

2021 Comprehensive Local Needs Assessment

Labor Market Analysis Region D



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

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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



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.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.

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

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

The Region

Region D comprises a single school district: Albuquerque Public Schools

Regional Education Cooperatives (RECs) 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.

Sixteen degree-granting postsecondary institutions serve the area, including the University of New Mexico, Central New Mexico Community College and the Pima Medical Institute. The district is in Bernalillo County, which is within the Central 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 D CLNA Council established this vision statement:

Career and Technical Education in Region D is seamlessly aligned and integrated in supporting career readiness for students as they navigate accessible pathways between K-12, college, and careers in relevant industry sectors. CTE is flexible and responsive to the evolving needs of both students and employers, generating talent with the right skills, attitudes, and credentials for long-term success.

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

1. *STEM/IT*
2. *Skilled Construction Trades*
3. *Healthcare*
4. *Hospitality*

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*
- *Retail Trade*
- *Professional, Scientific, and Technical Services*
- *Accommodation and Food Service*
- *Construction*

One of the unique characteristics of this region is the concentration of *the Professional, Scientific, and Technical Services* industry and the services that support it. For example, workers in this region are concentrated in the *Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)* industry at a rate of nearly 14 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.

- *Adelante Development Center*
- *Walmart Supercenter*
- *Cancer Treatment Centers*
- *University of New Mexico*
- *TLC Plumbing & Utility*
- *USAF Test & Evaluation Center*
- *Lovelace Women's Hospital*
- *University of NM Hospital*
- *International Electronic*

Demographics

As noted in the 2020 report, the region continues to age. Under 10, and 20-29 years old has decreased since 2010, while the number of those older than 65 has increased by over a third.

46.2% 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. That is a sharp decline from the previous year rate of 58%

The percentage who hold a bachelor's degree or higher (34.4%) is slightly 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 18.2% to 18.8%, while those without a high school diploma is down slightly from 23.8% to 23.0%.

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. Both the *Services for the Elderly and Disabled* and *Home Health Services* industries employ the regional workforce at a rate 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*, *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 *Administrative Assistant and Secretarial Science*, *Electrician* and *Business Management*.

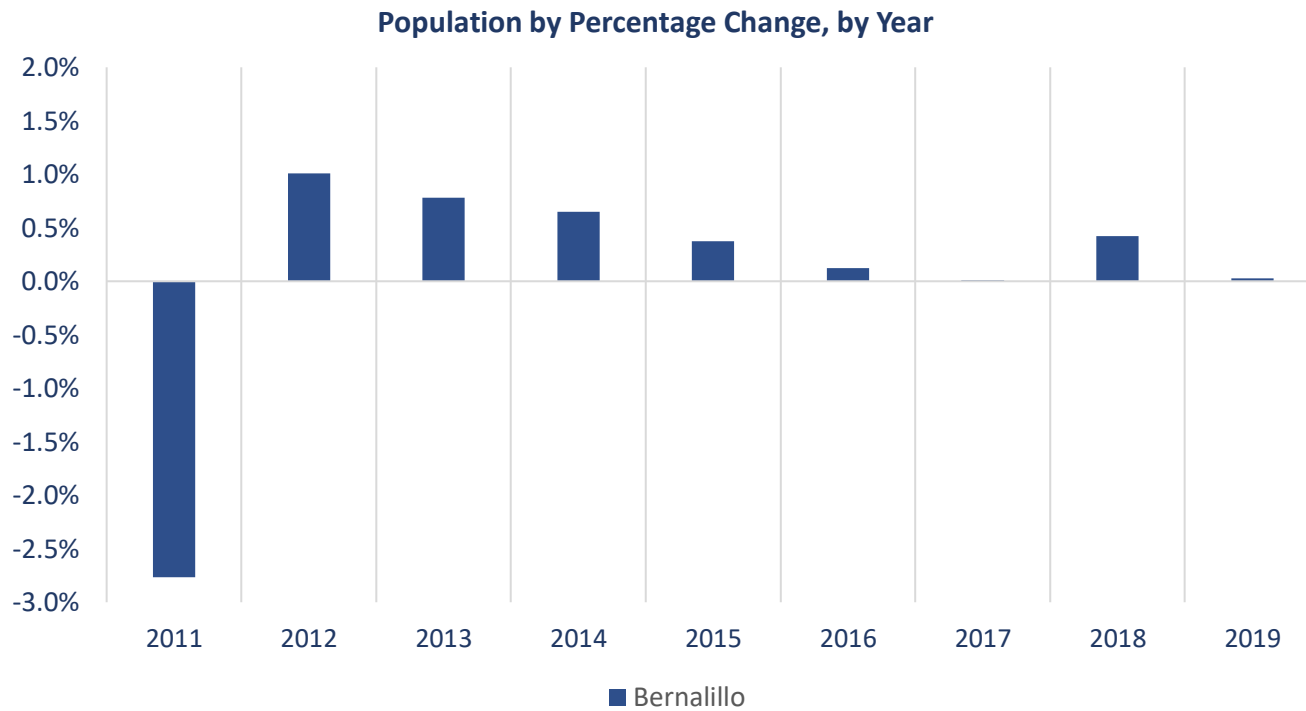
The People

Population

There are 29,787 students enrolled in grades 9-12 across the region’s one school district. Trends in the region’s population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region D has seen population growth trends slow over recent years, with a net change of .6% since 2010.

Table 1: Population by County, 2010-2019

County	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Bernalillo	673,943	655,306	661,924	667,092	671,429	673,943	674,777	674,855	677,692	677,858

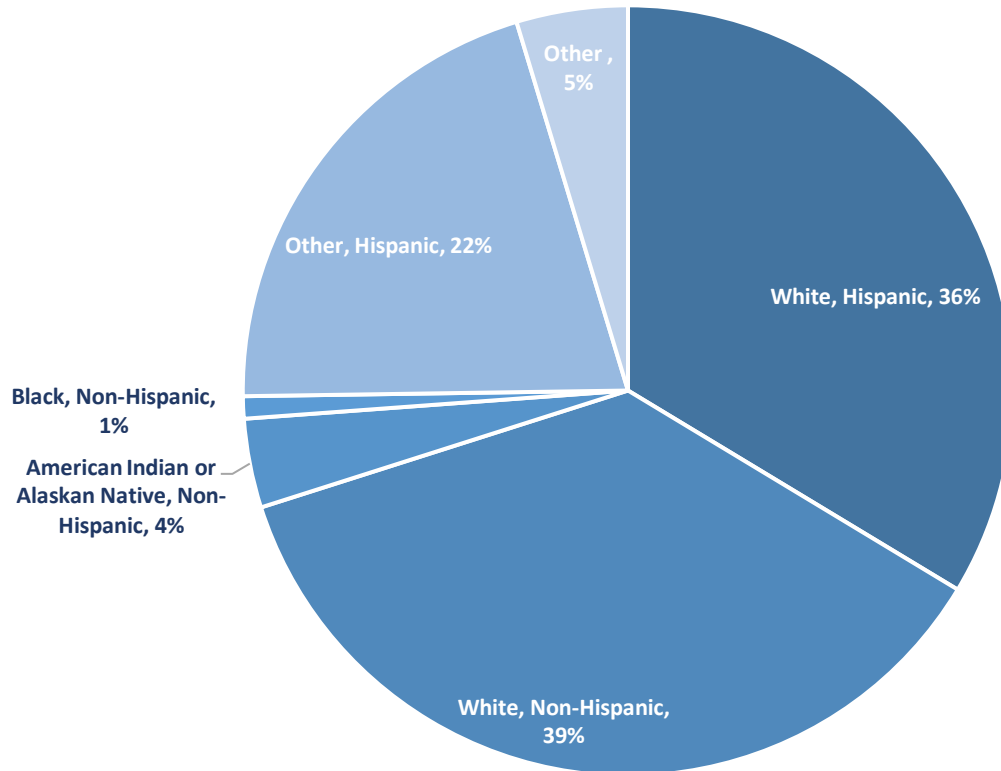


Race and Ethnicity

Table 2: Population, by Race and Ethnicity

Race/Ethnicity	2010 Population	2019 Population	Change	% Change	2019 % of Total
White, Hispanic	173,660	241,153	67,493	39%	35.58%
White, Non-Hispanic	275,813	262,184	-13,629	-5%	38.68%
American Indian or Alaskan Native, Non-Hispanic	25,482	27,855	2,373	9%	4.11%
Black, Non-Hispanic	16,264	16,747	483	3%	2.47%
Other, Hispanic	128,820	97,703	-31,117	-24%	14.41%
Other	26,842	32,216	5,374	20%	4.75%

Population, by Race and Ethnicity



Age

It is notable that the population of the region is aging. The youngest age bands have all declined in recent years, while those 65 years and older have increased dramatically since 2010.

Table 3: Population, by Age

Age Cohort	2010 Population	2019 Population	Change	% Change	2019 % of Cohort
Under 10	87,329	79,228	-8,101	-9.3%	11.7%
10-19	86,682	87,129	447	0.5%	12.9%
20-29	99,620	96,765	-2,855	-2.9%	14.3%
30-39	84,741	97,539	12,798	15.1%	14.4%
40-49	91,210	80,007	-11,203	-12.3%	11.8%
50-64	119,673	130,262	10,589	8.8%	19.2%
65 and over	76,979	106,928	29,949	38.9%	15.8%

Educational Attainment

Table 4: Population by Educational Attainment

Education Level	Population
Less than 9 th Grade	4.3%
9 th Grade to 12 th Grade	6.8%
High School Diploma	23.2%
Some College	23.0%
Associate's Degree	8.3%
Bachelor's Degree	18.8%
Graduate Degree or Higher	15.6%

More than 46% 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 (34.4%) is slightly higher than the national average of 33.1%.

United States Census Bureau, American Community Survey

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 that employ workers in Region D, 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, and 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.

Employment by Sector

Employment, Top Industry Sectors

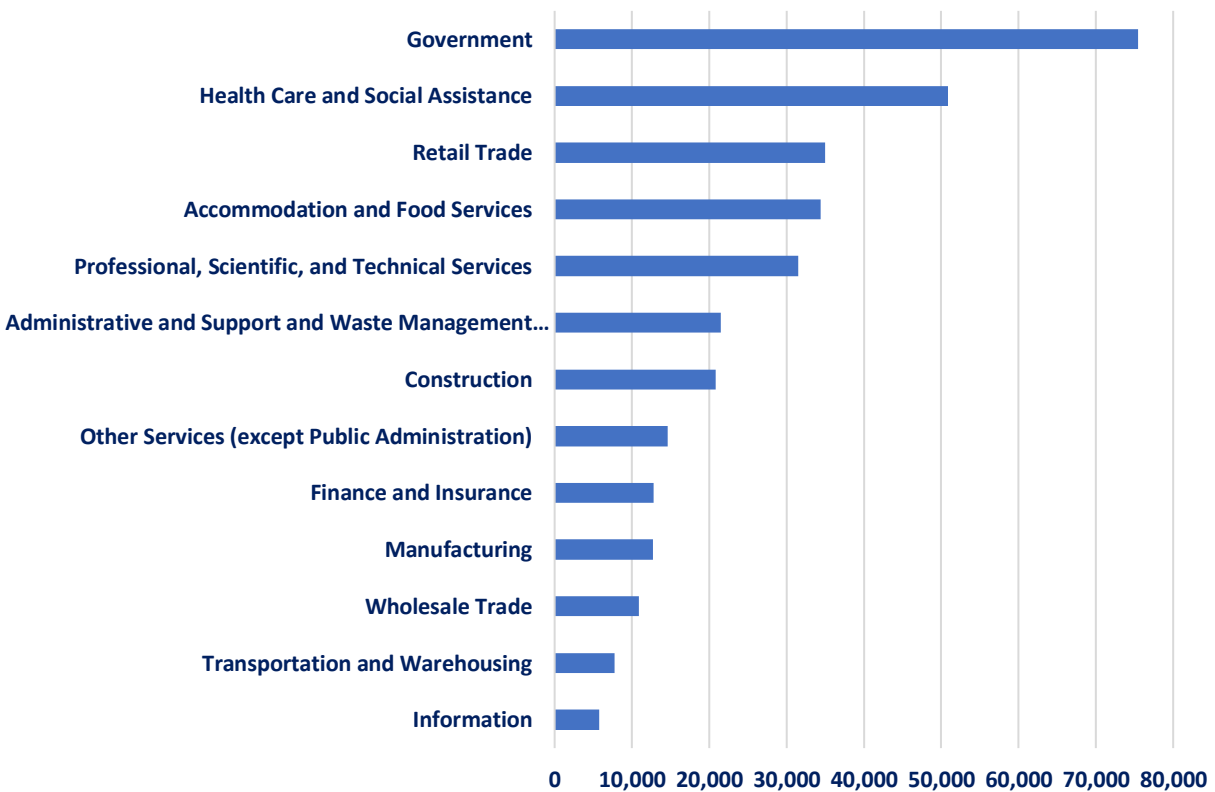


Table 5: Components of Top Industry Sectors

Sector/Top Detailed Industries	2020 Jobs	Average Wages	Location Quotient
Government			
Local Government, Excluding Education and Hospitals	15,777	\$67,068	1.22
Federal Government, Civilian, Excluding Postal Service	12,898	\$125,569	2.43
Elementary and Secondary Schools	10,879	\$59,817	0.67
Colleges, Universities, and Professional Schools	10,578	\$76,291	1.72
Hospitals (State Government)	8,410	\$83,475	9.48
Health Care and Social Assistance			
General Medical and Surgical Hospitals	9,879	\$87,828	0.9
Services for the Elderly and Persons with Disabilities	7,194	\$23,341	1.5
Offices of Physicians (except Mental Health Specialists)	4,710	\$106,879	0.8
Home Health Care Services	4,532	\$32,266	1.3
HMO Medical Centers	3,206	\$75,060	6.7
Retail Trade			
Supermarkets and Other Grocery Stores	4,754	\$35,380	0.8
New Car Dealers	2,578	\$69,229	1.0
Gasoline Stations with Convenience Stores	1,536	\$27,476	0.8
Automotive Parts and Accessories Stores	1,473	\$34,562	1.7
Pharmacies and Drug Stores	1,372	\$47,443	0.9
Professional, Scientific, and Technical Services			
Research/Development in Physical, Engineering, and Life Sciences	13,982	\$125,232	13.8
Offices of Lawyers	3,221	\$95,428	1.3
Engineering Services	3,114	\$110,457	1.3
Computer Systems Design Services	1,580	\$89,497	0.7
Custom Computer Programming Services	1,108	\$99,195	0.5

Sector/Top Detailed Industries	2020 Jobs	Average Wages	Location Quotient
Construction			
Electrical Contractors and Other Wiring Installation Contractors	3,360	\$66,707	1.5
Commercial and Institutional Building Construction	2,921	\$70,765	1.9
Plumbing, Heating, and Air-Conditioning Contractors	2,605	\$63,025	1.0
Highway, Street, and Bridge Construction	1,252	\$71,146	1.6
Water and Sewer Line and Related Structures Construction	1,230	\$72,770	2.8
Finance and Insurance			
Direct Health and Medical Insurance Carriers	4,413	\$79,908	4.6
Insurance Agencies and Brokerages	1,926	\$71,659	0.7
Credit Unions	1,672	\$69,970	2.6
Commercial Banking	1,411	\$85,755	0.4
Real Estate Credit	472	\$125,264	1.0

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 occupations, we return the occupations with the largest growth since 2010.

Table 6: Occupation Employment, 2010-2020

Description	2010 Jobs	2020 Jobs	2010 - 2020 Change	2010 - 2020 % Change	Annual Openings	Median Annual Earnings
Secretaries and Administrative Assistants	7,208	11,118	3,910	54%	1,406	\$35,628
Customer Service Representatives	7,646	10,503	2,858	37%	1,426	\$30,401
Home Health and Personal Care Aides	9,583	11,877	2,293	24%	1,949	\$22,999
Registered Nurses	7,936	9,718	1,782	22%	613	\$75,667
Cooks, Restaurant	2,172	3,615	1,443	66%	558	\$24,403
Medical Assistants	2,549	3,608	1,059	42%	401	\$31,502
Sales Representatives of Services	817	1,871	1,053	129%	270	\$48,509
Medical Secretaries and Administrative Assistants	1,146	2,095	949	83%	274	\$31,739
Postsecondary Teachers	4,551	5,485	934	21%	501	\$75,699
Laborers and Freight	3,531	4,351	820	23%	563	\$25,326
Cashiers	7,141	7,955	814	11%	1,389	\$22,839
Physicians, All Other	430	1,231	801	186%	96	\$237,356
Fast Food and Counter Workers	8,192	8,920	728	9%	1,796	\$20,345
Security Guards	3,407	4,075	668	20%	529	\$26,099
Market Research Analysts	379	981	602	159%	115	\$52,881
Food Preparation Workers	1,535	2,117	582	38%	359	\$23,163
Management Analysts	1,218	1,788	570	47%	173	\$81,616
Training and Development Specialists	545	1,099	555	102%	124	\$55,128
Preschool Teachers, Except Special Education	711	1,250	539	76%	149	\$29,001
Semiconductor Processing Technicians	55	574	519	946%	75	\$39,912
Human Resources Specialists	1,115	1,630	514	46%	174	\$62,024
Community Health Workers	154	665	511	331%	80	\$61,917
First-Line Supervisors of Construction	1,786	2,258	472	26%	224	\$57,904
Project Management Specialists	3,453	3,908	455	13%	388	\$74,071

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 7: 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						
Registered Nurses	9,239	10,451	1,212	13%	597	\$75,667
Nurse Practitioners	421	647	226	54%	49	\$111,203
Physicians, All Other	1,044	1,268	224	21%	54	\$237,356
Orthotists and Prosthetists	227	435	208	92%	45	\$64,039
Physical Therapists	534	625	92	17%	32	\$84,941
Clinical Laboratory Technologists	770	860	90	12%	55	\$43,511
Business and Financial Operations						
Management Analysts	1,572	1,969	397	25%	193	\$81,616
Project Management Specialists	3665	3974	308	8%	365	\$74,071
Market Research Analysts	881	1,081	200	23%	110	\$52,881
Training and Development Specialists	959	1,137	178	19%	118	\$55,128
Compliance Officers	652	753	102	16%	64	\$61,198
Human Resources Specialists	1,545	1,631	87	6%	151	\$62,024
Financial and Investment Analysts	876	942	65	7%	73	\$74,508
Computer and Mathematical Occupations						
Software Developers/Quality Assurance	1,633	2,221	588	36%	179	\$95,409
Computer User Support Specialists	1,251	1,434	183	15%	111	\$39,067
Information Security Analysts	431	553	122	28%	45	\$110,046
Computer and Information Research Scientists	331	418	88	27%	36	\$134,531
Database Administrators and Architects	203	279	76	38%	23	\$72,986
Computer Systems Analysts	998	1,070	72	7%	74	\$77,529
Operations Research Analysts	151	186	34	23%	14	\$81,966

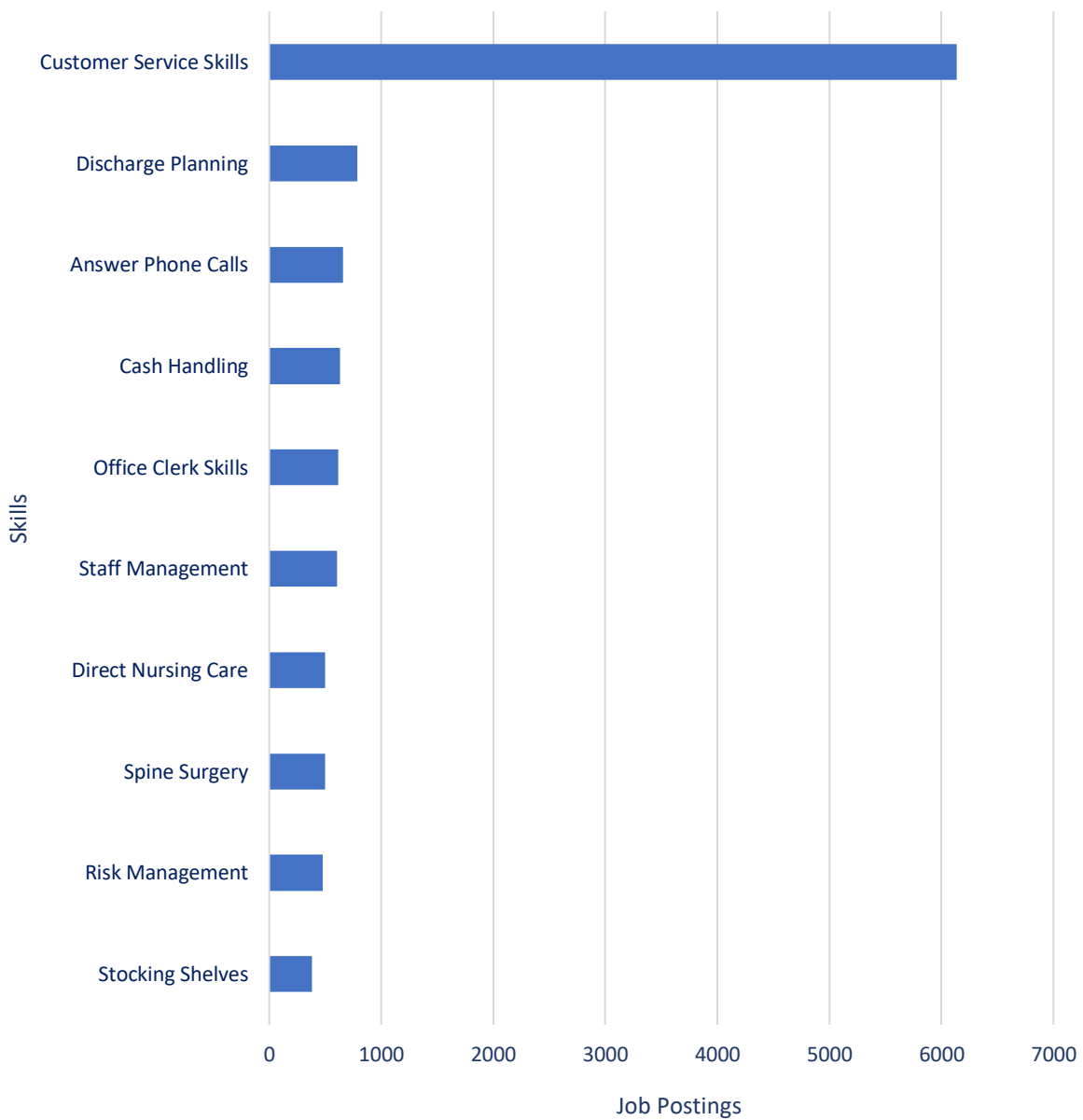
High Quality Career	2018 Jobs	2028 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Construction and Extraction Occupations						
Electricians	1,743	2,238	495	28.4%	253	\$44,883
Operating Engineers	965	1,046	81	8.4%	109	\$41,433
First-Line Supervisors of Construction	2,218	2,272	54	2.4%	208	\$57,904
Construction and Building Inspectors	186	217	31	16.5%	26	\$58,863
Earth Drillers, Except Oil and Gas	66	93	28	42%	12	\$62,095

Job Postings Analysis

On March 31, 2021, an analysis of all 12,655 job postings across Region D 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.
- Among technical skills, direct nursing care, staff management, and discharge planning were the most frequently found.

Skills Found in Regional Job Postings, March 31, 2021



Tools and Technologies Found in Regional Job Postings, March 31, 2020

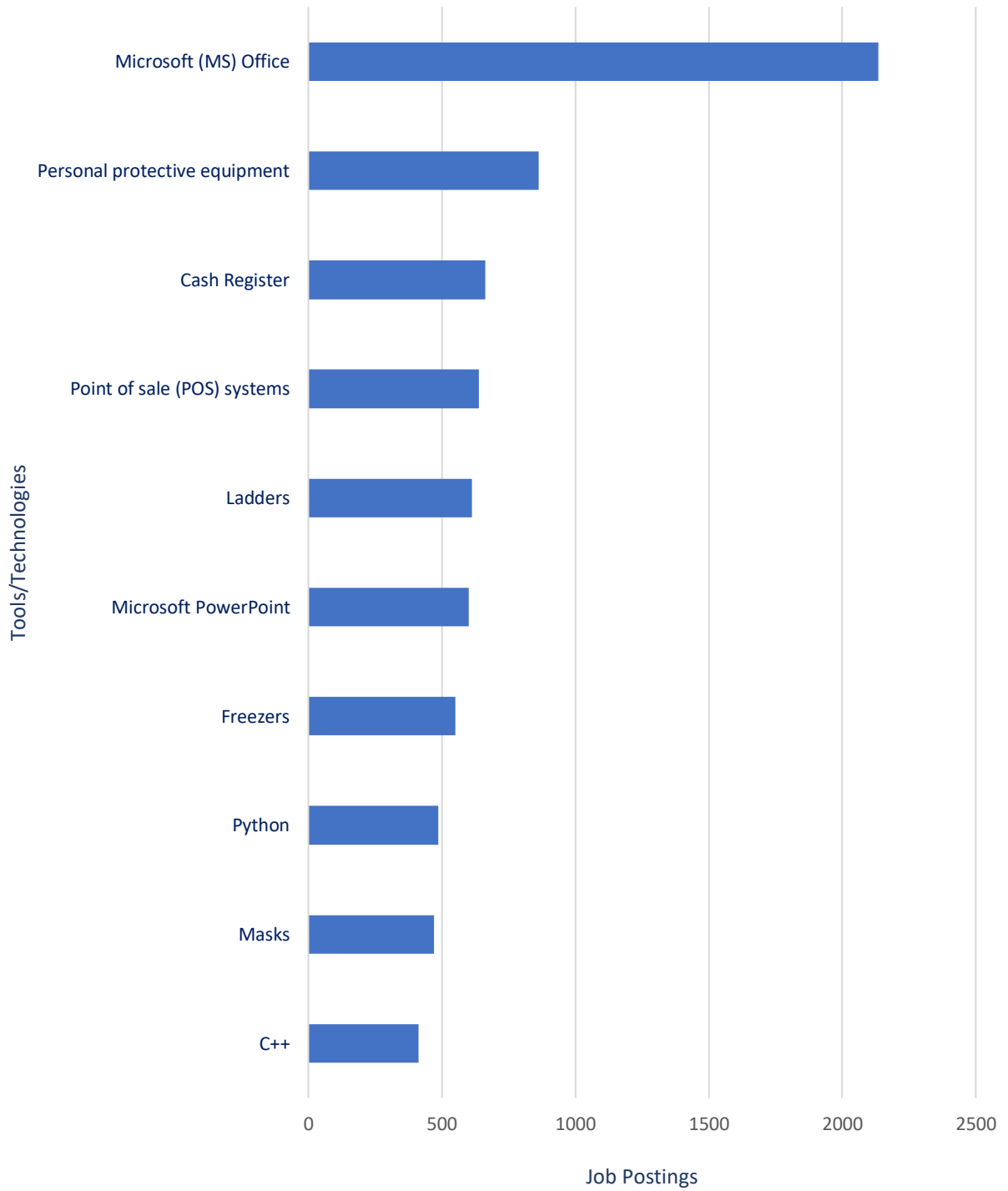


Table 8: Employers with Current Job Openings

Employer	County	Job Postings
University of New Mexico	Bernalillo	1010
Presbyterian Healthcare Services	Bernalillo	836
Ardent Health Services	Bernalillo	380
University of New Mexico Hospitals	Bernalillo	171
Sandia National Laboratories	Bernalillo	165
Genesis HealthCare	Bernalillo	82
Amazon.com Services Inc.	Bernalillo	79
ECS	Bernalillo	78
ECS Corporate Services, LLC	Bernalillo	77
The State of New Mexico	Bernalillo	77
The Evangelical Lutheran Good Samaritan Society	Bernalillo	72
Sprouts Farmers Markets, Inc.	Bernalillo	67
Albuquerque Public Schools	Bernalillo	61
Dollar Tree, Inc.	Bernalillo	60
Sandia Resort and Casino	Bernalillo	58
City of Albuquerque, NM	Bernalillo	57
Jabil Inc.	Bernalillo	57
AHS NurseStat	Bernalillo	56
McDonald's Corporation	Bernalillo	56
Healthcare Services Group, Inc.	Bernalillo	54
Wendy's International, Inc.	Bernalillo	53
Kindred Healthcare, LLC	Bernalillo	52
Leidos Holdings, Inc.	Bernalillo	51
NANA Regional Corporation, Inc	Bernalillo	49
The United Family	Bernalillo	49
Laguna Development Corporation	Bernalillo	47
Kindred Hospital Albuquerque	Bernalillo	46
TLC Plumbing & Utility	Bernalillo	46
CVS Health	Bernalillo	43
Blake's Lotaburger LLC	Bernalillo	42

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 three degree-granting institutions, including:

- University of New Mexico
- Central New Mexico Community College
- Pima Medical Institute

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 9: Program Completions, 2010-2019

CIP Code	Program Description	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Change	% Change
24.0102	General Studies	401	659	1113	663	433	2083	1249	4926	3117	2542	2141	534%
24.0101	Liberal Arts and Sciences/Liberal Studies	388	478	713	1816	1159	1317	1037	2594	2015	1814	1426	368%
51.0000	General Health Services & Sciences /Allied Health	0	0	15	190	204	112	134	240	95	520	520	336%
42.0101	Psychology, General	321	335	418	457	574	584	675	746	688	623	302	94%
51.3801	Registered Nursing/Registered Nurse	578	663	661	667	534	574	572	656	712	828	250	43%
19.0709	Child Care Provider/Assistant	0	0	26	393	158	219	246	253	261	232	232	792%
52.0101	Business/Commerce, General	27	60	108	1039	357	324	270	293	252	219	192	711%
51.3902	Nursing Assistant/Aide and Patient Care Assistant	61	1	265	386	431	444	383	303	280	236	175	287%
51.0904	Emergency Medical Technology/Technician	150	319	404	689	204	230	187	634	306	312	162	108%
11.0101	Computer and Information Sciences, General	92	72	173	247	275	206	235	218	205	184	92	100%
09.0100	Communication, General	0	0	1	6	31	44	63	82	78	86	86	N/A
27.0101	Mathematics, General	34	47	60	34	59	44	43	47	60	118	84	247%
13.1206	Teacher Education, Multiple Levels	2	28	45	69	64	86	72	61	66	83	81	4050%
13.1210	Early Childhood Education and Teaching	22	53	59	90	89	102	119	106	89	102	80	364%
12.0409	Aesthetician/Esthetician and Skin Care Specialist	0	1	0	45	32	39	25	52	72	78	78	N/A
19.0701	Human Development and Family Studies, General	7	2	64	85	91	97	112	66	96	80	73	1043%
14.1901	Mechanical Engineering	64	74	83	81	81	71	112	128	126	136	72	113%
48.0508	Welding Technology/Welder	33	34	71	77	72	74	86	97	91	100	67	203%
23.1304	Rhetoric and Composition	74	75	72	75	77	102	120	129	160	140	66	89%
50.0602	Cinematography and Film/Video Production	32	62	34	67	51	70	63	97	103	95	63	197%

Top Five Programs, By Completions, 2010-2019

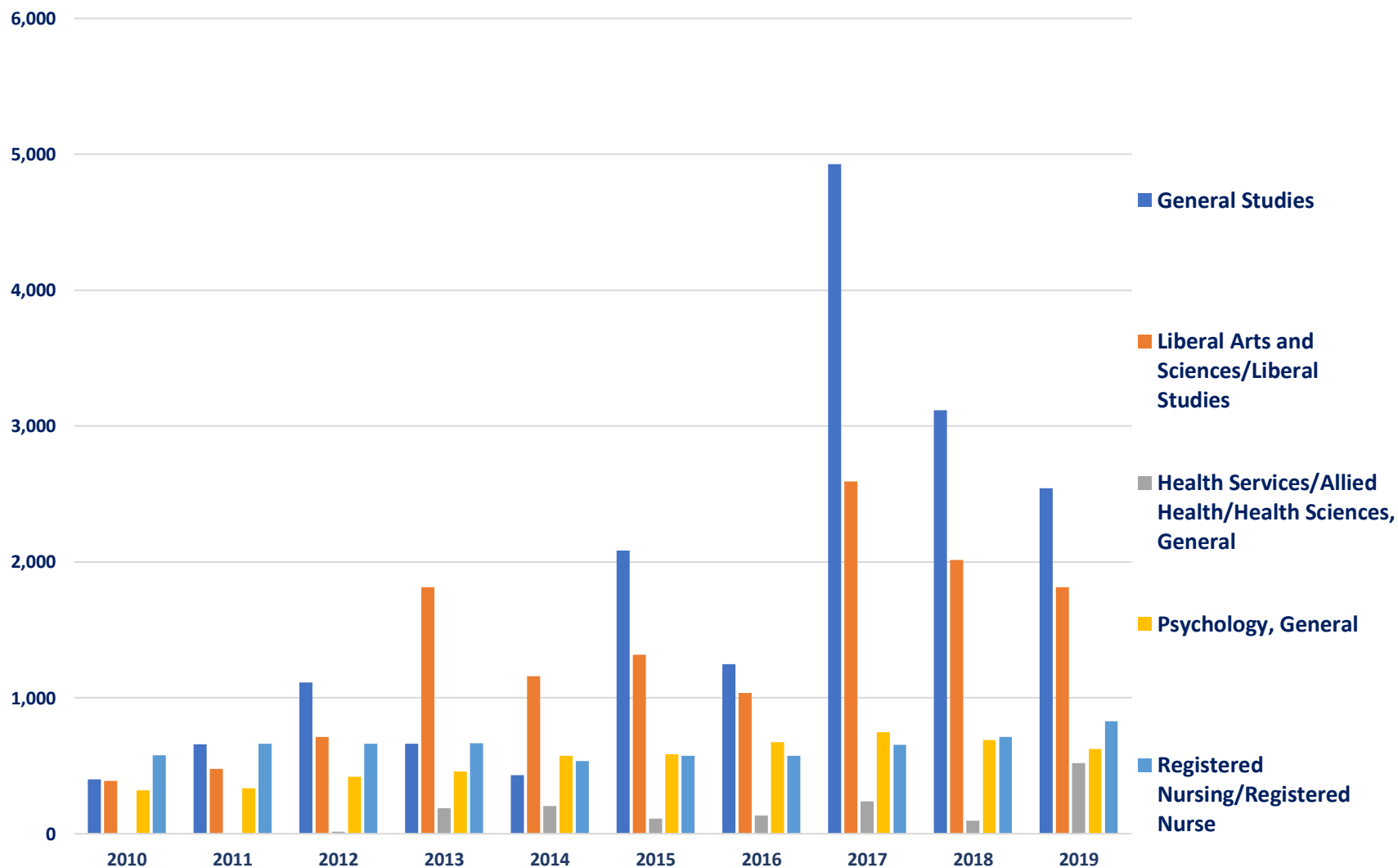


Table 10: Program Awards and Openings in Related Occupations, 20 Largest Programs

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
General Studies	2542	0	0	2,542
Liberal Arts and Sciences/Liberal Studies	1814	436	5,485	1,378
Business Administration and Management, General	1117	1,106	13,727	11
Registered Nursing/Registered Nurse	828	475	9,718	353
Psychology, General	623	30	492	593
Health Services/Allied Health/Health Sciences, General	520	3,860	43,623	(3,340)
Medical/Clinical Assistant	336	380	3,781	(44)
Emergency Medical Technology/Technician	312	36	561	276
Biology/Biological Sciences, General	270	53	500	217
Electrician	266	499	4,987	(233)
Nursing Assistant/Aide and Patient Care Assistant/Aide	236	260	2,509	(24)
Child Care Provider/Assistant	232	252	1,687	(20)
Business/Commerce, General	219	987	12,623	(768)
Computer and Information Sciences, General	184	333	4,582	(149)
Elementary Education and Teaching	161	127	1,847	34
Rhetoric and Composition	140	458	5,703	(318)
Mechanical Engineering	136	186	2,597	(50)
Accounting	135	288	3,525	(153)
Political Science and Government, General	134	0	2	134
Automobile/Automotive Mechanics Technology/Technician	129	146	1,608	(17)
Corrections	127	117	1,463	10

Table 11: Program Awards and Openings in Related Occupations, Largest Equilibrium Deficit

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
Food Service, Dining Room Management/Manager	0	3,937	20,949	(3,937)
Retailing and Retail Operations	0	3,908	27,757	(3,908)
Health Services/Allied Health/Health Science	520	3,860	43,623	(3,340)
Cooking and Related Culinary Arts, General	50	3,109	21,447	(3,059)
Selling Skills and Sales Operations	0	2,505	20,050	(2,505)
Food Preparation/Kitchen Assistant	0	2,503	14,198	(2,503)
Institutional Food Workers	4	2,343	13,225	(2,339)
Floriculture/Floristry Operations and Management	0	1,726	13,167	(1,726)
Sales, Distribution, and Marketing Operations	6	1,722	13,324	(1,716)
Receptionist	0	1,679	13,428	(1,679)
Foods, Nutrition, and Wellness Studies, General	51	1,700	12,184	(1,649)
Home Health Aide/Home Attendant	43	1,679	11,877	(1,636)
Construction Trades, General	0	1,304	13,082	(1,304)
Customer Service Support/Call Center	41	1,316	10,513	(1,275)
Business, Management, Marketing	0	1,261	13,595	(1,261)
Executive Assistant/Executive Secretary	0	1,253	11,886	(1,253)
General Office Occupations and Clerical Services	5	1,233	11,694	(1,228)
Administrative Assistant	36	1,253	11,886	(1,217)
Retail Management	15	1,194	14,455	(1,179)
Registered Nursing, Nursing Administration	0	962	15,858	(962)

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Dr. Joseph Goins, President

