

2020

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



Trevor Stokes

NS4ED

1/1/2020

Region I

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 high school 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 I comprises a number of school districts and charter schools:

- Clovis Municipal
- Dora Consolidated
- Elida Municipal
- Floyd Municipal
- Fort Sumner Municipal
- Grady Municipal
- Melrose
- Portales Municipal
- Texico Municipal

Regional Education Cooperatives (REC) 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 Cooperative #6.

Two degree-granting postsecondary institutions serve the area: Eastern New Mexico University and Clovis Community College. The districts lie primarily in Curry, Roosevelt and De Baca Counties, all of which are within the Eastern Workforce Region.

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

The Key Findings

The People

- CTE Region I has seen uneven population trends over recent years, with only Curry County experiencing slightly net positive growth since 2010. Combined, the region's population has decreased 1.5% since that time, including a 12.2% decline in De Baca County.
- It is notable that the population of the region is aging. The youngest age bands have declined in recent years, while those 65 years and older have increased significantly (11.8%) since 2010.
- 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 (20.3%) 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. Retail Trade
4. Agriculture, Forestry, Fishing and Hunting
5. Accommodation and Food Service
6. Transportation and Warehousing
7. Manufacturing
8. Construction

One of the unique characteristics of this region is the concentration of the *Transportation and Warehousing* industry and the services that support it. For example, workers in this region are concentrated in the *Long Distance Trucking* industry at a rate more than 10 times the national average and in Rail Transportation at more than 8 times the average. The manufacturing sector also has concentrations of particular industries in this region, with particular strength in Food and Beverage Manufacturing, including Dairy Products, Snack Foods and Animal Foods.

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

- Eastern New Mexico University
- City of Clovis
- Southwest Cheese
- Walmart Supercenter
- Plains Regional Medical Center

The Jobs

The occupation families with the largest projected growth include:

1. Food Preparation and Serving Occupations (354 new jobs)
2. Business and Financial Operations (249)

3. Transportation and Material Moving (202)
4. Health Care Practitioners and Technical (195)
5. Personal Care and Service Occupations (182)
6. Community and Social Service Occupations (114)
7. Production Occupations (103)

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 Education, Training and Library cluster, including projected growth at all levels of public school teachers. Significant growth is also projected in the Health Sciences cluster, including Registered Nurses (\$67,750, 73 new jobs), Licensed Practical Nurses (\$49,548, 6) and Clinical Laboratory Technologists (\$44,181, 7), and in Installation, Maintenance and Repair, including Aircraft Mechanics and Service Technicians (\$58,842, 5) and Industrial Machinery Mechanics (\$57,584,13).

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.

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.

Installation, Maintenance and Repair

Some of the region’s most in-demand careers involve the installation, maintenance and repair of equipment, infrastructure and systems. Without accumulating crushing loads of college debt, individuals can develop high-demand skill sets that command higher-than-average wages. Careers like Industrial Machinery Mechanics, Telecommunication Equipment Installers and HVAC Installers are high-quality careers that support some of the region’s highest-priority industries.

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

- Skilled construction trades
- Health Care Practitioners and Technical Occupations

The People

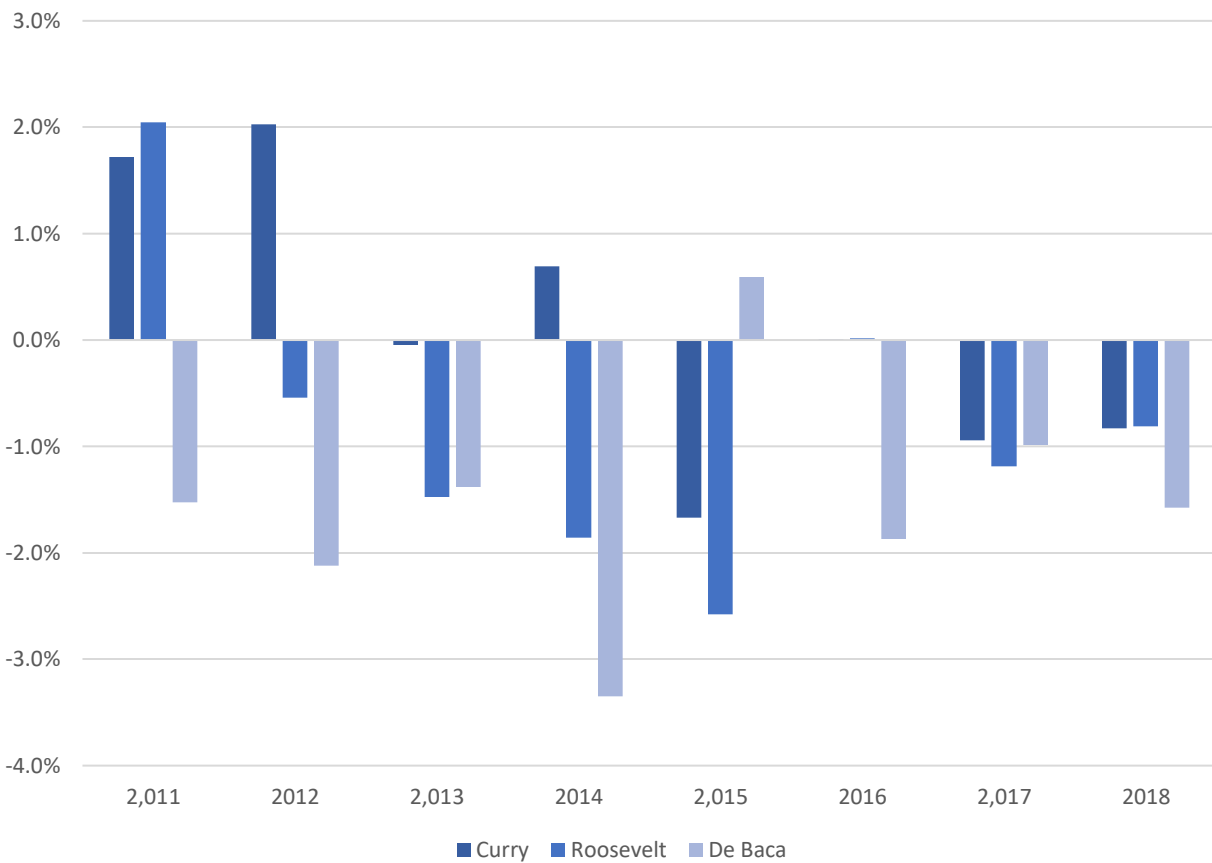
Population

There are 3,508 students enrolled in grades 9-12 across the region's eight school districts. Trends in the region's population will have an obvious effect on that enrollment and warrants regular analysis. CTE Region I has seen uneven population trends over recent years, with only Curry County experiencing slightly net positive growth since 2010. Combined, the region's population has decreased 1.5% since that time, including a 12.2% decline in De Baca County.

Table 1: Population by County, 2010-2018:

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Curry	48,963	49,806	50,799	50,775	51,115	50,299	50,303	49,842	49,437
Roosevelt	20,022	20,432	20,323	20,028	19,656	19,140	19,143	18,905	18,743
De Baca	2,029	1,998	1,955	1,927	1,859	1,871	1,833	1,813	1,781

Population, by Annual Percentage Change, by County

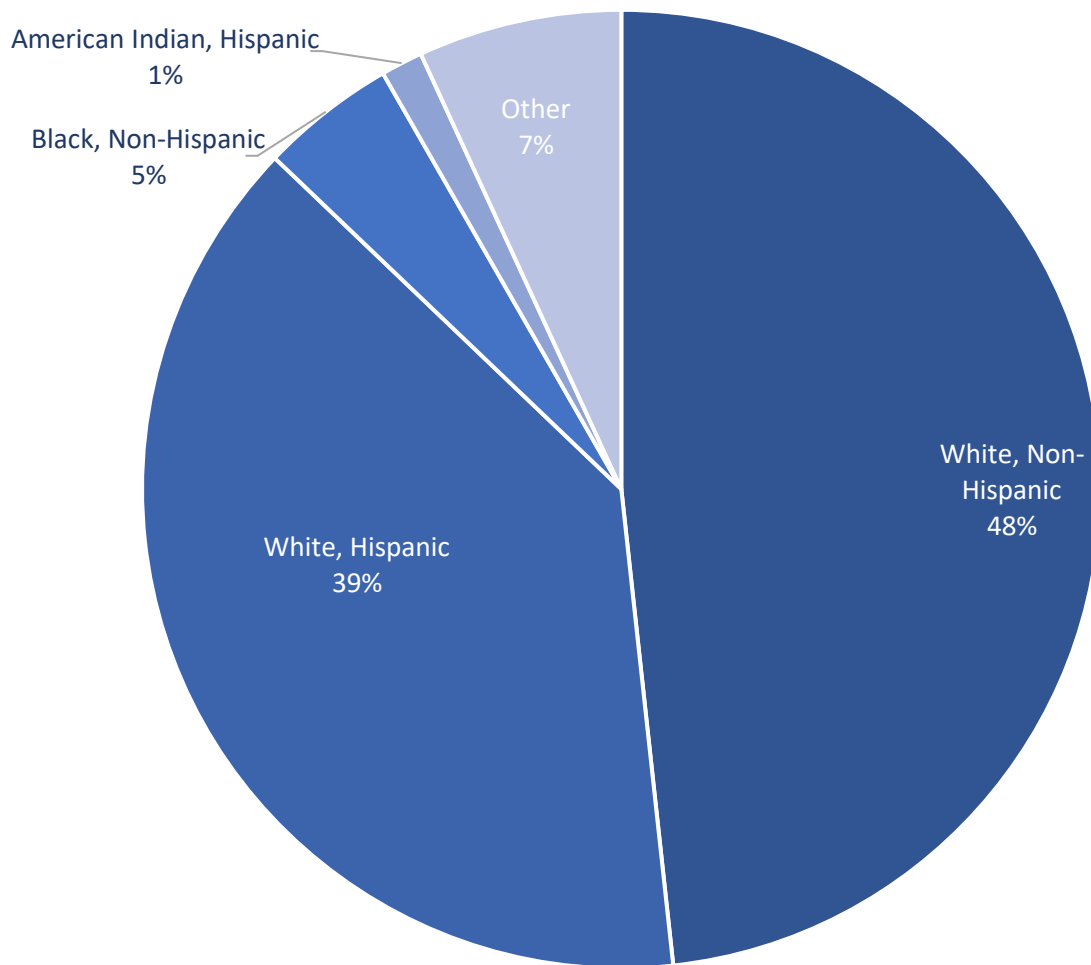


Demographics-Race and Ethnicity

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

Race/Ethnicity	2010 Population	2018 Population	Change	% Change	2018 % of Total
White, Non-Hispanic	37,241	33,771	(3,470)	-9.3%	48.3%
White, Hispanic	25,795	27,190	1,395	5.4%	38.9%
Black, Non-Hispanic	3,155	3,203	48	1.5%	4.6%
American Indian, Hispanic	846	989	143	16.9%	1.4%
Other, Hispanic	1,464	1,765	301	20.6%	2.5%
Other	2,514	3,043	529	21.0%	4.3%

United States Census Bureau, Annual Population Estimates



Demographics-Age

It is notable that the population of the region is aging. The youngest age bands have declined in recent years, while those 65 years and older have increased significantly (11.8%) since 2010.

Table 3: Region I Population, by Age:

Age Cohort	2010 Population	2018 Population	Change	% Change	2018 % of Cohort
Under 10	11,454	10,440	(1,014)	-8.9%	14.9%
10-19	10,662	9,859	(803)	-7.5%	14.1%
20-29	12,139	13,188	1,049	8.6%	18.9%
30-39	8,776	9,415	639	7.3%	13.5%
40-49	8,322	6,908	(1,414)	-17.0%	9.9%
50-64	11,275	10,782	(493)	-4.4%	15.4%
65+	8,385	9,371	986	11.8%	13.4%

United States Census Bureau, Annual Population Estimates

Demographics-Educational Attainment

Table 4: Region I Population by Educational Attainment:

Education Level	Population
Less than 9 th Grade	8.3%
9 th Grade to 12 th Grade	10.9%
High School Diploma	27.6%
Some College	25.6%
Associate's Degree	7.4%
Bachelor's Degree	12.7%
Graduate Degree or Higher	7.5%

United States Census Bureau, American Community Survey

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 (20.3%) is significantly lower than the national average of 30.9%.

The Employers

To gain perspective on the businesses who employ workers in Region I, 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 I



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

Sector/Top Detailed Industries	2019 Jobs	Average Wages	Location Quotient
Government			
Federal Government, Military	5,107	\$62,487	13.60
Education (Local Government)	2,448	\$34,193	1.57
Education (State Government)	962	\$32,056	1.78
Local Government, Excluding Education and Hospitals	930	\$38,932	0.83
Health Care and Social Assistance			
Home Health Care Services	623	\$17,584	2.13
General Medical and Surgical Hospitals	542	\$80,953	.58
Services for the Elderly and Persons with Disabilities	313	\$16,366	.82
Nursing Care Facilities (Skilled Nursing Facilities)	301	\$32,526	.96
Vocational Rehabilitation Services	275	\$27,125	4.16
Agriculture, Forestry, Fishing and Hunting			
Animal Production	2,188	\$36,795	42.24
Support Activities for Crop Production	295	\$39,510	3.06
Crop Production	66	\$38,379	.62
Support Activities for Animal Production	54	\$37,804	8.93
Transportation and Warehousing			
Rail Transportation	377	\$98,595	8.60
Specialized Freight (except Used Goods) Trucking, Long-Distance	285	\$52,643	10.49
Specialized Freight (except Used Goods) Trucking, Local	130	\$43,529	2.88
General Freight Trucking, Long-Distance	103	\$48,343	0.67

Sector/Top Detailed Industries	2019 Jobs	Average Earnings	Location Quotient
Manufacturing			
Dairy Product (except Frozen) Manufacturing	622	\$51,068	24.73
Snack Food Manufacturing	122	\$23,953	10.65
Animal Food Manufacturing	85	\$47,649	6.88
Breweries	50	\$16,072	3.08
Agricultural Implement Manufacturing	49	\$53,850	3.14
Coating, Engraving, Heat Treating, and Allied Activities	39	\$60,281	1.42
Forging and Stamping	36	\$20,254	1.80
Construction			
Commercial and Institutional Building Construction	165	\$40,809	1.23
Electrical Contractors and Other Wiring Installation Contractors	158	\$43,684	0.83
Plumbing, Heating, and Air-Conditioning Contractors	128	\$38,100	0.57
Residential Building Construction	118	\$24,484	0.72
Poured Concrete Foundation and Structure Contractors	107	\$45,600	2.37
Highway, Street, and Bridge Construction	75	\$66,564	1.10

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, Curry County, 2019:

Curry	2019 Jobs	Average Wages/Earnings	Location Quotient	Age 45+
Federal Government, Military	5,057	\$62,889	17.47	3.3%
Education (Local Government)	1,840	\$32,425	1.53	46.7%
Animal Production	1,321	\$36,474	33.07	44.1%
Federal Government, Civilian, Excluding Postal Service	820	\$47,015	2.37	44.1%
Home Health Care Services	623	\$17,584	2.76	50.6%
Local Government, Excluding Education and Hospitals	598	\$39,503	0.69	46.0%
General Medical and Surgical Hospitals	541	\$80,985	0.76	45.7%
Dairy Product (except Frozen) Manufacturing	424	\$47,507	21.86	24.1%
Rail Transportation	321	\$98,595	9.48	40.5%
Vocational Rehabilitation Services	275	\$27,125	5.39	44.7%

Economic Modelling Specialists International

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

Roosevelt	2019 Jobs	Average Wages/Earnings	Location Quotient	Age 45+
Education (State Government)	873	\$32,062	7.60	49.0%
Animal Production	849	\$36,433	77.06	38.0%
Education (Local Government)	566	\$40,162	1.71	47.9%
Local Government, Excluding Education and Hospitals	238	\$39,922	0.99	46.2%
Hospitals (Local Government)	214	\$72,885	7.58	56.1%
Specialized Freight (except Used Goods) Trucking, Long-Distance	204	\$55,665	35.27	55.4%
Dairy Product (except Frozen) Manufacturing	198	\$58,693	37.00	N/A
Services for the Elderly and Persons with Disabilities	126	\$16,379	1.56	53.2%
Snack Food Manufacturing	122	\$23,953	50.07	43.4%
Support Activities for Crop Production	122	\$37,637	5.96	N/A

Economic Modelling Specialists International

Table 8: Employment by Industry, De Baca County, 2019:

De Baca	2019 Jobs	Average Wages/ Earnings	Location Quotient	Age 45+
Local Government, Excluding Education and Hospitals	94	\$32,797	5.15	N/A
Education (Local Government)	43	\$31,288	1.69	N/A
Other Outpatient Care Centers	41	\$43,000	19.12	N/A
Education (State Government)	24	\$31,187	2.73	N/A
Animal Production	18	\$77,228	21.56	N/A
Water and Sewer Line and Related Structures Construction	12	\$25,411	20.17	N/A
Support Activities for Crop Production	12	\$34,997	7.81	N/A
Crop Production	12	\$38,688	6.67	N/A

Economic Modelling Specialists International

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 9: Occupation Employment, Region I, 2010-2019:

Description	2010 Jobs	2019 Jobs	2010 - 2019 Change	2010 - 2019 % Change	Annual Openings	Median Annual Earnings
Personal Care Aides	483	770	287	59%	121	\$18,954
Food Prep/Serving Workers, Including Fast Food	551	801	250	45%	158	\$17,341
Logisticians	52	196	144	277%	27	\$75,102
Heavy and Tractor-Trailer Truck Drivers	491	611	120	24%	87	\$37,814
Farmworkers, Ranch, and Aquacultural Animals	250	370	120	48%	67	\$22,884
Food Batchmakers	70	145	75	107%	26	\$32,202
Aircraft Mechanics and Service Technicians	109	176	67	61%	24	\$58,842
Cooks, Restaurant	239	304	65	27%	47	\$20,922
Farmworkers, Crop, Nursery, and Greenhouse	821	883	62	8%	176	\$19,229
Substitute Teachers	263	323	60	23%	48	\$26,213
General and Operations Managers	308	366	58	19%	40	\$79,848
Customer Service Representatives	243	294	51	21%	47	\$27,933
Managers, All Other	139	188	49	35%	21	\$90,843
Laborers/Freight, Stock, and Material Movers	284	331	47	17%	51	\$27,930
Airline Pilots, Copilots, and Flight Engineers	65	106	41	63%	15	\$132,438
Sales Representatives, Services, All Other	60	96	36	60%	17	\$39,371
Emergency Medical Technicians, Paramedics	39	74	35	90%	9	\$32,265
Supervisors-Food Preparation and Serving	154	187	33	21%	32	\$23,377
Maintenance and Repair Workers, General	341	374	33	10%	42	\$30,108
Inspectors, Sorters, Samplers, Weighers	49	82	33	67%	12	\$62,236
Packaging/Filling Machine Operators & Tenders	84	115	31	37%	16	\$23,446
Human Resources Specialists	107	133	26	24%	17	\$46,230
Medical Assistants	92	117	25	27%	16	\$28,315
Industrial Machinery Mechanics	68	92	24	35%	11	\$57,584

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 10: Projected Change, Occupations, 2016-2026, Region I:

High Quality Career	2016 Jobs	2026 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Health Care Practitioners and Technical Occupations						
Registered Nurses	427	500	73	17%	33	\$67,750
Nurse Practitioners	18	28	10	56%	2	\$114,645
Radiologic Technologists	40	48	8	20%	3	\$53,212
Licensed Practical and Licensed Vocational Nurses	80	86	6	8%	7	\$49,548
Physical Therapists	27	34	7	26%	2	\$97,092
Surgical Technologists	19	26	7	37%	3	\$42,710
Clinical Laboratory Technologists and Technicians	49	56	7	14%	5	\$44,181
Business and Financial Operations						
Logisticians	46	218	172	374%	34	\$75,102
Human Resources Specialists	121	147	26	21%	16	\$46,230
Management Analysts	28	36	8	29%	4	\$62,348
Financial Analysts	28	31	3	11%	3	\$133,119
Accountants and Auditors	84	86	2	2%	9	\$53,231
Credit Analysts	11	12	1	9%	1	\$51,588
Transportation and Material Moving						
Airline Pilots, Copilots, and Flight Engineers	99	120	21	21%	14	\$132,438
Air Traffic Controllers	29	33	4	14%	3	\$84,389

High Quality Career	2016 Jobs	2026 Jobs	New Jobs	% Change	Annual Openings	Average Earnings
Management						
Medical and Health Services Managers	48	63	15	31%	6	\$91,598
Financial Managers	40	48	8	20%	4	\$83,805
Human Resources Managers	71	78	7	10%	7	\$98,742
Education Administrators	54	60	6	11%	6	\$82,956
Industrial Production Managers	13	18	5	38%	2	\$95,227
Social and Community Service Managers	16	21	5	31%	2	\$58,453
Computer and Information Systems Managers	21	23	2	10%	2	\$89,156
Installation, Maintenance and Repair						
Aircraft Mechanics and Service Technicians	187	192	5	3%	18	\$58,842
Industrial Machinery Mechanics	90	103	13	14%	10	\$57,584
Supervisors-Mechanics, Installers, and Repairers	135	137	2	1%	13	\$61,938
Electronics Repairers, Commercial and Industrial	39	49	10	26%	5	\$51,256
Mobile Heavy Equipment Mechanics	39	45	6	15%	5	\$54,735
Education, Training and Library Occupations						
Secondary School Teachers	177	192	15	8%	16	\$54,643
Elementary School Teachers	293	308	15	5%	26	\$49,524
Middle School Teachers	182	184	2	1%	15	\$54,888
Architecture and Engineering						
Computer Hardware Engineers	18	21	3	17%	2	\$77,236
Civil Engineers	27	30	3	11%	3	\$83,616
Engineering Technicians	11	13	2	18%	2	\$63,532
Computer Occupations						
Computer User Support Specialists	78	88	10	13%	8	\$41,820
Computer Systems Analysts	19	23	4	21%	2	\$84,609
Software Developers, Applications	11	13	2	18%	1	\$81,327

The Talent Development Ecosystem

Assets

CTE Region I is served by Regional Education Center #6. Postsecondary educational institutions in the Region include Eastern New Mexico University and Clovis Community College.

Awards

In 2018, the most recent academic year for which data are available, 2,349 degrees and certificates were awarded by these institutions, including 2,010 which were awarded in programs not offered as distance education.

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 11: Program Awards and Openings in Related Occupations, Region I:

Description	2018 Awards	Openings-Related Occupations	2019 Jobs	Equilibrium Value
Registered Nursing/Registered Nurse	132	33	453	99
Business Administration and Management, General	116	84	857	32
Audiology/Audiologist and Speech-Language Pathology	110	2	21	108
Education, General	92	106	1,172	(14)
Emergency Care Attendant (EMT Ambulance)	84	9	74	75
Licensed Practical/Vocational Nurse Training	67	7	77	60
Cosmetology/Cosmetologist, General	57	6	44	51
Teacher Assistant/Aide	50	39	321	11
Computer and Information Sciences, General	48	15	160	33
Physical Education Teaching and Coaching	45	36	391	9
Criminal Justice/Safety Studies	45	3	38	42
Clinical/Medical Social Work	41	20	140	21
Speech Communication and Rhetoric	39	2	17	37
Nursing Assistant/Aide and Patient Care Assistant/Aide	39	28	239	11
Biology/Biological Sciences, General	34	3	28	31
Psychology, General	34	3	32	31
Welding Technology/Welder	32	9	67	23
Aviation/Airway Management and Operations	31	3	31	28
Nail Technician/Specialist and Manicurist	23	0	0	23
Anthropology	18	1	6	17
Special Education and Teaching, General	17	61	488	(44)
Automation Engineer Technology/Technician	16	0	0	16
Elementary Education and Teaching	16	26	293	(10)
Music, General	14	5	37	9
Registered Nursing/Registered Nurse	132	33	453	99
Business Administration and Management, General	116	84	857	32

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

NS4ED

200 E Broadway
Maryville, TN

NS4ed.com

Joseph Goins, President

