

2021 Comprehensive Local Needs Assessment

Labor Market Analysis Region G

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

Table of Contents

- Introduction and Approach..... 3**
 - Introduction..... 3
 - The Strengthening Career and Technical Education for the 21st Century Act..... 3
 - Approach 3
- The Region..... 4**
- Summary and Key Findings 5**
 - 2020 Research and Outcomes 5
 - Demographics..... 6
 - The Employers 6
 - Employment Projections 6
 - The Talent Development Ecosystem 6
- The People..... 7**
 - Population 7
 - Demographics..... 8
 - Age 9
 - Educational Attainment..... 9
- The Employers 10**
 - Overview 10
 - Detailed Industries by County..... 12
- Job Postings Analysis 15**
- The Jobs..... 18**
 - Occupational Employment 18
- The Talent Development Ecosystem 20**
- Workforce Equilibrium..... 20**

Table of Tables

Table 1: Population by County, 2010-2019.....	7
Table 2: Population, by Race and Ethnicity:.....	8
Table 3: Population, by Age:	9
Table 4: Population by Educational Attainment:.....	9
Table 5: Components of Top Industry Sectors	11
Table 6: Employment by Industry, Catron County, 2020	12
Table 7: Employment by Industry, Grant County, 2020.....	13
Table 8: Employment by Industry, Sierra County, 2020	13
Table 9: Employment by Industry, Socorro County, 2020	14
Table 10: Employment by Industry, Luna County, 2020	14
Table 11: Employers posting jobs.....	17
Table 12: Occupation Employment, 2010-2020.....	18
Table 13: Projected Change, Occupations, 2018-2028.....	19
Table 14: Program Completions, 2010-2019.....	21
Table 14: Program Awards and Openings in Related Occupations	23
Table 16: Program Awards and Openings in Related Occupations, Largest Equilibrium Deficit	24

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 G comprises a number of school districts and charter schools:

- Animas
- Cobre Consolidated
- Deming
- Lordsburg Municipal
- Magdalena Municipal
- Quemado Independent
- Reserve Independent
- Silver Consolidated
- Socorro Consolidated
- Truth or Consequences Municipal
- State Charter-Aldo Leopold

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 The region is served by Regional Education Cooperatives #5 and #10.

Two degree-granting postsecondary institutions serve the area: Western New Mexico University and the New Mexico Institute of Mining and Technology. The districts lie primarily in Hidalgo, Luna Grant, Socorro, Catron and Sierra Counties, all of which are within the Southwestern 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 G CLNA Council established this vision statement:

Career and Technical Education in Region G is aligned and responsive to the needs of business, industry, economic development, and entrepreneurial skills. It is mutually accountable and brings all partners together to grow and retain our local talent.

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

1. *Health Science*
2. *Skilled Trades, including alignment with Mining*
3. *Education*

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 and Government Enterprises*
- *Health Care and Social Assistance*
- *Retail Trade*
- *Accommodation and Food Service*
- *Mining, Quarrying, and Oil and Gas Extraction*
- *Agriculture, Forestry, Fishing, and Hunting*

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 *Copper, Nickel, Lead, and Zinc Mining* industry at a rate more than 440 times the national average.

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

- *Gila Regional Medical Center*
- *New Mexico Tech Golf Course*

Demographics

As noted in the 2020 report, the region continues to age. Each segment of the population under 30 years old has decreased since 2010, while the number of those older than 65 has increased by almost 16%.

More than 53% 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 (21.3%) is significantly lower than the national average of 33.1%.

Since last year's report, the percentage with a bachelor's degree or higher has increased from 20.4% to 21.3%, while those without a high school diploma has remained the same at 21.2%.

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 Ambulance Services and Residential Care Facilities 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, Home Health and Personal Care Aides*, and *Emergency Medical Technicians*.

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 *Health Services, Home Health Aide, and Retail Operations*.

The People

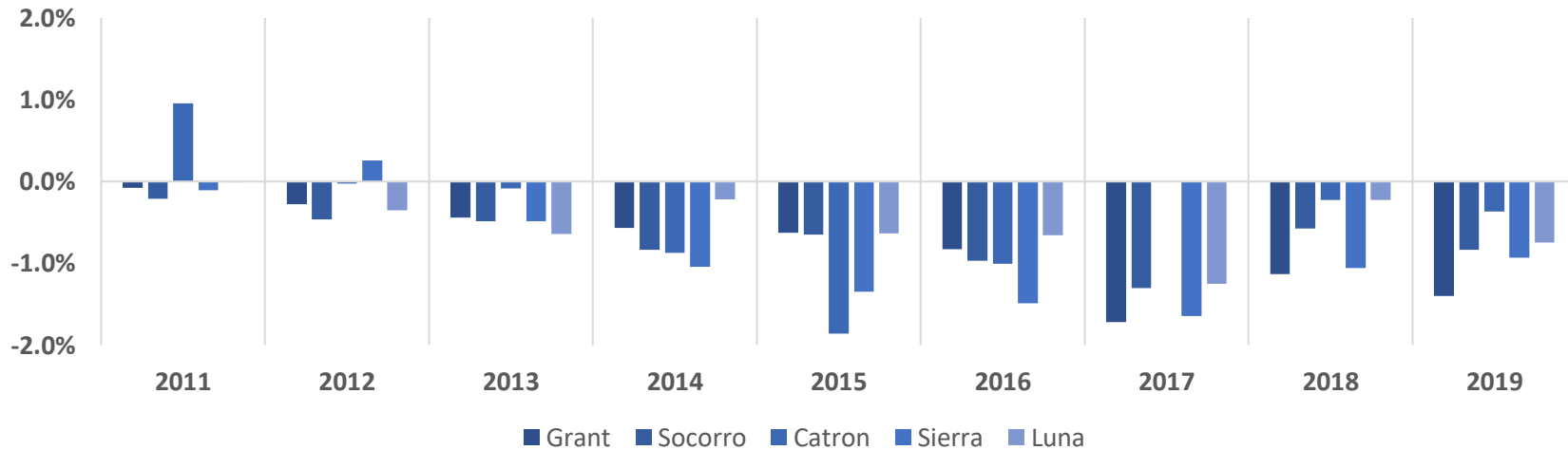
Population

There are 3,969 students enrolled in grades 9-12 across the region’s ten school districts. Trends in the region’s population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region G has seen generally 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 6.0% since that time, including an 7.5% decline in Sierra County.

Table 1: Population by County, 2010-2019

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Grant	29,706	29,684	29,602	29,471	29,303	29,119	28,879	28,382	28,061	27,669
Socorro	17,964	17,926	17,843	17,756	17,608	17,494	11,442	17,098	17,000	16,858
Catron	3,652	3,687	3,686	3,683	3,651	3,583	3,547	3,547	3,539	3,526
Sierra	11,938	11,925	11,956	11,898	11,774	11,615	11,442	11,254	11,135	11,031
Luna	25,252	25,250	25,162	25,001	24,947	24,789	24,627	24,319	24,264	24,083

Population by Percentage Change, by Year



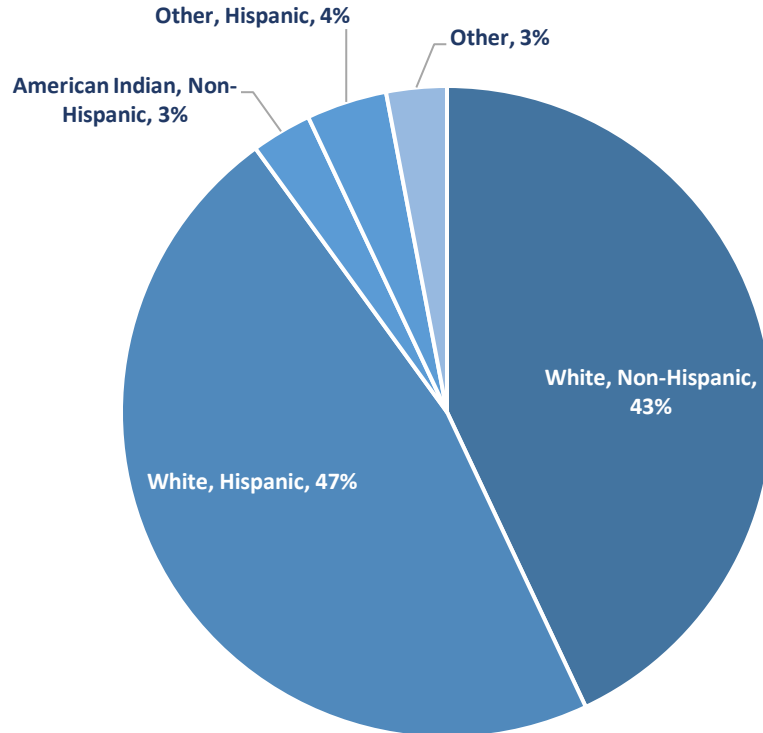
Demographics

It is notable that the region has significant reductions in residents in both the White, and Other, Hispanic segments, while the Hispanic population has grown by over 25% since 2010.

Table 2: Population, by Race and Ethnicity:

Race/Ethnicity	2010 Population	2019 Population	Change	% Change	2019 % of Total
White, Non-Hispanic	42,078	35,536	-6,542	-15.55%	42.75%
White, Hispanic	31,065	39,122	8,057	25.94%	47.07%
American Indian, Non-Hispanic	2,608	2,638	30	1.15%	3.17%
Other, Hispanic	10,738	3,405	-7,333	-68.29%	4.10%
Other	2,023	2,421	398	19.67%	2.91%

Percentage, by Race, 2019



Age

It is notable that the population of the region is aging. Every age band has experienced significant decreases in the region since 2010, including a 17.9% decline in the critical working-age band of 40-49. The only age band to see any increase is those 65 years and older, and their ranks have swelled by a remarkable 14.9% in recent years.

Table 3: Population, by Age:

Age Cohort	2010 Population	2019 Population	Change	% Change	2019 % of Cohort
Under 10	10,588	9,487	-1,101	-10.4%	11.4%
10-19	12,490	10,778	-1,712	-13.7%	13.0%
20-29	10,163	9,166	-997	-9.8%	11.0%
30-39	7,827	8,448	621	7.9%	10.2%
40-49	9,943	8,159	-1,784	-17.9%	9.8%
50-64	19,600	16,438	-3,162	-16.1%	19.8%
65 and over	18,007	20,691	2,684	14.9%	24.9%

Educational Attainment

Table 4: Population by Educational Attainment:

Education Level	Population
Less than 9 th Grade	7.9%
9 th Grade to 12 th Grade	10.6%
High School Diploma	32.0%
Some College	21.2%
Associate's Degree	6.9%
Bachelor's Degree	12.7%
Graduate Degree or Higher	8.6%

More than 53% 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 (21.3%) is significantly lower 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 who employ workers in Region G, 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.

Employment, Top Industry Sectors

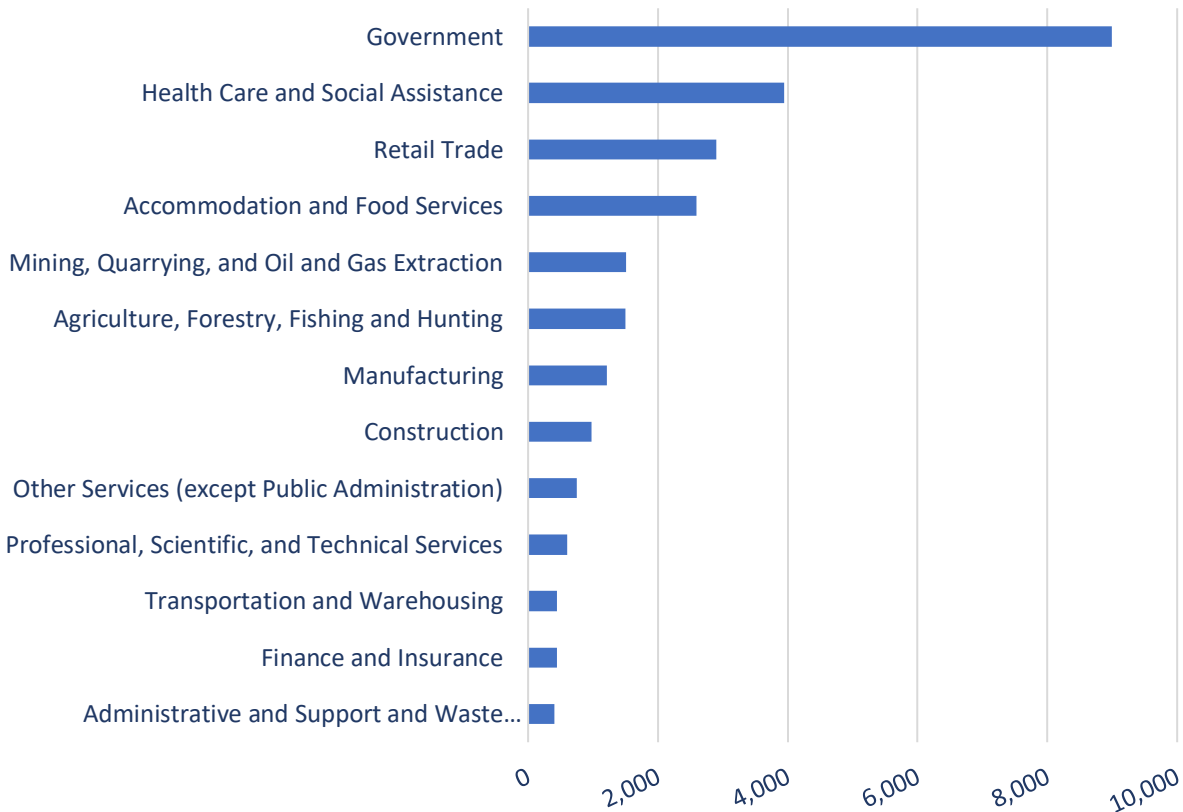


Table 5: Components of Top Industry Sectors

Sector/Top Detailed Industries	2010 Jobs	2020 Jobs	Average Wages	Location Quotient
Government				
Elementary and Secondary Schools (Local Government)	2,503	2,415	\$59,339	1.88
Colleges, Universities, and Professional Schools (State Government)	2,804	2,093	\$47,498	4.27
Local Government, Excluding Education and Hospitals	1,774	1,764	\$49,661	1.72
State Government, Excluding Education and Hospitals	1,190	1,200	\$65,893	2.93
Federal Government, Civilian, Excluding Postal Service	855	867	\$129,692	2.05
Health Care and Social Assistance				
Services for the Elderly and Persons with Disabilities	769	801	\$20,346	2.17
Home Health Care Services	691	678	\$18,800	2.49
General Medical and Surgical Hospitals	641	634	\$78,604	0.73
Offices of Physicians (except Mental Health Specialists)	446	367	\$63,113	0.79
Nursing Care Facilities (Skilled Nursing Facilities)	250	285	\$36,340	1.00
All Other Outpatient Care Centers	178	210	\$63,614	6.17
Retail Trade				
Warehouse Clubs and Supercenters	783	829	\$33,089	3.09
Supermarkets and Other Grocery (except Convenience) Stores	380	390	\$29,931	0.8
Gasoline Stations with Convenience Stores	387	387	\$24,772	2.6
Home Centers	125	128	\$32,051	1.0
Other Gasoline Stations	124	108	\$24,640	6.1
Pharmacies and Drug Stores	88	92	\$44,539	0.7
Mining, quarrying, and Oil and Gas Extraction				
Copper, Nickel, Lead, and Zinc Mining	1,489	1,416	\$96,652	446.9
All Other Nonmetallic Mineral Mining	64	61	\$67,488	80.3
Support Activities for Nonmetallic Minerals (except Fuels) Mining	12	15	\$40,889	25.8
Construction Sand and Gravel Mining	13	10	\$74,880	1.9

Sector/Top Detailed Industries	2010 Jobs	2020 Jobs	Average Wages	Location Quotient
Construction				
Water and Sewer Line and Related Structures Construction	147	159	\$56,940	4.5
New Single-Family Housing Construction (except For-Sale Builders)	137	135	\$50,873	2.0
Site Preparation Contractors	137	127	\$46,814	1.9
Electrical Contractors and Other Wiring Installation Contractors	90	100	\$52,712	0.6
Plumbing, Heating, and Air-Conditioning Contractors	88	93	\$44,621	0.4
Residential Remodelers	73	75	\$37,390	1.1
Highway, Street, and Bridge Construction	61	63	\$54,464	1.0
Manufacturing				
Fruit and Vegetable Canning	346	343	\$46,293	33.9
Wineries	96	97	\$45,857	7.9
Dried and Dehydrated Food Manufacturing	78	83	\$37,706	36.3
All Other Miscellaneous Food Manufacturing	57	50	\$47,891	7.7
Breweries	12	17	\$35,060	1.1

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, Catron County, 2020

Catron	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	89	\$40,080	3.6	45.3%
Services for the Elderly and Persons with Disabilities	83	\$12,404	9.6	60.3%
Federal Government, Civilian, Excluding Postal Service	81	\$93,063	8.3	59.7%
Elementary and Secondary Schools (Local Govt)	81	\$51,203	2.6	58.8%
Gasoline Stations with Convenience Stores	42	\$14,393	11.4	N/A
Other Individual and Family Services	24	\$27,016	12.7	N/A
State Government, Excluding Education and Hospitals	20	\$63,126	2.0	N/A
All Other General Merchandise Stores	15	\$20,554	7.0	N/A
Support Activities for Nonmetallic Minerals	15	\$40,889	1,066.9	N/A
Outpatient Mental Health/Substance Abuse Centers	15	\$64,063	13.3	N/A

Table 7: Employment by Industry, Grant County, 2020

Grant	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Copper, Nickel, Lead, and Zinc Mining	1,416	\$96,652	1,283.3	45.9%
Elementary and Secondary Schools (Local Govt)	909	\$61,466	2.0	56.0%
State Government, Excluding Education and Hospitals	537	\$58,673	3.8	43.6%
Colleges, Universities, and Professional Schools (State)	451	\$56,986	3.7	38.3%
Local Government, Excluding Education and Hospitals	409	\$54,872	1.1	37.5%
Full-Service Restaurants	359	\$15,601	1.2	19.0%
Hospitals (Local Government)	331	\$73,005	7.7	36.5%
Limited-Service Restaurants	325	\$16,179	1.2	19.3%
Warehouse Clubs and Supercenters	303	\$31,654	3.2	38.0%
Offices of Physicians (except Mental Health Specialists)	223	\$62,729	1.4	54.2%

Table 8: Employment by Industry, Sierra County, 2020

Sierra	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	274	\$47,327	2.0	37.5%
State Government, Excluding Education and Hospitals	266	\$67,911	4.9	43.6%
General Medical and Surgical Hospitals	215	\$62,384	1.9	49.6%
Elementary and Secondary Schools (Local Govt)	206	\$60,908	1.2	56.0%
Full-Service Restaurants	147	\$16,359	1.3	N/A
Hotels (except Casino Hotels) and Motels	137	\$17,971	4.0	48.5%
Home Health Care Services	132	\$22,283	3.7	59.2%
Warehouse Clubs and Supercenters	121	\$34,569	3.4	N/A
Water and Sewer Line & Related Construction	118	\$51,126	26.1	N/A
Nursing Care Facilities (Skilled Nursing Facilities)	111	\$32,070	3.0	N/A

Table 9: Employment by Industry, Socorro County, 2020

Socorro	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Colleges, Universities, and Professional Schools (State)	809	\$78,746	12.1	38.3%
Elementary and Secondary Schools (Local Govt)	609	\$54,570	2.5	56.0%
Services for the Elderly and Persons with Disabilities	363	\$18,139	5.3	45.7%
Local Government, Excluding Education and Hospitals	324	\$43,796	1.6	37.5%
Animal Production	268	\$44,119	28.8	46.8%
R&D in the Physical, Engineering, and Life Sciences	210	\$88,645	13.6	66.3%
Full-Service Restaurants	192	\$16,698	1.2	22.7%
General Medical and Surgical Hospitals	181	\$107,095	1.1	47.3%
State Government, Excluding Education and Hospitals	151	\$72,829	1.9	44.7%
Federal Government, Civilian, Excluding Postal Service	148	\$95,601	1.9	54.3%

Table 10: Employment by Industry, Luna County, 2020

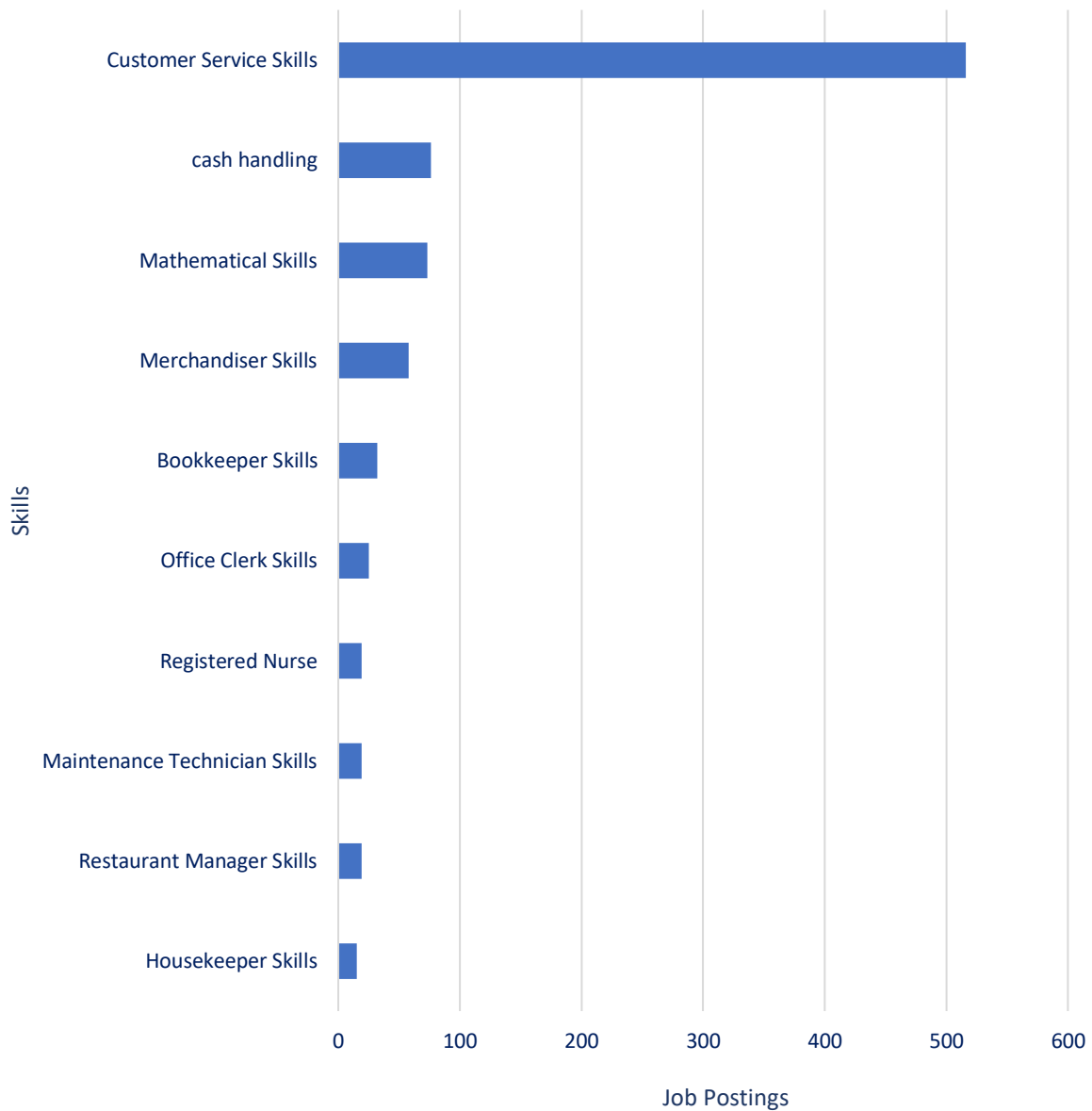
Luna	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	668	\$51,542	2.2	37.5%
Elementary and Secondary Schools (Local Govt)	611	\$61,476	1.6	56.0%
Federal Government, Civilian, Excluding Postal Service	410	\$163,646	3.4	54.2%
Fruit and Vegetable Canning	343	\$46,235	115.4	51.0%
Home Health Care Services	327	\$17,951	4.1	54.9%
Farm Labor Contractors and Crew Leaders	285	\$17,284	30.3	57.2%
Crop Production	269	\$29,253	9.3	49.5%
Warehouse Clubs and Supercenters	262	\$33,865	3.3	40.2%
Limited-Service Restaurants	250	\$14,145	1.1	23.0%
General Medical and Surgical Hospitals	231	\$68,845	0.9	46.6%

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 Maintenance Technician were among the skills reported.

Skills Found in Regional Job Postings, April 8, 2021



Tools and Technologies pulled from Regional Jobs April 8, 2021

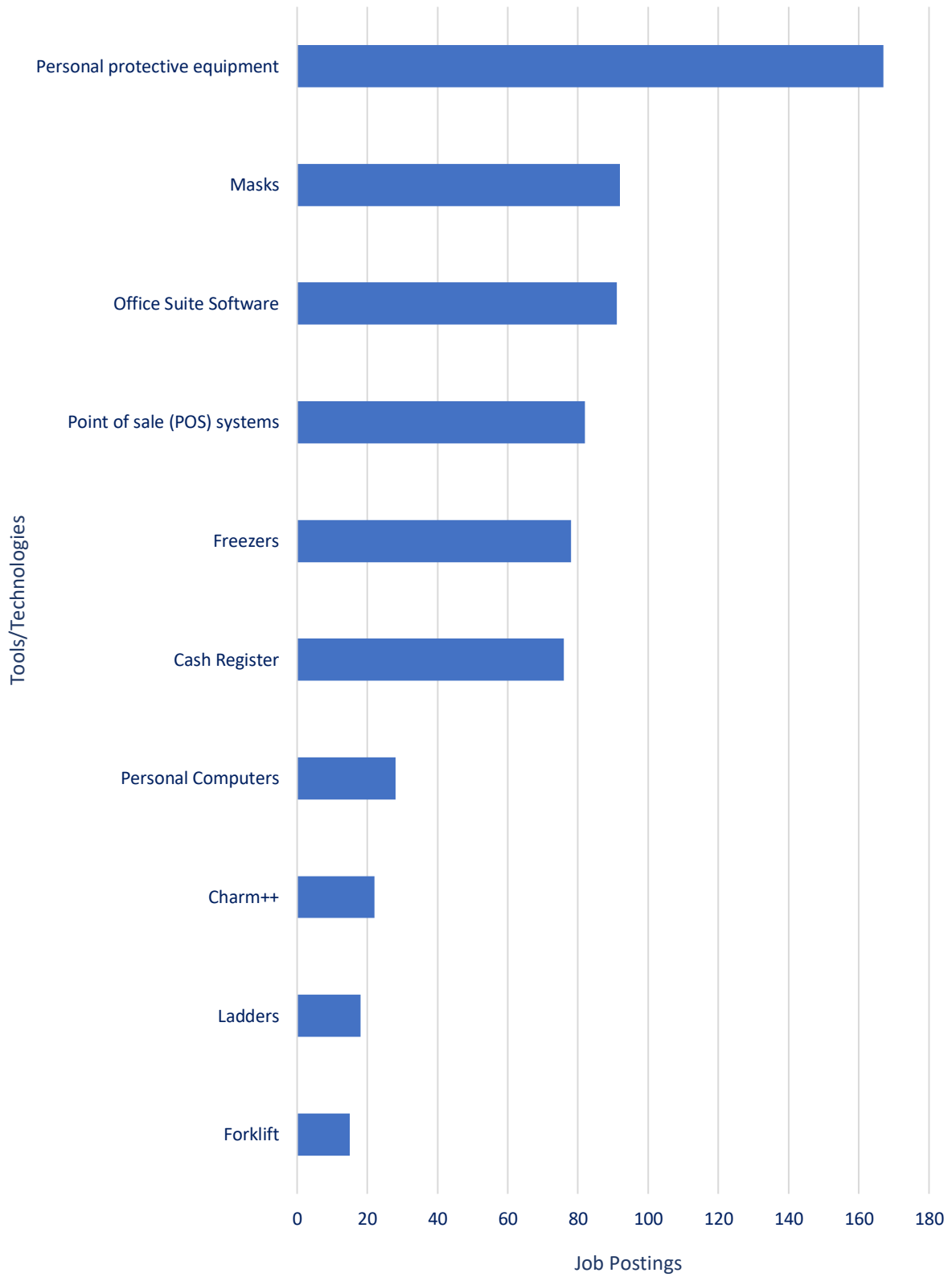


Table 11: Employers posting jobs

Employer	County	Job Postings
Chalk Mountain Services of Texas, LLC	Grant	259
Gila Regional Medical Center	Grant	62
New Mexico Institute of Mining and Technology	Socorro	51
Presbyterian Healthcare Services	Socorro	39
Addus HomeCare, Inc.	Luna	33
Deming Public School District	Luna	30
Uber Eats	Socorro	29
The State of New Mexico	Grant	28
Dollar Tree, Inc.	Luna	24
Presbyterian Medical Services	Socorro	21
Western New Mexico University	Grant	21
Foxworth-Galbraith Lumber Company	Grant	19
AHS NurseStat	Grant	18
The Evangelical Lutheran Good Samaritan Society	Socorro	18
ALAMO NAVAJO SCHOOL BOARD INC	Socorro	17
TravelCenters of America LLC	Luna	17
Anders Group	Socorro	15
Blake's Lotaburger LLC	Luna	14
Olam International	Luna	14
Ben Archer Health Center	Luna	12
CorrHealth	Luna	10
Family First Life Turning Point	Luna	10
Jackson Nurse Professionals, LLC	Socorro	10
jtpostmaster	Socorro	10
Socorro Consolidated School District	Socorro	10
O'Reilly Auto Parts	Luna	9
Tractor Supply Company	Luna	8
Wendy's International, Inc.	Luna	8
City of Truth or Consequences, NM	Sierra	7
Genesis HealthCare	Sierra	7

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
Home Health and Personal Care Aides	600	1,277	676	113%	249	\$18,668
Secretaries and Administrative Assistants	767	1,066	299	39%	132	\$30,525
Fast Food and Counter Workers	438	725	287	66%	153	\$17,585
Registered Nurses	402	544	141	35%	51	\$65,191
Industrial Machinery Mechanics	70	192	122	175%	35	\$53,001
Cooks, Restaurant	162	283	120	74%	45	\$20,987
Agricultural Equipment Operators	69	189	120	173%	31	\$30,182
Continuous Mining Machine Operators	29	135	106	367%	50	\$58,039
Tutors and Teachers and Instructors, All Other	39	137	97	247%	21	\$51,927
Postsecondary Teachers	482	567	85	18%	60	\$64,190
Customer Service Representatives	154	238	85	55%	35	\$27,143
Heavy and Tractor-Trailer Truck Drivers	332	413	81	24%	62	\$38,596
Waiters and Waitresses	443	522	79	18%	110	\$17,286
Bartenders	66	137	71	108%	27	\$17,446
Farmers, Ranchers, and Other Agricultural Managers	131	201	69	53%	30	\$64,080
Medical Secretaries and Administrative Assistants	95	165	69	73%	25	\$26,267
Sales Representatives of Services	15	70	55	369%	12	\$44,103
Farmworkers-Farm, Ranch, Aquacultural Animals	70	124	54	78%	29	\$21,482
Farmworkers/Laborers-Crop, Nursery, Greenhouse	494	547	53	11%	113	\$17,833
Welders, Cutters, Solderers, and Brazers	59	104	45	76%	15	\$49,336
Social and Human Service Assistants	82	126	45	54%	18	\$34,778
Electrical, Electronic, Electromechanical Assemblers	0	43	43	N/A	6	\$18,918
Materials Scientists	11	49	39	363%	9	\$116,974
Emergency Medical Technicians and Paramedics	40	79	38	95%	13	\$28,961

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
Health Care Practitioners and Technical Occupations						
Home Health and Personal Care Aides	1,269	1,641	372	29%	235	\$18,668
Registered Nurses	505	601	96	19%	37	\$65,191
Emergency Medical Technicians and Paramedics	52	107	55	107%	10	\$28,961
Licensed Practical and Licensed Vocational Nurses	85	118	32	38%	11	\$45,229
Nursing Assistants	233	265	32	14%	31	\$26,107
Physical Therapists	56	80	24	44%	5	\$95,212
Managers						
Farmers, Ranchers, and Agricultural Managers	173	228	55	32%	27	\$64,080
General and Operations Managers	332	365	33	10%	30	\$82,505
Medical and Health Services Managers	49	75	26	52%	7	\$95,365
Social and Community Service Managers	14	24	10	70%	2	\$58,242
Financial Managers	34	40	6	18%	3	\$79,220
Transportation and Material Moving						
Heavy and Tractor-Trailer Truck Drivers	389	465	76	19%	53	\$38,596
Laborers and Freight, Stock, and Material Movers	235	286	51	22%	37	\$26,551
Passenger Vehicle Drivers, Except Bus Drivers	142	191	49	34%	23	\$22,480
Light Truck Drivers	115	151	36	31%	17	\$31,659
Ambulance Drivers and Attendants	18	30	12	68%	4	\$18,387
Construction and Extraction						
Underground Machine Operators/Extractors	49	67	18	37.2%	9	\$55,689
Earth Drillers	10	26	16	157.5%	4	\$50,071
Supervisors-Construction Trades and Extraction	171	186	14	8.3%	18	\$59,203
Surface Mining Machine and Dragline Operators	11	20	10	89.4%	3	\$40,592
Roustabouts, Oil and Gas	15	24	9	62.1%	4	\$33,303

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 two degree-granting institutions:

- Western New Mexico University
- New Mexico Institute of Mining and Technology

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 14: Program Completions, 2010-2019

CIP Code	Program Description	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2010-2019 Change	% Change
24.0102	General Studies	419	690	1149	767	536	2153	1299	4932	3118	2542	2123	507%
24.0101	Liberal Arts and Sciences/Liberal Studies	399	496	729	1843	1181	1331	1050	2599	2029	1823	1424	357%
51.0000	Gen Health Services/Sciences & Allied Health	0	0	15	190	204	112	134	240	95	520	520	3360%
42.0101	Psychology, General	321	335	418	457	574	584	675	746	688	623	302	94%
51.3801	Registered Nursing/Registered Nurse	578	663	672	681	546	586	588	670	719	840	262	45%
19.0709	Child Care Provider/Assistant	0	0	26	393	158	219	246	253	261	232	232	792%
51.3902	Nursing Assistant/Aide	61	1	265	386	465	487	430	354	332	277	216	354%
52.0101	Business/Commerce, General	27	60	108	1039	357	324	270	293	252	219	192	711%
51.0904	Emergency Medical Technology/Technician	151	320	405	689	205	231	191	652	308	321	170	113%
11.0101	Computer and Information Sciences, General	93	76	181	251	290	210	237	221	206	186	93	100%
27.0101	Mathematics, General	34	47	60	34	59	44	43	60	68	125	91	268%
09.0100	Communication, General	0	0	1	6	31	44	63	82	78	86	86	N/A
13.1206	Teacher Education, Multiple Levels	2	28	45	69	64	86	72	61	66	83	81	4050%
12.0409	Aesthetician/Esthetician	0	1	0	45	32	39	25	52	72	78	78	N/A
13.1210	Early Childhood Education and Teaching	28	55	62	100	92	107	130	110	96	103	75	268%
19.0701	Human Development and Family Studies	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

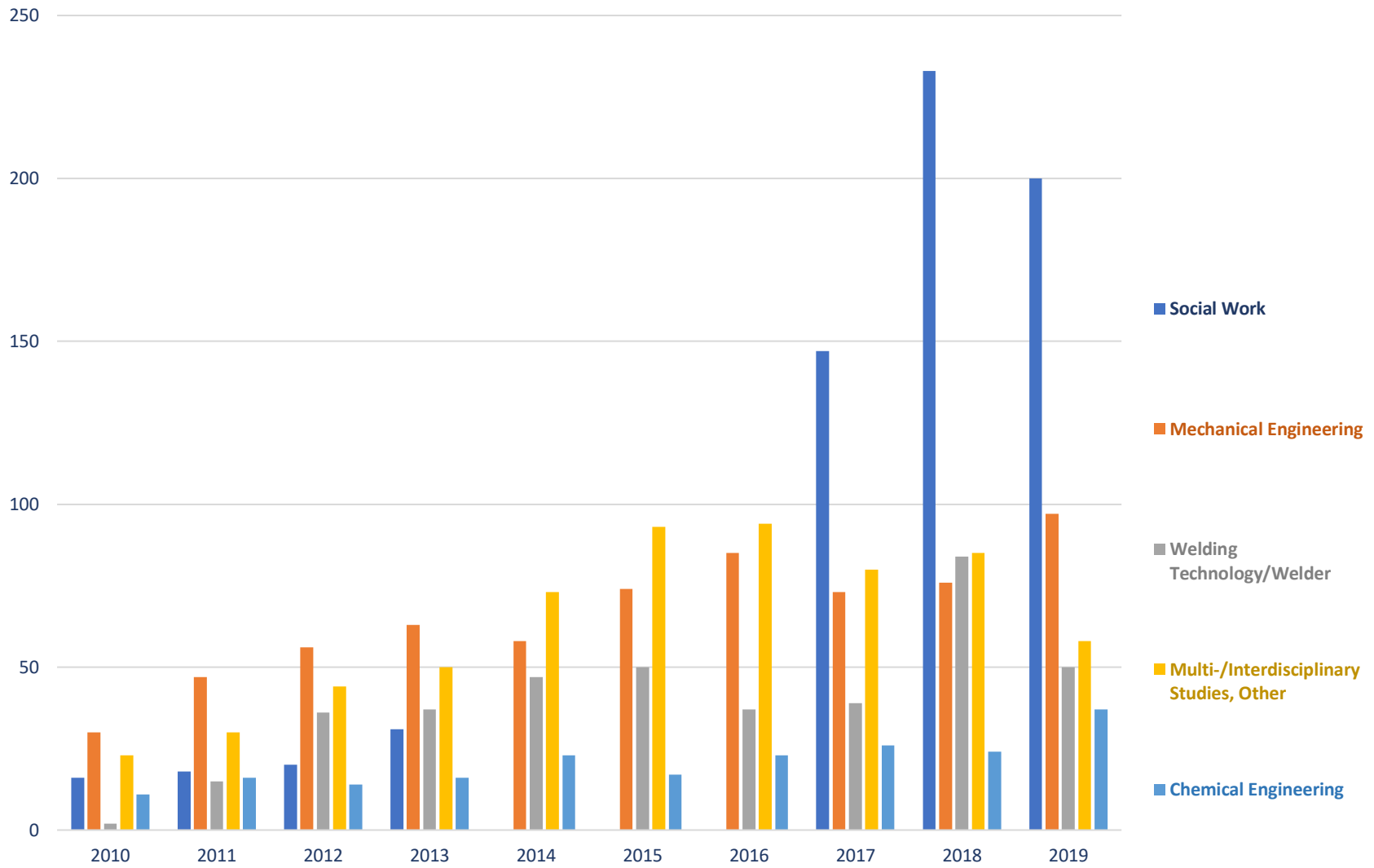


Table 15: Program Awards and Openings in Related Occupations

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
Social Work	200	27	233	173
Mechanical Engineering	97	3	26	94
Welding Technology/Welder	50	15	104	35
Multi-/Interdisciplinary Studies, Other	58	0	0	58
Chemical Engineering	37	1	6	36
Petroleum Engineering	37	4	52	33
Business Administration and Management, General	53	65	722	(12)
Electrical, Electronic and Communications Engineering	20	2	22	18
Psychology, General	26	2	24	24
Criminal Justice/Safety Studies	36	4	62	32
Rehabilitation Science	18	56	584	(38)
Kindergarten/Preschool Education and Teaching	27	16	152	11
Materials Engineering	21	4	36	17
English Language and Literature, General	16	70	817	(54)
Business/Commerce, General	10	57	648	(47)
Occupational Therapy/Therapist	17	3	28	14
Registered Nursing/Registered Nurse	28	37	544	(9)
Hydrology and Water Resources Science	10	2	22	8
Marketing/Marketing Management, General	6	7	52	(1)
Computer Science	37	18	197	19
Reading Teacher Education	5	29	442	(24)

Table 16: Program Awards and Openings in Related Occupations, Largest Equilibrium Deficit

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
Health Services/Allied Health/Health Sciences	0	431	3,325	(431)
Retailing and Retail Operations	0	314	2,184	(314)
Cooking and Related Culinary Arts, General	0	358	2,082	(358)
Food Service, Waiter/Waitress	0	294	1,617	(294)
Education, General	1	126	1,560	(125)
Foods, Nutrition, and Wellness Studies, General	0	234	1,289	(234)
Home Health Aide/Home Attendant	0	233	1,277	(233)
Food Preparation/Professional Cooking	0	209	1,206	(209)
Selling Skills and Sales Operations	0	159	1,201	(159)
Registered Nursing, Nursing Administration	0	96	1,159	(96)
Women's Health Nurse/Nursing	0	96	1,157	(96)
Emergency Room/Trauma Nursing	0	95	1,153	(95)
Palliative Care Nursing	0	95	1,153	(95)
Geriatric Nurse/Nursing	0	95	1,153	(95)
Retail Management	0	107	1,140	(107)
Administrative Assistant and Secretarial Science	0	113	1,120	(113)
Executive Assistant/Executive Secretary	0	113	1,120	(113)
Institutional Food Workers	0	194	1,109	(194)
Montessori Teacher Education	0	86	1,086	(86)
Waldorf/Steiner Teacher Education	0	86	1,086	(86)

NS4ed

200 E Broadway
Maryville, TN

NS4ed.com

Dr. Joseph Goins, President

