |
| Physical Education Teaching and Coaching | 32 | 36 | 397 | (4) |
| Biology/Biological Sciences, General | 31 | 0 | 4 | 31 |
| Allied Health and Medical Assisting Services, Other | 31 | 17 | 150 | 14 |
| Kindergarten/Preschool Education and Teaching | 28 | 18 | 133 | 10 |
| Liberal Arts and Sciences/Liberal Studies | 22 | 48 | 583 | (26) |
| Computer and Information Sciences, General | 19 | 6 | 81 | 13 |
| General Studies | 19 | 0 | 0 | 19 |
| Elementary Education and Teaching | 17 | 21 | 262 | (4) |
| Building Construction Technology | 15 | 12 | 107 | 3 |
| Other Liberal Arts and Sciences, General Studies/Humanities | 13 | 0 | 0 | 13 |
| Health Teacher Education | 12 | 26 | 340 | (14) |
| English Language and Literature, General | 12 | 65 | 808 | (53) |
| Cinematography and Film/Video Production | 10 | 0 | 1 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **2019 Completions** | **Openings-Related Occupations** | **2020 Jobs** | **Equilibrium Value** |
| Health Services/Allied Health/Health Sciences, General | 5 | 370 | 3,361 | (365) |
| Cooking and Related Culinary Arts, General | 0 | 293 | 2,061 | (293) |
| Retailing and Retail Operations | 0 | 274 | 1,819 | (274) |
| Foods, Nutrition, and Wellness Studies, General | 0 | 205 | 1,474 | (205) |
| Home Health Aide/Home Attendant | 0 | 204 | 1,459 | (204) |
| Education, General | 1 | 113 | 1,318 | (112) |
| Food Service, Dining Room Management/Manager | 0 | 239 | 1,277 | (239) |
| Registered Nursing, Nursing Administration and Research | 0 | 80 | 1,029 | (80) |
| Women's Health Nurse/Nursing | 0 | 79 | 1,013 | (79) |
| Emergency Room/Trauma Nursing | 0 | 79 | 1,012 | (79) |
| Palliative Care Nursing | 0 | 79 | 1,012 | (79) |
| Geriatric Nurse/Nursing | 0 | 79 | 1,012 | (79) |
| Retail Management | 0 | 85 | 996 | (85) |
| Selling Skills and Sales Operations | 0 | 128 | 960 | (128) |
| Food Preparation/Professional Cooking/Kitchen Assistant | 0 | 165 | 928 | (165) |
| Earth Science Teacher Education | 0 | 74 | 923 | (74) |
| Institutional Food Workers | 0 | 153 | 854 | (153) |
| Bilingual and Multilingual Education | 7 | 73 | 833 | (66) |
| Montessori Teacher Education | 0 | 76 | 819 | (76) |
| Waldorf/Steiner Teacher Education | 0 | 76 | 819 | (76) |
| English Language and Literature, General | 12 | 65 | 808 | (53) |
| Law Enforcement Recordkeeping/Evidence Management | 0 | 62 | 753 | (62) |
| Maritime Law Enforcement | 0 | 62 | 753 | (62) |
| Law Enforcement Investigation and Interviewing | 0 | 61 | 734 | (61) |

Table 18: Program Awards and Openings in Related Occupations, Largest Equilibrium Deficit

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1. *https://webnew.ped.state.nm.us/bureaus/college-career-readiness/careertechnicaleducation/* [↑](#footnote-ref-1)
2. *https://www.acteonline.org/wp-content/uploads/2021/02/NM-CTE-Fact-Sheet-2021.pdf* [↑](#footnote-ref-2)