



2021 Comprehensive Local Needs Assessment
Labor Market Analysis
Region K

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

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..... 5
 - The Employers 6
 - The Jobs..... 6
 - The Talent Development Ecosystem 7
- The People**..... 8
 - Population 8
 - Race and Ethnicity..... 9
 - Age 10
 - Educational Attainment..... 10
- The Employers** 11
 - Overview 11
 - Employment by Sector 11
 - Detailed Industries by County..... 13
- Job Postings Analysis** 15
- The Jobs**..... 18
 - Occupational Employment 18
- The Talent Development Ecosystem** 21
- Workforce Equilibrium**..... 24

Table of Tables

Table 1: Population by County, 2010-2019.....	8
Table 2: Region Population, by Race and Ethnicity	9
Table 3: Region Population, by Age.....	10
Table 4: Region Population by Educational Attainment	10
Table 5: Components of Region Top Industry Sectors.....	12
Table 6: Employment by Industry, Eddy County, 2020.....	13
Table 7: Employment by Industry, Chaves County, 2020	14
Table 8: Employment by Industry, Lea County, 2020	14
Table 9: Employers with Current Job Openings	17
Table 10: Occupation Employment, 2010-2020.....	18
Table 11: Projected Change, Occupations, 2018-2028.....	19
Table 12: Program Completions, 2010-2019.....	22
Table 13: Program Awards and Openings in Related Occupations, 20 Largest Programs	25
Table 14: Program Awards and Openings in Related Occupations, 20 Largest Workforce Equilibrium Deficits.....	26

Introduction and Approach

Introduction

Career and 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 K comprises a number of school districts and charter schools:

- Artesia
- Carlsbad Municipal
- Dexter Consolidated
- Eunice
- Hagerman Municipal
- Hobbs Municipal
- Jal
- Lake Arthur Municipal
- Loving Municipal
- Lovington
- Roswell Independent
- Tatum Municipal

Regional Education Cooperatives (REC) exists to provide educational services to students, staff, and families of the member districts and communities. REC's provide ancillary support and technical assistance in implementing federal and state statutes and regulations; professional development; and support for members in meeting the Public Education Department's requirements The Region is served by Regional Education Cooperatives #7 and #8.

Five postsecondary institutions serve the area: Eastern New Mexico University-Roswell, New Mexico Junior College, New Mexico State University-Carlsbad, the University of the Southwest and the New Mexico Military Institute. The districts lie primarily in Eddy, Chaves and Lea Counties, all of which are within the Eastern 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 K CLNA Council established this vision statement:

Region K's Career Pathways breed innovation, opportunity, and progress. The Career and Technical Education system of the region creates a talent pipeline that drives and supports regional economic opportunities by engaging all stakeholders.

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

- *Skilled Trades, specifically with application to:*
 - *Oil & Gas*
 - *Mining/Extraction*
 - *Energy*
 - *Technical Fields*
- *Healthcare*

The Council further noted that the Eastern Area Workforce Development Board shares the focus on investments in local talent through Sector Strategies focused on Healthcare, which will provide additional resources to support expansion of the talent pipeline. The Eastern Board is also focused on Education, which supports the identified gap in the teacher workforce. Notes on the outcomes of the summit can be viewed at <https://nmcteclna.com>

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 a third.
- 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 (13.5%) 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 ticked up from 7.2% to 7.7%, while those without a high school diploma is down slightly from 20.2% to 17.8%.

The Employers

The largest industries in the region are

1. Mining, Quarrying, and Oil and Gas Extraction
2. Government and Government Enterprises
3. Retail Trade
4. Construction
5. Health Care and Social Assistance
6. Accommodation and Food Service

One of the unique characteristics of this Region is the concentration of the *Mining, Quarrying & Oil/Gas Extraction* industry and the services that support it. For example, workers in this region are concentrated in the *Natural Gas Extraction* industry at a rate more than 17 times the national average and in *Crude Petroleum Extraction* at more than 40 times the average.

The public sector is also one of the largest employers in the region. Specifically, local government and local education systems provide the largest numbers of public sector jobs.

The region's construction sector benefits from the demand created by the mining operations, with *Oil and Gas Pipeline Construction* providing more than 2,700 jobs. *Electrical Contractors* employ another 1,200 as does *Industrial Building Construction*.

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

- Mosaic Company
- Carlsbad Medical Center
- Leprino Foods
- Eastern New Mexico Medical Center
- Pollard Bus Company
- Lea Regional Medical Center

The Jobs

The occupation families with the largest projected growth include:

1. Construction and Extraction (5,014 new jobs)
2. Transportation and Material Moving (1,941)
3. Installation, Maintenance and Repair (1,216)
4. Management (1,203)
5. Sales and Related Occupations (1,120)
6. Business and Financial Operations (872)
7. Food Preparation and Serving (812)
8. Architecture and Engineering (754)
9. Production (661)
10. Office and Administrative Support (414)

Several of the occupations expected to grow the most in coming years are found in the *Construction and Extraction* family, including *Roustabouts (848 new jobs)*, *Construction Supervisors (741)* and *Oil and Gas Service Unit Operators (725)*.

This report also sought to identify “Quality Careers,” which are projected to grow significantly in coming years in this region and which typically pay higher-than-average wages.

Several of these Quality Careers were from the Construction and Extraction cluster, including *Construction Supervisors (\$64,144 average wages and 741 new jobs)*, *Oil and Gas Service Unit Operators (\$63,037 and 724)*, *Operating Engineers/Equipment Operators (\$46,895, 345)* and *Oil and Gas Rotary Drill Operators (\$55,390, 285)*.

The region’s single largest-growth occupation among these quality careers is *Construction Supervisors*.

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 *Construction Trades, Business Administration and Education*.

The People

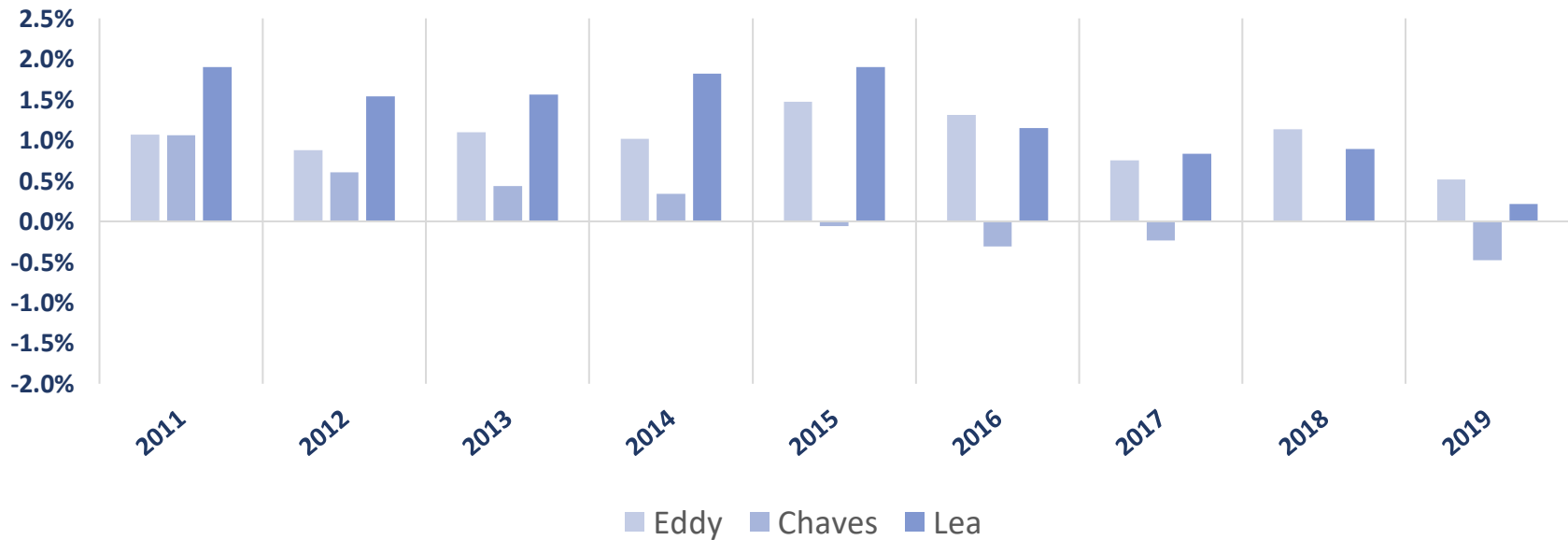
Population

There are 12,145 students enrolled in grades 9-12 across the region’s twelve school districts. Trends in the region’s population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region K has seen uneven population trends over recent years, with Eddy and Lea Counties experiencing net positive growth since 2010, while Chaves County has declined by a net 1.6%. Combined, the region’s population has decreased 4.3% since that time, including a 7.8% increase in Lea County and 7.4% in Eddy.

Table 1: Population by County, 2010-2019

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Eddy	52,665	53,228	53,693	54,284	54,834	55,641	56,369	56,793	57,437	57,732
Chaves	64,268	64,949	65,343	65,627	65,850	65,811	65,610	65,454	65,459	65,144
Lea	62,503	63,690	64,670	65,681	66,876	68,149	68,930	69,505	70,126	70,277

Population by Percentage Change, by Year



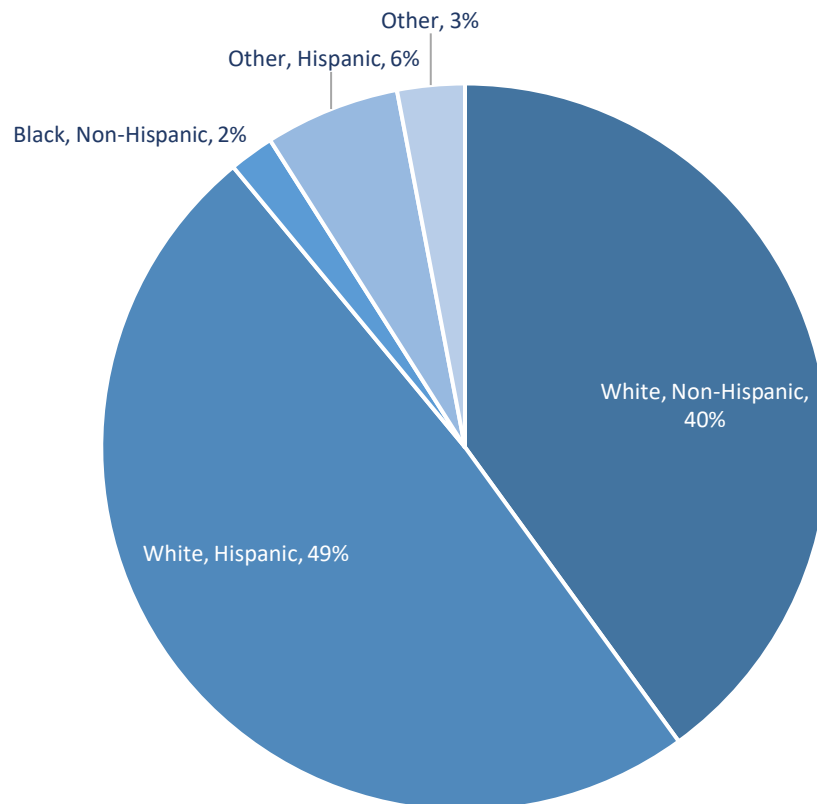
Race and Ethnicity

The region's population is becoming more Hispanic. While the Hispanic population has increased by more than 32,000 people since 2010, the non-Hispanic share of the region's population has declined by approximately 19,000.

Table 2: Region Population, by Race and Ethnicity

Race/Ethnicity	2010 Population	2019 Population	Change	% Change	2019 % of Total
White, Non-Hispanic	85,412	77,222	-8,190	-10%	39.98%
White, Hispanic	61,791	93,952	32,161	52%	48.64%
Black, Non-Hispanic	3,655	4,151	496	14%	2.15%
American Indian, Hispanic	790	705	-85	-11%	0.36%
Other, Hispanic	22,888	11,903	-10,985	-48%	6.16%
Other	4,900	5,220	320	7%	2.70%

Percentage, by Race and Ethnicity, 2019



Age

It is notable that the population of the Region is aging. The youngest age band, those under 10 years old has experienced slight decline since 2010, while those 65 years and older have increased significantly (11.9%).

Table 3: Region Population, by Age

Age Cohort	2010 Population	2020 Population	Change	% Change	2019 % of Cohort
Under 10	29,229	28,934	(295)	-1.0%	15.0%
10-19	27,931	29,791	1,860	6.7%	14.4%
20-29	24,858	26,537	1,679	6.8%	12.8%
30-39	22,220	26,679	4,459	20.1%	11.4%
40-49	22,800	22,198	(602)	-2.6%	11.7%
50-64	33,360	32,674	(686)	-2.1%	17.2%
65 and over	23,829	27,552	3,723	15.6%	12.3%

Educational Attainment

Table 4: Region Population by Educational Attainment

Education Level	Population
Less than 9 th Grade	9.8%
9 th Grade to 12 th Grade	11.5%
High School Diploma	31.8%
Some College	22.7%
Associate's Degree	8.4%
Bachelor's Degree	10.1%
Graduate Degree or Higher	5.8%

United States Census Bureau, American Community Survey

More than 54% of the population in Region K 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 (15.9%) 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 A, 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 by Sector

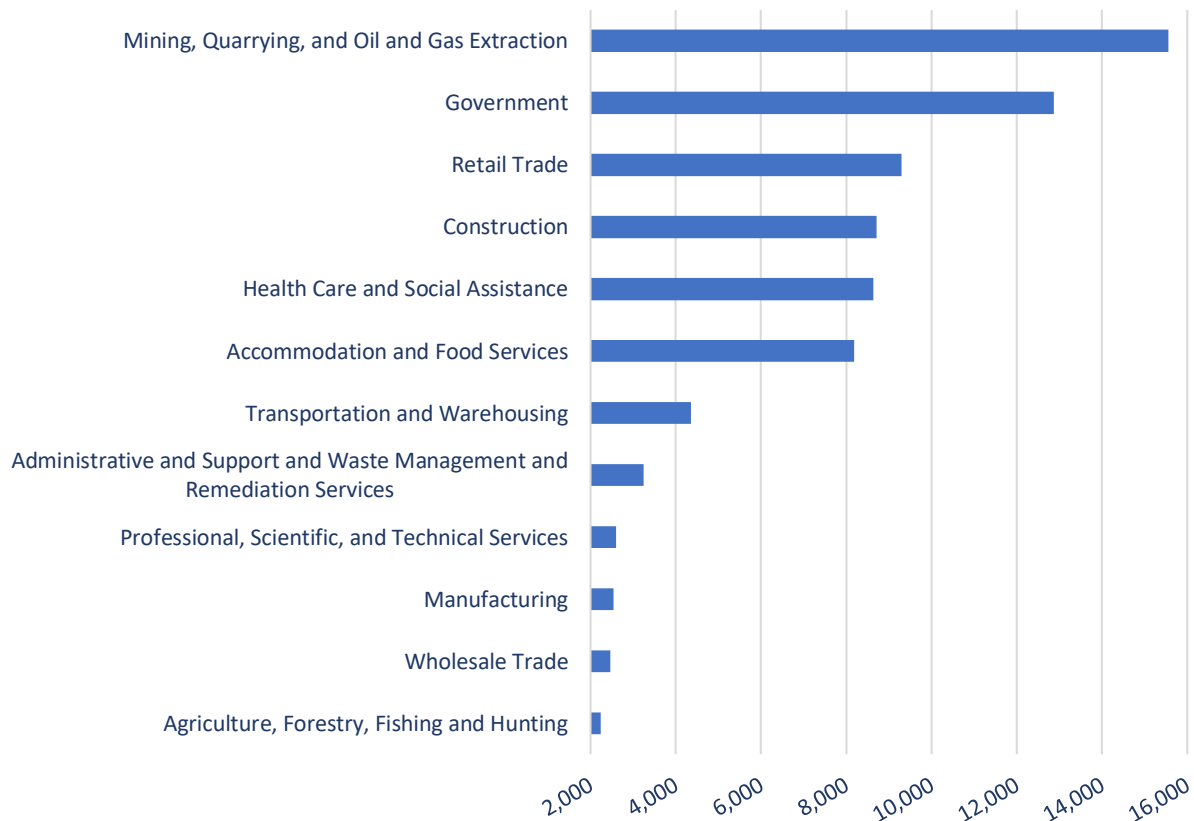


Table 5: Components of Region Top Industry Sectors

Sector/Top Detailed Industries	2020 Jobs	Average Wages	Location Quotient
Mining, Quarrying and Oil and Gas Extraction			
Support Activities for Mining	11,644	\$71,322	65.61
Crude Petroleum Extraction	2,532	\$127,064	43.00
Other Nonmetallic Mineral Mining and Quarrying	782	\$86,938	110.58
Natural Gas Extraction	509	\$123,908	24.39
Government			
Education (Local Government)	5,488	\$44,012	1.19
Local Government, Excluding Education and Hospitals	3,390	\$53,366	1.01
Education (State Government)	1,284	\$35,231	0.78
State Government, Excluding Education and Hospitals	1,179	\$52,018	0.89
Health Care and Social Assistance			
General Medical and Surgical Hospitals	1,972	\$71,095	0.70
Home Health Care Services	1,183	\$18,691	1.33
Services for the Elderly and Persons with Disabilities	992	\$19,330	0.82
Offices of Physicians	888	\$66,055	0.57
Nursing Care Facilities (Skilled Nursing Facilities)	713	\$37,912	0.77
Construction			
Oil and Gas Pipeline and Related Structures Construction	2,717	\$60,116	27.94
Electrical Contractors and Other Wiring Installation Contractors	1,229	\$66,734	2.15
Industrial Building Construction	1,172	\$92,377	12.84
All Other Specialty Trade Contractors	645	\$62,986	3.20
Site Preparation Contractors	590	\$63,141	2.78
Plumbing, Heating, and Air-Conditioning Contractors	427	\$46,828	0.63
Power/Communication Line & Related Structures Construction	389	\$84,627	3.06
Highway, Street, and Bridge Construction	369	\$64,092	1.78
Commercial and Institutional Building Construction	269	\$41,980	0.67

Sector/Top Detailed Industries	2020 Jobs	Average Earnings	Location Quotient
Transportation and Warehousing			
Specialized Freight (except Used Goods) Trucking, Local	1,876	\$76,666	13.81
General Freight Trucking, Local	502	\$55,024	3.15
Pipeline Transportation of Natural Gas	424	\$128,505	23.64
General Freight Trucking, Long-Distance	327	\$64,652	0.71
Manufacturing			
Dairy Product (except Frozen) Manufacturing	591	\$61,503	7.71
Petroleum Refineries	579	\$117,587	14.52
Other Basic Inorganic Chemical Manufacturing	145	\$113,140	6.13

Economic Modelling Specialists International

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, Eddy County, 2020

Eddy	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Support Activities for Oil and Gas Operations	4,957	\$86,642	92.3	32.5%
Crude Petroleum Extraction	1,759	\$164,889	78.0	41.9%
Elementary and Secondary Schools (Local Govt)	1,469	\$65,158	0.9	56.0%
Industrial Building Construction	1,124	\$110,805	32.2	34.7%
Local Government, Excluding Education and Hospitals	1,101	\$88,712	0.9	37.5%
Oil/Gas Pipeline and Related Structures Construction	971	\$68,748	26.1	32.8%
General Medical and Surgical Hospitals	898	\$92,979	0.8	42.4%
Hazardous Waste Treatment and Disposal	882	\$122,011	105.6	64.3%
Full-Service Restaurants	823	\$23,109	0.8	22.5%
Limited-Service Restaurants	726	\$23,126	0.7	22.5%

Table 7: Employment by Industry, Chaves County, 2020

Chaves	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Limited-Service Restaurants	1,490	\$17,743	2.4	21.0%
Elementary and Secondary Schools (Local Govt)	1,463	\$65,067	1.4	56.0%
Local Government, Excluding Education and Hospitals	1,027	\$61,108	1.2	37.5%
Animal Production	980	\$46,568	22.7	49.8%
Full-Service Restaurants	750	\$22,141	1.1	21.0%
State Government, Excluding Education and Hospitals	709	\$71,241	2.1	43.6%
Colleges, Universities, Professional Schools-State Govt	663	\$41,936	1.7	38.3%
Services for the Elderly and Persons with Disabilities	614	\$23,422	2.1	49.4%
Cheese Manufacturing	577	\$75,790	70.8	36.9%
Offices of Physicians	536	\$85,882	1.4	39.8%

Table 8: Employment by Industry, Lea County, 2020

Lea	2020 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Support Activities for Oil and Gas Operations	4,917	\$77,856	95.1	34.8%
Elementary and Secondary Schools (Local Govt)	1,704	\$67,557	1.1	56.0%
Oil, Gas Pipeline and Related Structures Construction	1,700	\$70,907	47.4	37.6%
Limited-Service Restaurants	1,475	\$19,671	1.6	22.1%
Drilling Oil and Gas Wells	1,283	\$79,050	114.4	34.8%
Local Government, Excluding Education and Hospitals	1,262	\$71,742	1.0	37.5%
Local Specialized Freight Trucking	1,232	\$94,582	24.6	43.3%
Colleges, Universities, Professional Schools-Local Govt	851	\$33,448	5.9	34.6%
Electrical Contractors & Other Wiring Contractors	779	\$78,100	3.7	30.6%
Full-Service Restaurants	751	\$22,322	0.7	22.1%

Job Postings Analysis

On March 29, 2021, an analysis of all 836 job postings across Region K 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.

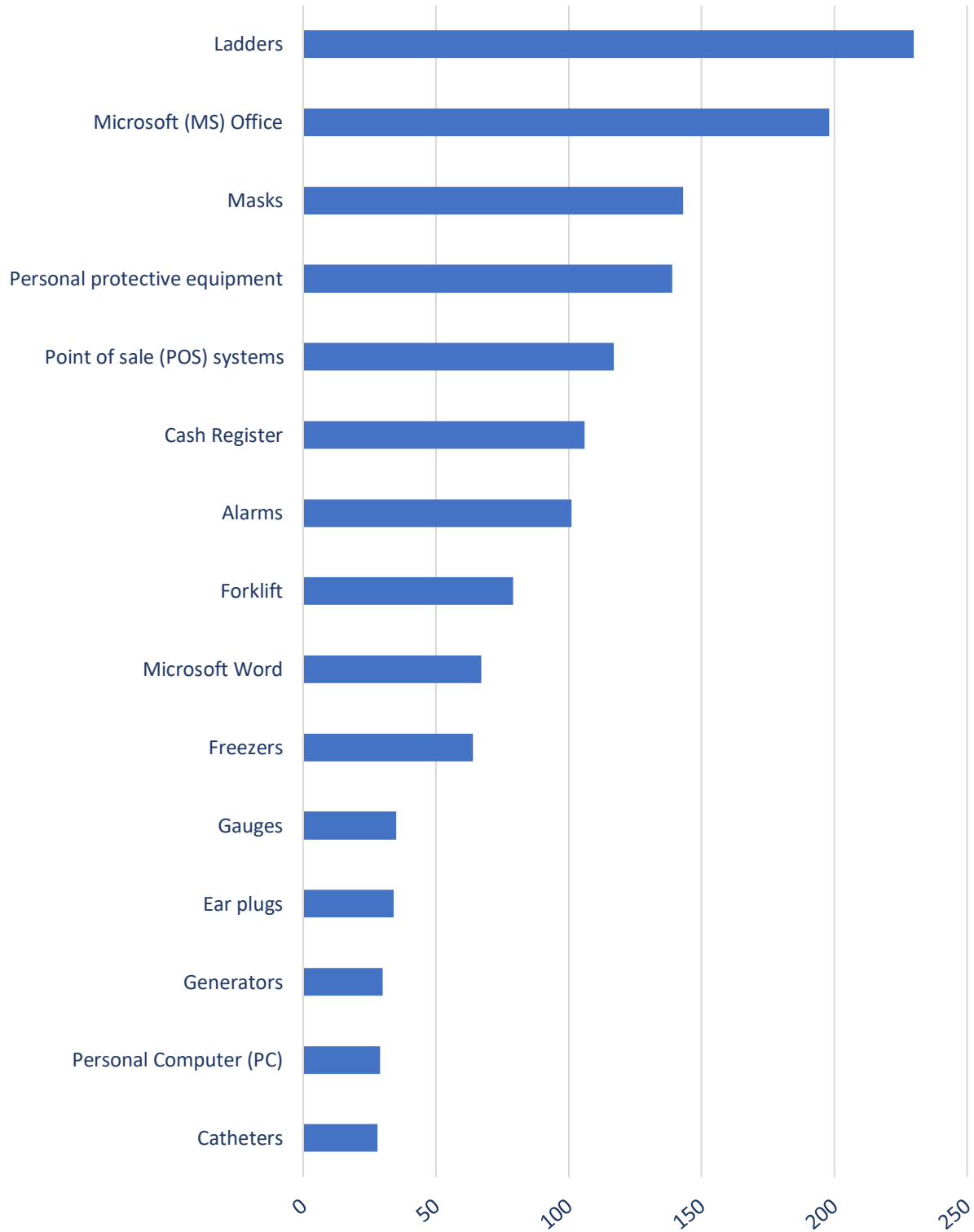
- By a wide margin, the most-requested skill of any kind was customer service.
- Among technical skills, preventative maintenance and regulatory compliance were the most frequently found.
- Interpersonal skills are also a priority of the region’s employers, with conflict management, verbal communication skills, relationship management and a positive attitude being requested most often.

Skills Found in Regional Job Postings, March 29, 2021



The report further examined the tools and technologies specifically mentioned in the job postings. Ladders, Microsoft Office applications and Point-of-Sale systems were among the top findings.

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



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

Table 9: Employers with Current Job Openings

Employer	County	Job Postings
Artesia General Hospital	Eddy	37
HollyFrontier Corporation	Eddy	30
Eastern New Mexico University - Roswell	Chaves	15
NEW MEXICO MILITARY INSTITUTE	Chaves	14
Presbyterian Medical Services	Eddy	14
Artesia, City of	Eddy	12
Air Methods Inc.	Chaves	9
Basic Energy Services/Taylor Industries LLC	Lea	8
The GEO Group, Guadalupe County Correctional Facility	Lea	8
Basic Energy Services/Taylor Industries LLC	Eddy	7
EnerSys	Lea	7
Wagner Equipment Co.	Lea	7
Foxworth-Galbraith Lumber Company	Chaves	6
Fisher Sand & Gravel	Eddy	6
Eastern New Mexico Medical Center	Chaves	5
NM Solar Group, LLC	Chaves	5
Air Methods Inc.	Eddy	5
Hotel Artesia	Eddy	5
American Medical Response	Lea	5
Southeast NM Community Action Corp	Eddy	4
Southern Foodservice Mgmt.	Eddy	4
Job Corps Centers / New Mexico	Chaves	3
Anderson Merchandisers LP	Lea	3
Lea County State Bank	Lea	3
McAlister's Deli	Lea	3
Kinder Morgan, Inc.	Lea	3
Admiral Beverage Corporation	Chaves	2
Alutiiq International Solutions, LLC	Chaves	2
FedEx Freight	Chaves	2
Badger Daylighting	Lea	2

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 10: Occupation Employment, 2010-2020

Description	2010 Jobs	2020 Jobs	2010 - 2020 Change	2010 - 2020 % Change	Annual Openings	Median Annual Earnings
Heavy and Tractor-Trailer Truck Drivers	2,129	3,923	1,794	84%	553	\$43,808
Fast Food and Counter Workers	1,388	2,945	1,557	112%	569	\$20,250
Secretaries and Administrative Assistants	1,864	3,359	1,495	80%	454	\$34,169
Construction Laborers	1,336	2,258	922	69%	290	\$32,896
Roustabouts, Oil and Gas	2,019	2,809	790	39%	461	\$33,943
Supervisors-Construction Trades/Extraction	1,015	1,751	736	73%	227	\$64,144
Service Unit Operators, Oil and Gas	737	1,456	719	98%	254	\$63,037
Industrial Machinery Mechanics	192	826	635	331%	105	\$55,390
General and Operations Managers	1,305	1,767	463	35%	201	\$94,260
Sales Representatives of Services	82	535	452	549%	79	\$50,110
Cooks, Restaurant	385	747	362	94%	119	\$25,751
Cashiers	1,990	2,346	355	18%	441	\$22,709
Customer Service Representatives	522	850	328	63%	122	\$30,840
Laborers and Freight, Stock, Material Movers	997	1,292	295	30%	189	\$27,886
Retail Salespersons	1,882	2,162	280	15%	319	\$24,606
Waiters and Waitresses	1,033	1,307	274	26%	274	\$20,772
Tutors and Teachers and Instructors, Other	60	305	244	405%	47	\$54,640
Welders, Cutters, Solderers, and Brazers	306	548	243	79%	75	\$54,897
Bus/Truck Mechanics and Diesel Specialists	316	537	221	70%	63	\$47,838
Postsecondary Teachers	441	661	220	50%	80	\$61,741

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 2026. 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 11: 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	1,046	1,129	83	8%	69	\$67,505
Occupational Health and Safety Specialists	99	176	77	78%	16	\$66,919
Nurse Practitioners	46	70	24	52%	6	\$116,721
Occupational Health and Safety Technicians	36	56	20	56%	5	\$47,619
Clinical Laboratory Technologists and Technicians	80	96	16	20%	8	\$45,933
Dental Hygienists	60	72	12	20%	6	\$85,004
Radiologic Technologists	93	104	11	12%	7	\$54,747
Dentists, General	53	64	11	21%	3	\$154,461
Speech-Language Pathologists	55	65	10	18%	4	\$79,052
Psychiatrists	19	28	9	47%	2	\$233,149
Architecture and Engineering						
Civil Engineers	81	202	121	149%	24	\$88,518
Petroleum Engineers	101	175	74	73%	18	\$95,946
Mechanical Engineers	56	105	49	88%	10	\$84,759
Engineers, All Other	63	111	48	76%	12	\$99,498
Construction						
Supervisors-Construction Trades and Extraction	1,054	2,063	1,009	96%	278	\$61,480
Service Unit Operators, Oil, Gas, and Mining	666	1,491	825	124%	242	\$59,874
Operating Engineers, Equipment Operators	871	1,440	569	65%	198	\$44,425
Derrick Operators, Oil and Gas	522	1,040	518	99%	172	\$47,653
Electricians	509	930	421	83%	135	\$53,126

High Quality Career	2018 Jobs	2028 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Business and Financial Operations						
Accountants and Auditors	414	558	144	35%	61	\$58,689
Business Operations Specialists, All Other	376	484	108	29%	53	\$64,612
Financial Analysts	115	169	54	47%	19	\$147,035
Management Analysts	68	121	53	78%	15	\$68,210
Human Resources Specialists	135	186	51	38%	22	\$46,990
Market Research Analysts and Specialists	63	113	50	79%	14	\$48,132
Logisticians	45	92	47	104%	12	\$73,690
Compliance Officers	124	154	30	24%	16	\$83,110
Training and Development Specialists	97	123	26	27%	15	\$53,265
Buyers and Purchasing Agents	129	147	18	14%	17	\$57,687
Transportation and Material Moving						
Heavy and Tractor-Trailer Truck Drivers	2,613	4,359	1,746	67%	592	\$43,503
Computer Occupations						
Network and Computer Systems Administrators	100	130	30	30%	12	\$64,828
Computer User Support Specialists	165	190	25	15%	18	\$46,089
Computer Systems Analysts	69	92	23	33%	9	\$84,203
Computer Occupations, All Other	27	47	20	74%	5	\$77,689
Software Developers, Systems Software	38	53	15	39%	5	\$69,035
Production						
Welders, Cutters, Solderers, and Brazers	367	594	227	62%	78	\$55,214
Petroleum Pump System Operators, Refinery Operators, and Gaugers	368	509	141	38%	65	\$72,780
Gas Plant Operators	163	298	135	83%	44	\$69,372
Inspectors, Testers, Sorters, Samplers, Weighers	296	388	92	31%	55	\$64,871
Supervisors-Production and Operating Workers	342	426	84	25%	49	\$63,915
Machinists	103	165	62	60%	21	\$54,219

High Quality Career	2018 Jobs	2028 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Management						
Construction Managers	143	252	109	76%	26	\$91,819
Financial Managers	133	225	92	69%	24	\$90,906
Architectural and Engineering Managers	54	98	44	81%	10	\$122,209
Administrative Services Managers	110	152	42	38%	16	\$84,396
Education Administrators	145	171	26	18%	15	\$88,297

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.

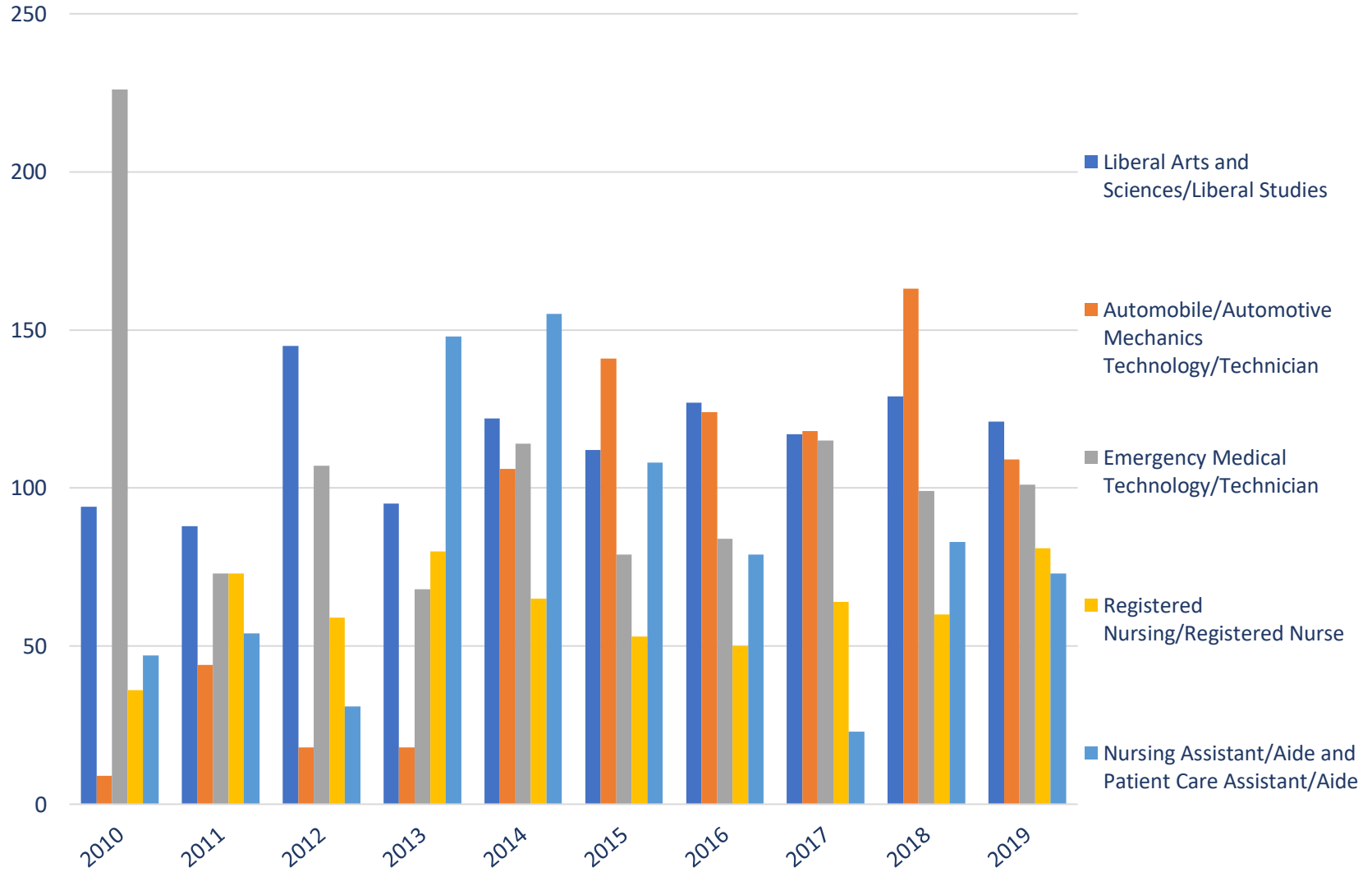
Data from the 2019-2020 academic year are aggregated from the region’s four degree-granting institutions:

- Navajo Technical University
- New Mexico State University-Grants
- San Juan College
- University of New Mexico-Gallup Campus

Table 12: Program Completions, 2010-2019

CIP Code	Program Description	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Change	% Change
24.0102	General Studies	241	231	262	258	253	300	302	506	355	412	171	71.0%
24.0101	Liberal Arts and Sciences/Liberal Studies	94	88	145	95	122	112	127	117	129	121	27	28.7%
47.0604	Automotive Mechanics Technology/Tech	9	44	18	18	106	141	124	118	163	109	100	1111.1%
51.0904	Emergency Medical Technology/Technician	226	73	107	68	114	79	84	115	99	101	-125	-55.3%
51.3801	Registered Nursing/Registered Nurse	36	73	59	80	65	53	50	64	60	81	45	125.0%
51.3902	Nursing and Patient Care Assistant/Aide	47	54	31	148	155	108	79	23	83	73	26	55.3%
13.1101	Education Counseling and Guidance	16	9	18	29	36	62	63	73	50	69	53	331.3%
48.0508	Welding Technology/Welder	11	7	15	30	11	24	19	53	63	67	56	509.1%
52.0201	General Business Administration and Mgt	29	23	33	49	33	27	31	61	45	46	17	58.6%
50.0409	Graphic Design	0	0	4	11	6	8	8	40	46	39	39	N/A
43.0107	Criminal Justice/Police Science	1	2	31	19	48	39	20	38	42	38	37	3700.0%
47.0607	Aircraft Maintenance Technology/Tech	106	86	70	65	74	60	52	68	55	35	-71	-67.0%
46.0000	Construction Trades, General	0	1	2	1	1	0	0	35	39	30	30	N/A
12.0401	Cosmetology/Cosmetologist, General	34	34	15	12	46	41	44	33	20	29	-5	-14.7%
51.0803	Occupational Therapist Assistant	12	17	17	20	22	21	22	13	18	23	11	91.7%
52.0101	Business/Commerce, General	13	10	15	26	22	14	14	14	18	22	9	69.2%
13.0101	Education, General	9	13	20	14	31	23	28	25	20	19	10	111.1%
31.0505	Kinesiology and Exercise Science	0	0	0	0	0	0	0	10	21	19	19	N/A
51.1508	Mental Health Counseling/Counselor	3	3	9	13	10	24	16	33	32	17	14	466.7%
50.0602	Cinematography & Film/Video Production	4	14	15	18	8	15	14	2	14	16	12	300.0%
13.1202	Elementary Education and Teaching	10	4	0	0	0	4	5	8	14	16	6	60.0%

Top Five Programs, by Completions, 2010-2019



Workforce Equilibrium

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

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

Table 13: Program Awards and Openings in Related Occupations, 20 Largest Programs

Description	2019 Awards	Openings-Related Occupations	2020 Jobs	Equilibrium Value
Liberal Arts and Sciences/Liberal Studies	121	64	661	57
Automobile/Automotive Mechanics Technology/Technician	109	56	565	53
Emergency Medical Technology/Technician (EMT Paramedic)	101	16	136	85
Registered Nursing/Registered Nurse	81	51	1,020	30
Nursing Assistant/Aide and Patient Care Assistant/Aide	73	63	512	10
Counselor Education/School Counseling and Guidance	69	12	123	57
Welding Technology/Welder	67	55	552	12
Business Administration and Management, General	46	282	3,223	-236
Graphic Design	39	6	42	33
Criminal Justice/Police Science	38	44	578	-6
Airframe Mechanics/Maintenance Technology/Technician	35	7	83	28
Construction Trades, General	30	669	5,663	-639
Cosmetology/Cosmetologist, General	29	8	65	21
Occupational Therapist Assistant	23	2	19	21
Business/Commerce, General	22	259	3,007	-237
Education, General	19	209	2,636	-190
Kinesiology and Exercise Science	19	0	6	19
Mental Health Counseling/Counselor	17	12	65	5
Cinematography and Film/Video Production	16	0	4	16
Elementary Education and Teaching	16	52	769	-36
Biology/Biological Sciences, General	16	3	27	13
Blood Bank Technology Specialist	15	4	69	11
Accounting	15	52	534	-37
Other Business Administration, Management & Operations,	15	45	531	-30
Child Care and Support Services Management	15	29	271	-14
Social Work	15	48	402	-33

Table 14: Program Awards and Openings in Related Occupations, 20 Largest Workforce Equilibrium Deficits

Program	2019 Completions	Annual Openings	2028 Jobs	WE Value
Retailing and Retail Operations	8	1,123	7,694	(1,115)
Food Preparation/Professional Cooking/Kitchen Assistant	5	857	4,812	(852)
Construction Trades, General	30	849	7,389	(819)
Truck, Bus Driver/Commercial Vehicle Operator/Instructor	12	679	5,812	(667)
Well Drilling/Driller	0	570	4,711	(570)
Electrician	0	421	3,671	(421)
Administrative Assistant and Secretarial Science, General	0	383	3,513	(383)
Retail Management	0	348	3,668	(348)
Operations Management and Supervision	0	333	3,192	(333)
Electrical and Power Transmission Installation/Installer	0	330	3,126	(330)
Carpentry/Carpenter	0	328	2,947	(328)
Business Administration and Management, General	46	374	3,951	(328)
Lineworker	0	328	3,101	(328)
Business/Commerce, General	22	346	3,706	(324)
Foods, Nutrition, and Wellness Studies, General	0	323	2,347	(323)
Plumbing Technology/Plumber	0	321	2,874	(321)
Home Health Aide/Home Attendant	7	322	2,328	(315)
Mining Technology/Technician	0	307	2,222	(307)
Pipefitting/Pipefitter and Sprinkler Fitter	0	291	2,648	(291)
Concrete Finishing/Concrete Finisher	0	284	2,575	(284)
General Office Occupations and Clerical Services	14	296	2,563	(282)
Building/Home/Construction Inspection/Inspector	0	262	2,393	(262)
Heavy Equipment/Earthmoving Equipment Operation	0	258	2,253	(258)
Public Administration	6	263	2,912	(257)
Finance, General	9	258	2,826	(249)

For more information, contact Trevor Stokes at tstokes@careersthatwork.net

NS4ED

200 E Broadway
Maryville, TN

NS4ed.com

Joseph Goins, President

