2020

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

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NS4ED

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Region C

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 62,000 New Mexico students are enrolled in CTE programs, and more than 17,000 are "concentrators," who take two or more CTE courses. CTE Concentrators graduate at a rate more than 23 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 33,000 concentrating in CTE fields.

Federal legislation requires a Comprehensive Local Needs Assessment for proposed CTE programs, and the New Mexico Public Education Department 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.

The Region

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

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[1] https://webnew.ped.state.nm.us/bureaus/college-career-readiness/career-technical-education/

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

Regional Education Cooperatives (REC) exist to provide educational services to students, staff, and families of the member districts and communities. REC's provide ancillary support and technical assistance in implementing federal and state statutes and regulations; professional development; and support for members in meeting the Public Education Department's requirements. The region is served by Regional Education Cooperatives #3 and #4.

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

The Key Findings

The People

- Population in the region has declined significantly in recent years Declines have been noted in every county in the region. The only segment of the region's population to experience growth is those 65 years and older. The most pronounced decline is among those below 20 years old.
- More than 58% of the population in the region has either a high school diploma and no college experience or some college experience and no degree.
- The percentage of the population in the region who hold a bachelor's degree or higher (18.5%) is significantly lower than the national average of 30.9%.

The Employers

The largest industries in the region are

1. Government and Government Enterprises
2. Health Care and Social Assistance
3. Accommodation and Food Service
4. Retail Trade
5. Construction
6. Finance and Insurance
7. Transportation and Warehousing
8. Agriculture, Forestry, Fishing and Farming

One of the unique characteristics of this region is the concentration of the *Services for the Elderly and Persons with Disabilities* industry and the services that support it. As the region's population continues to age, it is likely that demand for these services will increase.

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

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

The Jobs

The occupation families with the largest projected growth include:

1. Personal Care and Service Occupations (403 new jobs)
2. Installation, Maintenance and Repair (72)
3. Education, Training and Library (50)
4. Management (35)
5. Farming, Fishing and Forestry (29)
6. Transportation and Material Moving (5)
7. Computer and Mathematical (5)

This report 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 Management or Business and Financial Operations clusters, including Education Administrators, Financial Managers, Medical Services Managers, Human Resources Specialists and Compliance Officers.

The Observations

This report identifies three segments of the regional economy which can serve as a starting point for conversations about the region's economic priorities.

Education

Several of the region's largest-growth occupations are from the Education, Training and Library Occupations family. These careers are a priority for the region in two primary ways: the careers offer stable employment with livable wages for the individuals who pursue them, and they are also in and of themselves, critical components of the region's capacity to develop adequate labor supplies for high-priority industries and to attract quality employers to the region.

Business Management

A number of business and financial careers were profiled in this report, including Financial Managers, Construction Managers and Medical, Marketing Research Analysts, Human Resources Specialists and Health Services Managers. These careers are crucial to many of the region's most critical industries. Professional, Scientific and Technical Services, Hospitals and Construction.

21st Century Transportation

Many of the region's largest industries rely on an adequate transportation industry, including education, manufacturing and construction. Truck Drivers are in high demand throughout the region, and the evolution of technologies in this field mean that education and training will continue to be a primary component of readiness.

Other areas that were considered for this recommendation, but ultimately not included were:

- Skilled construction trades
- Engineering Technologies

The People

Population

There are 1,601 students enrolled in grades 9-12 across the region's 13 school districts. Trends in the region's population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region C has seen negative population trends over recent years, with none of the region's counties experiencing net positive growth since 2010. Combined, the region's population has decreased a striking 8.1% since that time, including an 11.8% decline in Colfax County.

Table 1: Population by County, 2010-2018:

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Colfax	13,733	13,627	13,257	13,082	12,718	12,449	12,280	12,206	12,110
Union	4,542	4,410	4,401	4,347	4,248	4,166	4,154	4,188	4,118
Quay	9,066	9,044	8,807	8,676	8,466	8,446	8,390	8,310	8,253
Mora	4,893	4,780	4,685	4,697	4,616	4,613	4,539	4,542	4,506
Harding	690	713	700	691	693	719	687	687	655
San Miguel	29,398	29,354	29,098	28,829	28,505	28,233	28,058	27,782	27,591
Guadalupe	4,693	4,625	4,592	4,532	4,443	4,351	4,368	4,409	4,341

Population, by Annual Percentage Change, by County
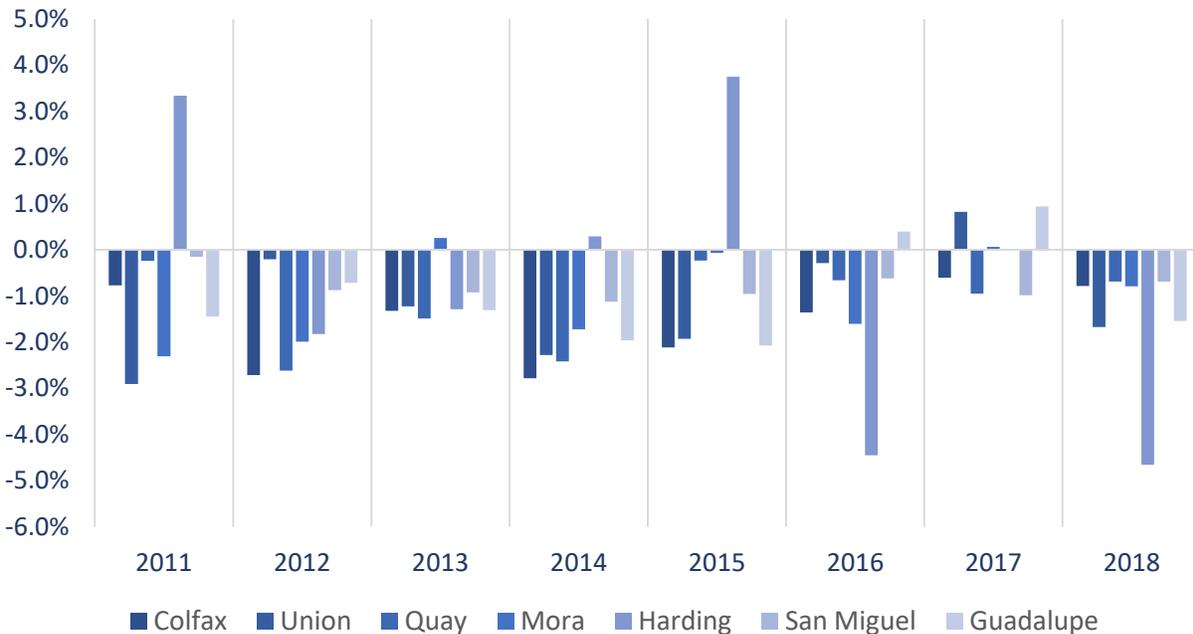
Demographics-Race and Ethnicity

Table 2: Region C Population, by Race and Ethnicity:

Race/Ethnicity	2010 Population	2018 Population	Change	% Change	2018 % of Total
White, Hispanic	40,616	37,758	(2,858)	(7%)	61.32%
White, Non-Hispanic	22,106	18,601	(3,505)	(16%)	30.21%
American Indian, Hispanic	1,022	1,205	183	18%	1.96%
Black, Non-Hispanic	630	792	162	26%	1.29%
Other, Hispanic	1,107	1,313	206	19%	2.13%
Other	1,534	1,904	370	24%	3.09%

United States Census Bureau, Annual Population Estimates
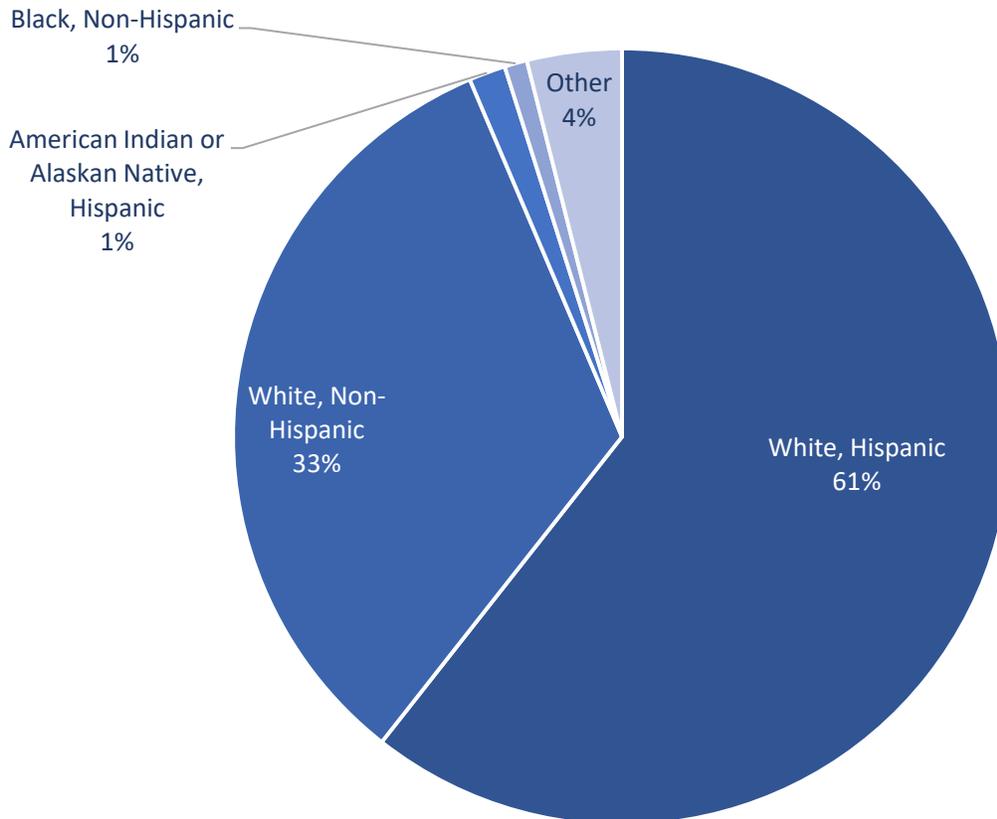
Demographics-Age

It is notable that the population of the region is both decreasing and aging. All age bands have declined in recent years, with the exception of those 65 years and older, which has increased at a rate of more than 23% since 2010.

Table 3: Region C Population, by Age:

Age Cohort	2010 Population	2018 Population	Change	% Change	2018 % of Cohort
Under 10	7,520	6,094	(1,426)	-19.0%	9.90%
10-19	8,801	7,127	(1,674)	-19.0%	11.57%
20-29	7,621	7,273	(348)	-4.6%	11.81%
30-39	7,058	6,761	(297)	-4.2%	10.98%
40-49	8,842	6,425	(2,417)	-27.3%	10.43%
50--64	15,355	13,295	(2,060)	-13.4%	21.59%
65+	11,819	14,597	2,778	23.5%	23.71%

United States Census Bureau, Annual Population Estimates

Demographics-Educational Attainment

Table 4: Region C Population by Educational Attainment:

Education Level	Population
Less than 9th Grade	5.8%
9th Grade to 12th Grade	11.6%
High School Diploma	35.1%
Some College	23.4%
Associate's Degree	5.7%
Bachelor's Degree	10.9%
Graduate Degree or Higher	7.6%

United States Census Bureau, American Community Survey

More than 58% of the population in the region has either a high school diploma and no college experience or some college experience and no degree.

The percentage who hold a bachelor's degree or higher (18.5%) is significantly lower than the national average of 30.9%.

The Employers

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

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

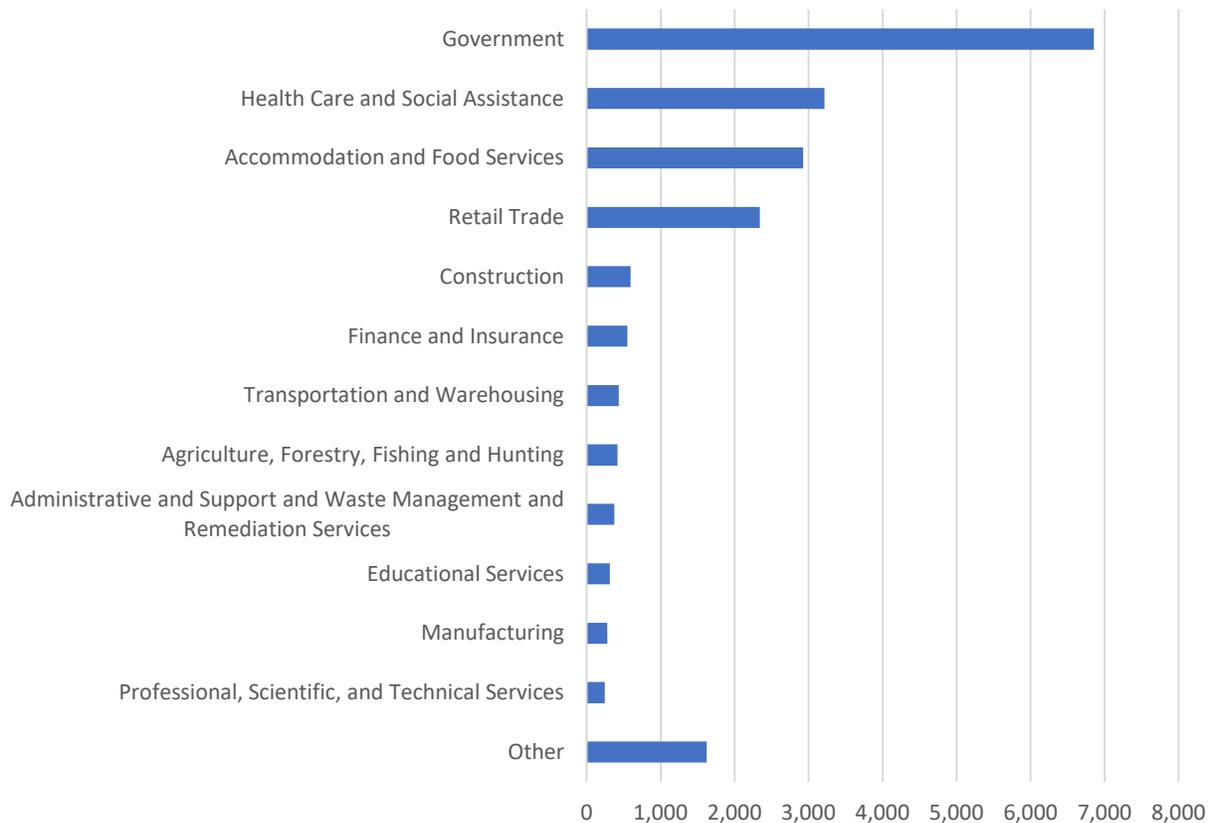### Employment, Top Industry Sectors, Region C

Table 5: Components of Top Industry Sectors, Region C:

Sector/Top Detailed Industries	2019 Jobs	Average Wages	Location Quotient
Government			
Education (Local Government)	1,933	$32,287	1.85
Local Government, Excluding Education and Hospitals	1,496	$32,921	1.98
Education (State Government)	1,252	$24,778	3.46
State Government, Excluding Education and Hospitals	1,027	$49,147	3.45
Health Care and Social Assistance			
Services for the Elderly and Persons with Disabilities	1,016	$15,025	4.03
General Medical and Surgical Hospitals	560	$53,136	0.90
Home Health Care Services	486	$12,108	2.49
Offices of Physicians	160	$65,823	0.46
Nursing Care Facilities (Skilled Nursing Facilities)	154	$40,198	0.73
Accommodation and Food Services			
Restaurants and Other Eating Places	1,506	$13,134	1.07
Hotels (except Casino Hotels) and Motels	1,048	$19,475	4.87
Retail Trade			
Gasoline Stations with Convenience Stores	474	$20,752	4.34
Other Gasoline Stations	428	$22,899	31.84
General Merchandise Stores, Warehouse Clubs, Supercenters	377	$24,045	1.46
Supermarkets and Other Grocery (except Convenience) Stores	279	$20,823	0.84
Pharmacies and Drug Stores	104	$30,685	1.13
Automotive Parts and Accessories Stores	85	$25,611	1.73
Construction			
Residential Building Construction	144	$28,136	1.32
Highway, Street, and Bridge Construction	88	$30,735	1.96
Plumbing, Heating, and Air-Conditioning Contractors	83	$36,440	0.56
Commercial and Institutional Building Construction	68	$40,383	0.77
Electrical Contractors and Other Wiring Installation Contractors	63	$41,790	0.50

Sector/Top Detailed Industries	2019 Jobs	Average Earnings	Location Quotient
Finance and Insurance			
Commercial Banking	319	$47,603	1.81
Insurance Agencies and Brokerages	95	$35,267	0.65
Credit Unions	59	$37,775	1.63
Transportation and Warehousing			
Taxi Service	164	$18,302	34.77
Couriers and Express Delivery Services	68	$46,664	0.79
Rail Transportation	62	$103,136	2.11

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Detailed Industries by County

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

Table 6: Employment by Industry, Colfax County, 2019:

Colfax	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Hotels (except Casino Hotels) and Motels	441	$24,644	8.84	43.8%
Restaurants and Other Eating Places	408	$13,844	1.25	28.4%
Local Government, Excluding Education and Hospitals	374	$34,235	2.14	38.0%
State Government, Excluding Education and Hospitals	356	$52,218	5.16	53.9%
Civic and Social Organizations	353	$19,508	29.75	22.9%
Education (Local Government)	321	$36,050	1.32	53.6%
Education (State Government)	173	$48,219	2.07	49.7%
RV (Recreational Vehicle) Parks and Recreational Camps	169	$36,655	81.03	48.5%
Other Gasoline Stations	107	$21,042	34.26	38.3%
Supermarkets and Other Grocery Stores	98	$21,447	1.27	33.7%

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Table 7: Employment by Industry, Guadalupe County, 2019:

Guadulupe	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Hotels (except Casino Hotels) and Motels	221	$17,724	13.6	48.9%
Education (Local Government)	184	$32,181	2.3	55.4%
Restaurants and Other Eating Places	168	$12,122	1.6	32.7%
Other Gasoline Stations	156	$24,917	153.0	28.8%
Local Government, Excluding Education and Hospitals	140	$28,483	2.4	32.9%
Facilities Support Services	121	$41,982	78.0	38.0%
General Medical and Surgical Hospitals	70	$36,387	1.5	37.1%
Gasoline Stations with Convenience Stores	66	$21,612	8.0	0.0%
State Government, Excluding Education and Hospitals	57	$46,809	2.5	49.1%
Other Outpatient Care Centers	28	$76,096	4.3	0.0%

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Table 8: Employment by Industry, Harding County, 2019:

Harding	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Education (Local Government)	37	$45,680	4.14	N/A
Local Government, Excluding Education and Hospitals	25	$24,848	3.87	N/A
Animal Production	23	$28,217	76.16	N/A

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Table 9: Employment by Industry, Mora County, 2019:

Mora	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Education (Local Government)	127	$26,883	3.35	N/A
Local Government, Excluding Education and Hospitals	94	$37,534	3.44	N/A
Other Outpatient Care Centers	78	$33,695	24.48	N/A
Home Health Care Services	52	$7,606	7.32	N/A
Services for the Elderly and Persons with Disabilities	48	$15,750	5.26	N/A
Animal Production	32	$29,752	25.31	N/A
State Government, Excluding Education and Hospitals	30	$39,273	2.74	N/A
Federal Government, Civilian, Excluding Postal Service	25	$54,287	2.35	N/A
Electric Power Transmission, Control, and Distribution	22	$75,613	19.08	N/A

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Table 10: Employment by Industry, Quay County, 2019:

Quay	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Restaurants and Other Eating Places	275	$12,166	1.41	N/A
Local Government, Excluding Education and Hospitals	261	$34,847	2.51	37.9%
Education (Local Government)	228	$39,459	1.58	57.5%
Education (State Government)	199	$22,804	3.98	49.7%
Hotels (except Casino Hotels) and Motels	180	$14,815	6.08	40.6%
General Medical and Surgical Hospitals	124	$77,772	1.44	N/A
Gasoline Stations with Convenience Stores	122	$22,277	8.07	32.8%
State Government, Excluding Education and Hospitals	107	$49,497	2.61	N/A
Highway, Street, and Bridge Construction	63	$29,703	10.18	N/A

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Table 11: Employment by Industry, San Miguel County, 2019:

San Miguel	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Education (Local Government)	920	$29,419	1.99	50.8%
Education (State Government)	873	$20,518	5.46	49.7%
Services for the Elderly and Persons with Disabilities	822	$13,792	7.37	47.4%
Hospitals (State Government)	664	$60,781	30.35	37.7%
Restaurants and Other Eating Places	568	$13,462	0.91	15.8%
Local Government, Excluding Education and Hospitals	487	$31,130	1.46	38.0%
State Government, Excluding Education and Hospitals	430	$48,383	3.27	54.0%
Home Health Care Services	380	$11,920	4.42	51.6%
General Merchandise Stores, Warehouse Clubs, Supercenters	314	$24,265	2.76	43.0%
General Medical and Surgical Hospitals	280	$45,083	1.02	46.4%

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Table 12: Employment by Industry, Union County, 2019:

Union	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Facilities Support Services	146	$42,224	105.91	N/A
Education (Local Government)	117	$32,357	1.66	N/A
Local Government, Excluding Education and Hospitals	115	$35,250	2.26	N/A
General Medical and Surgical Hospitals	80	$57,437	1.89	N/A
Hotels (except Casino Hotels) and Motels	72	$14,732	4.95	52.8%
Restaurants and Other Eating Places	71	$12,641	0.75	N/A
Commercial Banking	54	$55,903	4.51	N/A
Support Activities for Crop Production	49	$43,247	11.31	N/A
Gasoline Stations with Convenience Stores	47	$25,887	6.37	N/A
Supermarkets and Other Grocery Stores	39	$25,141	1.73	N/A

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The Jobs

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 13: Occupation Employment, Region C, 2010-2019:

Description	2010 Jobs	2019 Jobs	2010 - 2019 Change	2010 - 2019 % Change	Annual Openings	Median Annual Earnings
Personal Care Aides	609	1,257	648	106%	211	$17,711
Food Prep/Serving Workers, Fast Food	432	552	120	28%	119	$17,547
Taxi Drivers and Chauffeurs	12	122	110	917%	28	$23,317
Cooks, Restaurant	182	247	65	36%	40	$20,435
Farmworkers, Crop, Nursery, Greenhouse	117	178	61	52%	36	$18,888
Maintenance and Repair Workers, General	297	342	45	15%	41	$31,202
Secretaries and Administrative Assistants	688	723	35	5%	93	$30,335
General and Operations Managers	165	196	31	19%	20	$75,837
Waiters and Waitresses	411	441	30	7%	95	$17,305
Supervisors-Food Preparation and Serving	147	174	27	18%	30	$25,861
Customer Service Representatives	174	197	23	13%	29	$24,568
Recreation Workers	113	135	22	19%	26	$20,332
Dispatchers	16	36	20	125%	8	$19,964
Light Truck or Delivery Services Drivers	61	81	20	33%	11	$25,347
Farmworkers, Farm, Aquacultural Animals	53	72	19	36%	17	$24,521
Bartenders	69	87	18	26%	19	$17,690
Health Technologists and Technicians	18	36	18	100%	5	$62,224
Supervisors of Personal Service Workers	41	57	16	39%	7	$32,060
Dining Room/Cafe Attendants, Bar Helpers	89	104	15	17%	20	$17,856
Laborers, Freight/Material Movers, Hand	121	136	15	12%	22	$26,052
Cashiers	946	960	14	1%	199	$19,062
Food Batchmakers	11	24	13	118%	5	$18,238
Sales Representatives, Services, All Other	31	43	12	39%	7	$45,156
Substance Abuse, Behavioral Disorder, Mental Health Counselors	39	51	12	31%	8	$49,739

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 14: Projected Change, Occupations, 2016-2026, Region C:

High Quality Career	2016 Jobs	2026 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Management Occupations						
General and Operations Managers	193	213	20	10%	19	$75,837
Education Administrators, Postsecondary	29	36	7	24%	3	$70,435
Education Administrators, Elementary/Secondary	41	46	5	12%	4	$73,984
Social and Community Service Managers	19	24	5	26%	2	$56,890
Financial Managers	23	28	5	22%	2	$78,445
Property, Real Estate, Association Managers	12	15	3	25%	1	$37,694
Education Administrators, All Other	11	13	2	18%	1	$70,723
Farmers, Ranchers, Other Agricultural Managers	63	65	2	3%	6	$66,692
Medical and Health Services Managers	45	46	1	2%	4	$91,536
Food Service Managers	17	18	1	6%	2	$48,360
Business and Financial Operations Occupations						
Business Operations Specialists, All Other	79	84	5	6%	8	$58,381
Fundraisers	17	19	2	12%	2	$50,558
Management Analysts	34	35	1	3%	3	$89,158
Human Resources Specialists	33	33	0	0%	3	$50,792
Compliance Officers	17	17	0	0%	2	$60,819
Training and Development Specialists	25	25	0	0%	3	$56,241
Construction Occupations						
Plumbers, Pipefitters, and Steamfitters	33	40	7	21%	5	$39,979
Electricians	37	43	6	16%	6	$46,810

High Quality Career	2016 Jobs	2026 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Transportation and Material Moving Occupations						
Heavy and Tractor-Trailer Truck Drivers	145	167	22	15%	20	$39,199
Architecture and Engineering Occupations						
Mechanical Drafters	18	21	3	17%	2	$82,564
Surveying and Mapping Technicians	10	13	3	30%	2	$43,202
Education, Training and Library Occupations						
Postsecondary Teachers	499	551	52	10%	50	$34,556
Preschool Teachers, Except Special Education	60	75	15	25%	9	$31,759
Secondary School Teachers	173	177	4	2%	16	$47,861
Production Occupations						
Water, Wastewater Plant and System Operators	37	44	7	19%	4	$34,265
Welders, Cutters, Solderers, and Brazers	31	36	5	16%	4	$43,068

The Talent Development Ecosystem

Assets

CTE Region C is served by Regional Education Centers #3 and #4. Postsecondary educational institutions in the region include New Mexico Highlands University, Mesalands Community College and Luna Community College.

Awards

In 2018, the most recent academic year for which data are available, 1,369 degrees and certificates were awarded by these institutions, including 1,111 degrees.

Workforce Equilibrium

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

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

Table 15: Program Awards and Openings in Related Occupations, Region C:

Description	2018 Awards	Openings-Related Occupations	2019 Jobs	Equilibrium Value
Clinical/Medical Social Work	271	14	122	257
Business Administration and Management, General	173	45	465	128
Registered Nursing/Registered Nurse	68	25	438	43
Psychology, General	56	2	21	55
Counselor Education/School Counseling and Guidance Services	54	7	59	47
Special Education and Teaching, General	42	42	386	1
Physical Education Teaching and Coaching	41	36	369	5
Biology/Biological Sciences, General	34	0	3	34
Kindergarten/Preschool Education and Teaching	31	12	99	19
Curriculum and Instruction	27	1	9	26
Electromechanical and Instrumentation and Maintenance Technologies/Technicians, Other	26	0	2	26
Criminal Justice/Safety Studies	26	2	26	24
Liberal Arts and Sciences, General Studies and Humanities, Other	26	0	0	26
General Studies	25	0	0	25
Elementary Education and Teaching	21	18	224	3
Pre-Nursing Studies	21	31	500	(10)
Educational Leadership and Administration, General	20	9	98	11
Computer Support Specialist	19	9	92	11
Liberal Arts and Sciences/Liberal Studies	18	50	503	(32)
Dental Assisting/Assistant	17	8	57	9
Computer and Information Sciences, General	17	6	82	11
Chemistry, General	14	0	3	14
Health Teacher Education	12	25	302	(13)
Social Sciences, Other	12	1	9	11
English Language and Literature, General	11	50	503	(39)
Clinical/Medical Social Work	271	14	122	257

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

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