

Cibola County Workforce Profile

Developed by SER – Jobs for Progress For the Northern Area Local Workforce Board

Source: Excerpts from, Abe Pena's Memories of Cibola

Cibola County was created June 19, 1981. It is the last county to form in the state of New Mexico. It was named after the Seven Cities of Cibola, and Grants is the county seat. Cibola County is rich in mining, including uranium. Tourism, milling, camping and outdoor sports are major assets. Beautiful Wide-open spaces are abundant in Cibola County.



Source: Linkpendium Cibola County Genealogy and Family History

Before the town of Grants was known as Grants, it was called Los Alamitos. There were only three or four Hispanic families living in Los Alamitos when the railroad came through, in 1882. Some of the families had come from Seboyeta, looking for grass for their livestock and fertile soil for crops; one of these families was that of Antonio Chávez. The family of Jesús Blea came from Santa Rosa, on the Pecos River. Many of the descendants of those original families still live in the area.

The coming of the railroad led to the rapid development of Grants and the land of Cibola. The tent city on the west side of town sheltered thousands of workers who came to build the Atlantic and Pacific Railroad, work that was subcontracted to the three Grant brothers, from Canada. Among the workers was a large contingent of Filipinos, who helped to cut the railway heading west.

The entrepreneur Simon Bibo purchased 160 acres from Jesús Blea and started a store and hotel, as well as selling land to others. Several other businesses also sprang up along the railroad. Grants was a water and fuel stop for trains, both passenger and freight. The railroad drilled water well on the south side of the tracks and built a tower

to elevate the water tank. In the 1930s a tall, black elevator chute near the depot loaded coal on trains to produce the steam that powered the trains going east, and across the Continental Divide going west.



Source: Linkpendium Cibola County Genealogy and Family History

The Santa Fe Super Chief was one of the most popular passenger trains that stopped in Grants. Many recruits who went off to the world wars boarded trains in Grants on their way to forts, camps, and bases around the country. I used to ride the train to Las Cruces, when I was at New Mexico A & M in the late 1940s. I still remember how the collar of my shirt would get black after a twelve-hour ride, but there was something special about a steam engine puffing away.

Sheep were followed by cattle and cattle were followed by timber, in the evolution that moved Pueblo Indians, Hispanics, and Anglos into the cash economy. Carrots followed the timber industry, bringing the Navajos into the cash economy. The rich volcanic soil of the Bluewater Valley, west of town, produced premium carrots that brought high prices in the eastern markets. In 1950 when the price for carrots started slipping, the uranium boom began. Grants grew from twelve hundred people to nearly twelve thousand, and Milan grew from two hundred to three thousand. By the time the boom ended, in 1985, Grants was on its way to diversifying its economy, which has brought stability and prosperity to the land of Cibola.

Grants, where ancient trails meet modern highways, is now the county seat of Cibola County and the commercial and banking center for the area.

Cibola County is a county located in the U.S. state of New Mexico. As of 2000, the population was 25,595. Its county seat is Grants.

Geography According to the U.S. Census Bureau, the county has a total area of 11,763 km² (4,542 mi²). 11,756 km² (4,539 mi²) of it is land and 6 km² (2 mi²) of it (0.06%) is water.

Demographics As of the census of 2000, there were 25,595 people, 8,327 households, and 6,278 families residing in the county. The population density was 2/km² (6/mi²). There were 10,328 housing units at an average density of 1/km² (2/mi²). The racial makeup of the county was 39.61% White, 0.96% Black or African American, 40.32% Native American, 0.38% Asian, 0.05% Pacific Islander, 15.44% from other races, and 3.24% from two or more races. 33.42% of the population were Hispanic or Latino of any race.

There were 8,327 households out of which 38.00% had children under the age of 18 living with them, 50.60% were married couples living together, 18.30% had a female householder with no husband present, and 24.60% were non-families. 21.10% of all households were made up of individuals and 7.30% had someone living alone who was 65 years of age or older. The average household size was 2.95 and the average family size was 3.41.

In the county the population was spread out with 30.70% under the age of 18, 9.60% from 18 to 24, 27.50% from 25 to 44, 21.50% from 45 to 64, and 10.70% who were 65 years of age or older. The median age was 33 years. For every 100 females there were 95.50 males. For every 100 females age 18 and over, there were 92.20 males.

The median income for a household in the county was \$27,774, and the median income for a family was \$30,714. Males had a median income of \$27,652 versus \$20,078 for females. The per capita income for the county was \$11,731. About 21.50% of families and 24.80% of the population were below the poverty line, including 32.00% of those under age 18 and 17.70% of those ages 65 or over.

Source: Wikipedia, the free encyclopedia

Priority Industries and Industry Career Clusters:

The Northern Board has developed plans to provide all businesses with a range of value-added services to meet their workforce requirements. The services focus on referral of qualified applicants to any Northern Area business requesting the services. While workforce services will continue to be available to all businesses in the Northern Area, the Board's identification of priority industries reflects its intention to target businesses in priority industries. The purpose of identifying priority industries is to better focus the Northern Board's resources (and in accordance with New Mexico's One-Stop Guide), within an area. Selection of Priority Industries are or most likely will be high-growth/high-wage, to provide job and career opportunities for workers and to contribute significantly to the quality of life in the Northern Area and to the wealth of the state of New Mexico.

The Northern Board may designate an industry "priority" based on a number of factors, including the following: growing industry (i.e., increasing employment and payrolls); significant numbers of new and existing businesses; contribution to the Area's quality of life; clear paths or opportunities for career mobility and promotion; and high-wage, high-growth.

The following Industries meet the guidelines as identified by the NALWDB and are suggested priority industries:

- **Health and Social Services;**
- **Arts & Entertainment;**
- **Accommodation and Food Services;**

- **Construction**

Source: Work in New Mexico <http://www.workinnewmexico.gov/clusters.html>

Career clusters are groups of related industries that share common resources, like raw materials or equipment, and employ workers who have similar interests and abilities. New Mexico has identified 7 strategic market sectors or “clusters” as the foundation for its future economy-its careers and businesses.

Technological advances and global competition have transformed the nature of work. Jobs available today, and certainly the jobs available in the future, will require more knowledge, better skills, and more flexibility in the workplace.

Many issues challenge our education and economic systems – changing demographics, development and use of technology, generational differences in the workforce, among others. At the center of these challenges is a growing gap between the skills our economy demands and the preparedness of our workforce to meet these demands – the skills gap.

Historically there has been a shared commitment to integrate academic and technical learning based on standards; and connecting education with careers. The cluster level, is broader, and incorporates the skills and knowledge needed, regardless of what pathway or specialty is chosen. The pathway level narrows to a range of careers and skills and knowledge required for a specific Industry. Within each career cluster there are anywhere from two to seven career pathways. As a framework for grouping occupations according to common knowledge and skills, career clusters serve as an organizer for instruction. Sequences of courses can move learners through a progression of knowledge and skills, leading to attainment of durable, portable competency. Aligning instruction to the career cluster knowledge and skills creates a fundamentally different type of instruction where academic and technical instructions are blended and transitions among learner levels are seamless.

Career clusters offer individuals valuable options. They prepare workers to face the uncertainties and volatility of the 21st century job market with the skills to be successful in a number of potential careers.

Emphasizes for will be given to the NALWDB Priority of Industries and associated Industry Clusters focusing on:

- Skill requirements for specific jobs or career paths;
- Training requirements for emerging, incumbent and/or expanding workforces;
- Challenges pertaining to employee attraction and retention

Health Services in New Mexico is a booming healthcare industry, which has been one of the fastest growing sectors in the state's economy so far this decade. It is projected by the New Mexico Department of Labor to grow by thirty percent through 2012.

The New Mexico Department of Labor projects 47,870 new jobs will be created in the healthcare sector over the next 6 years. The fastest growth within the health services industry is anticipated to occur within the ambulatory health care services, approaching 44 percent and growing by 13,170 jobs. Nursing and residential care facilities are projected to add 4,460 jobs, equating to roughly 35 percent growth, growing from 12,770 jobs in 2002 to 17,230 in 2012. Social assistance employment is projected to increase by 41.4 percent, rising from 15,350 jobs in 2002 to 21,710 in 2012. In Cibola County there were 43 work locations in this industry in 2006, with a total of 1,143 employees.

The average weekly wage for Health Care and Social Assistance in Cibola County in 2nd Quarter, 2006 was \$555. This would be equivalent to \$13.88 per hour or \$28,860 per year, assuming a 40-hour week worked the year around.

❖ **Health and Biosciences Cluster Definition:** The career cluster is comprised of courses and/or programs related to planning, managing and providing diagnostic, therapeutic, and information and environmental services in health care and to planning, managing, and providing scientific professional and technical services in the biosciences, including laboratory testing and Research and Development.

❖ **Health and Biosciences Industry Sector Clusters:**

- Healthcare
- Information Technology
- Research and Development
- Homeland Security
- Social Services Home Medical Equipment
- Law

❖ **Types of Business in Health and Biosciences Industry Cluster:**

- | | |
|--------------------------|--------------------|
| • Home Medical Equipment | • Agri-engineering |
| • Hospitals | • Equipment Sales |

- Science Research and Development
- Telemedicine
- Social Work/Counseling
- Forensics
- Social Work/Counseling
- Environmental, Waste Engineering
- Electronic Records
- Medical Transcription
- Insurance
- Laboratory Testing
- Pharmaceuticals
- Disaster Management

❖ **Health and Biosciences Industry Cluster Transferable Knowledge and Skills:**

- Trigonometry
- Physical and Biological Sciences
- Business Strategy
- Drafting
- Technical Writing
- Grammar and Spelling
- Advanced Reading Comprehension
- Computer Programs and Systems
- Statistics
- Global Awareness
- Customer Service
- Listening
- Teamwork
- Public Speaking/Verbal Communication

Current Economic Related to Health Services Activity:

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

| Industry | Average Establishments | Employment | | | Average Employment | Average Weekly Wage |
|---|------------------------|------------|-------|-------|--------------------|---------------------|
| | | 04/06 | 05/06 | 06/06 | | |
| Health Care and Social Assistance | 43 | 1,129 | 1,162 | 1,137 | 1,143 | \$555 |
| Ambulatory Health Care Services | 21 | 415 | 416 | 418 | 416 | \$757 |
| Hospitals | *** | *** | *** | *** | *** | *** |
| Nursing and Residential Care Facilities | *** | *** | *** | *** | *** | *** |
| Social Assistance | 18 | 414 | 432 | 408 | 418 | \$337 |

Note: Asterisks indicate non-disclosable data

Arts and Entertainment industries, especially those tied to the state's diverse cultural and ethnic traditions have been at the heart of New Mexico's economy for hundreds of years.

Nationally, employment in the Arts and Entertainment sector has been on a rapid rise. At home, the New Mexico Economic Development Department has invested considerable resources to grow the state's film production sector and the New Mexico Department of Cultural Affairs has emphasized programs that prepare artists and designers to market and sell their work.

New Mexico's flourishing film industry has exploded over the last four years. Film-related investments have increased by 1,000%, jumping from \$8 million to \$100 million. 2006 has been a banner year for film production in New Mexico, serving more productions and training more crew than ever before. The membership of the New Mexico Union of Theatrical and Stage Employees has increased from 50 to 800.

The New Mexico Department of Cultural Affairs reports that cultural organizations employed more than 32,000 New Mexicans in 2003 and estimates that cultural industries have a \$2.5 billion impact on the state's economy. New Mexico has 6 museums per 100,000 people, more than twice the national average. In addition, the state has 127 performing arts companies that employ 1,600.

The New Mexico Department of Labor projects the number of jobs for art and design workers will increase by 1,700 through 2012. In Cibola County there were 17 work locations in this industry in 2006, with a total of 1,377 employees. The average weekly wage for Arts, Entertainment, and Recreation in Cibola County in 2nd Quarter, 2006 was \$471. This would be equivalent to \$11.78 per hour or \$24,492 per year, assuming a 40-hour week worked the year around.

Arts and Entertainment Cluster Definition: The career cluster is comprised of courses and/or programs related to visual and performing arts, and to planning, managing and providing entertainment and related support services.

❖ **Arts and Entertainment Industry Sectors:**

- Visual Arts
- Performing Arts
- Film Production
- Retail Trade
- Commercial Sports

❖ **Types of Business in Arts and Entertainment Industry Cluster:**

- Museum Management
- Gallery Management

- Consulting
- Fine Arts
- Arts and Crafts
- Theater and Live Performance
- Music and Musical Performance
- Teaching and Training
- Retail Trade
- Production Management
- Sports Teams
- Investment
- Logistics
- Transportation
- Warehousing/Facilities
- Public and Community Relations

Arts and Entertainment Industry Cluster Knowledge and Skills:

- Business Strategy
- Advanced Writing
- Reading Comprehension
- Customer Service
- Financial Accounting
- Logic
- Critical Thinking
- Public Speaking/Verbal Communication
- Computer Literacy
- Global Awareness
- Teamwork
- Listening
- Entrepreneurship
- Creativity

Current Economic Related to Arts and Entertainment Activity:

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

| Industry | Average Establishments | Employment | | | Average Employment | Average Weekly Wage |
|---------------------------------------|------------------------|------------|-------|-------|--------------------|---------------------|
| | | 04/06 | 05/06 | 06/06 | | |
| Arts, Entertainment and Recreation | 17 | 1,366 | 1,366 | 1,398 | 1,377 | \$471 |
| Museums, Parks and Historical Sites | *** | *** | *** | *** | *** | *** |
| Amusement, Gambling & Recreation Ind. | *** | *** | *** | *** | *** | *** |

Note: Asterisks indicate non-disclosable data

Accommodation and Food Services in New Mexico is recognized as one of the world’s leading tourist destinations. Its rich, ancient Native American and Hispanic history, art, peoples, cultures, traditions, and landscapes are virtually unparalleled in the United States and around the globe. The state’s Hospitality and Tourism industries are crucial to sustaining the New Mexico economy, and represent a fundamental

component of its future promise. The New Mexico Department of Labor projects this industry will grow by 27 percent or create 23,370 new jobs over the next 6 years. The Tourism Association of New Mexico estimate their industry generates over \$4.5 billion in expenditures annually and is New Mexico's second largest private sector industry. Projections say the industry will continue to grow. Food services and drinking places, the largest sector of employment in the industry, are projected to grow from 58,940 jobs to 73,660 or 25 percent through 2012 according to the New Mexico Department of Labor. Accommodations jobs are expected to grow by 19 percent, growing from 13,760 to 16,330 jobs. Amusement, gambling and recreation industries are expected to experience faster than average growth. This sub sector is expected to create 5,330 jobs, growing from 11,580 in 2002 to 16,910 in 2012 or 46 percent. In Cibola County there were 40 work locations in this industry in 2006, with a total of 650 employees. The average weekly wage for Accommodation and Food Services in Cibola County in 2nd Quarter, 2006 was \$198. This would be equivalent to \$4.95 per hour or \$10,296 per year, assuming a 40-hour week worked the year around.

❖ **Accommodation and Food Service Cluster Definition:** The career cluster is comprised of courses and/or programs related to hospitality and tourism and to planning, managing and providing lodging, food, recreation, convention and tourism, and related planning and support services such as travel-related services.

❖ **Accommodation and Food Service Industry Sectors:**

- Parks
- Cultural and Historical Sites
- Hotels and Lodging
- Gaming
- Food Services
- Travel and Tourism
- Wholesale and Retail Trade

❖ **Types of Business in Accommodation and Food Service Industry Cluster:**

- | | |
|---|--|
| <ul style="list-style-type: none"> • Travel • Tours • Restaurants • Catering • Hotels/Bed and Breakfast Inns • Resorts • Casinos • Special Event Planning | <ul style="list-style-type: none"> • Camps • Retail Trade • Grounds keeping and Landscaping • Logistics/Warehousing/Facilities • Visitors and Convention Bureaus • Marketing |
|---|--|

- Ticket Sales
- Equipment Rental
- Transportation

❖ **Accommodation and Food Service Industry Cluster Knowledge and Skills:**

- Geometry
- Finance
- Business Strategy
- Technical Writing
- Grammar and Spelling
- Reading Comprehension
- Computer Programs and Systems
- Statistics
- Global Awareness
- Customer Service
- Listening
- Teamwork
- Public Speaking/Verbal Communication

Current Economic Related to Accommodation and Food Services Activity:

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

| Industry | Average Establishments | Employment | | | Average Employment | Average Weekly Wage |
|-----------------------------------|------------------------|------------|-------|------|--------------------|---------------------|
| | | 04/06 | 05/06 | 6/06 | | |
| Accommodation and Food Services | 40 | 642 | 642 | 665 | 650 | \$198 |
| Accommodation | 11 | 202 | 199 | 197 | 199 | \$224 |
| Food Services and Drinking Places | 29 | 440 | 443 | 468 | 450 | \$186 |

Construction: Engineering, *construction* and manufacturing are the building blocks for designing, developing and producing any structure that shapes the world we live in or product that defines how we interact in that world. The New Mexico Economic Development Department has launched an aggressive campaign to recruit light manufacturers to the state with notable success. The state has an ever-growing aviation sector, including multinational corporations like Honeywell, GE Aircraft, and Eclipse Aviation. Food processing, another manufacturing sector has added jobs. Eastern New Mexico is home to the largest mozzarella and cheddar cheese manufacturing plants in the country. By the end of 2006, Merillat Industries will have completed construction of \$36 million, 260,000 square foot facility in Los Lunas where they will employ 700 New Mexicans and manufacture cabinets. According to the New Mexico Department of Labor manufacturing employment is expected to increase 12.8 percent from 2002 to 2012. Manufacturing is projected to add 4,930 jobs. The largest number of new jobs will be added in the manufacturing of computer and the electronic products sub sector, followed by food manufacturing. The projection in these sub sectors calls for job growth of 2,080 jobs or 18 percent and 1,180 or roughly 21 percent, respectively. Employment in construction in New Mexico is expected to grow by about 5,680 jobs or

12.4 percent through 2012. The largest growth will occur in building construction which is expected to increase by about 2,500 jobs followed by heavy and civil engineering construction which is projected to add 1,330 jobs or 15.6%. Specialty construction trade contractors are projected to grow by 1,820 jobs or 7.6 percent. In Cibola County there were 38 work locations in this industry in 2006, with a total of 410 employees. The average weekly wage for Construction in Cibola County in 2nd Quarter, 2006 was \$740. This would be equivalent to \$18.50 per hour or \$38,480 per year, assuming a 40-hour week worked the year around.

❖ **Construction Cluster Definition:** The Construction Cluster includes establishments primarily engaged in the construction of building or engineering projects. Establishments engaged in the preparation of sites for new construction and establishments engaged in subdividing land for sale as building sites are also included in this cluster. Activities of these establishments generally are managed at a fixed place of business, but construction activities are usually performed at multiple project sites. There are substantial differences in the types of equipment, work force skills and other inputs required by establishment is the construction cluster.

❖ **Construction Industry Sectors:**

- Architecture and Drafting
- Systems Integration Engineering
- Utility system construction
- Land Subdivision
- Highway, street and bridge construction
- Printing Technology
- Network Systems

❖ **Types of Business in Construction Industry Cluster:**

- Apprenticeship Programs
- Studio and Stage
- Paving, Surfacing
- Specialty Trade Contractors
- Residential Building Contractors
- Nonresidential Building Contractors
- Electric Contractors
- Plasters' Equipment and Installation

❖ **Construction Industry Transferable Knowledge and Skills:**

- Trigonometry
- Chemistry
- Business Management and Strategy

- Drafting and Blueprint Reading
- Technical Writing
- Grammar and Spelling
- Reading Comprehension
- Computer Programs and Systems
- Management
- Logic Process and Device Knowledge
- I/O Architecture and Design
- Signal Integrity Analysis
- Package Design and Analysis
- Electromagnetism
- ETest and In-line ETest (ECD) Manufacturing
- Tool Matching
- Excursion Control
- Cycle Time Improvement
- Cost Performance

Current Economic Related to Construction Activity:

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

| Industry | Average Establishments | Employment | | | Average Employment | Average Weekly Wage |
|--|------------------------|------------|-------|------|--------------------|---------------------|
| | | 04/06 | 05/06 | 6/06 | | |
| Construction | 38 | 406 | 414 | 411 | 410 | \$739 |
| Construction of Buildings | 10 | 39 | 39 | 39 | 39 | \$346 |
| Heavy and Civil Engineering Construction | 15 | 286 | 283 | 283 | 284 | \$896 |
| Specialty Trade Contractors | 13 | 81 | 92 | 89 | 87 | \$404 |

Economic Initiatives:

- **Sterling Homes, LLC.**, a New Mexico limited liability company is in the process of developing and building a manufacturing facility to construct manufactured, modular and other types of housing in Cibola County. The Company plans to build an 110,000 square foot facility, in the Grants, New Mexico area, or such other area that accommodates the infrastructure and land requirement to build the facility. Sterling Homes plans to develop a top-selling name brand of manufactured, modular and similar homes. During the construction phase, which will be from eight to ten months, approximately 90 full time jobs will be created. The General Contractor will be a New Mexico Company, and to the greatest extent possible will employ New Mexico residents. When the facility is fully operational it will provide 250 full time career opportunities ranging from \$28,080 per year for line employees, to

over \$250,000 per year for management. The Company will provide a professional training program for the retention of its employees.

- The outlook for film industry related jobs is very strong according the “Occupational Employment Projections”. The growth projected from 2002 to 2012 is strong in the following careers: Actors (33%), Audio and Video Equipment Technicians (35.6%), Editors (28.1%) and Media and Communication Workers, all others (27.7%). A Los Angeles film company, Ears XXI, plans to develop a media/film training program in collaboration with NMSU-Grants, for individuals seeking career opportunities in the Entertainment and Media Industries. These media/film industries are growing rapidly in New Mexico thanks to tax incentives provided by the State of New Mexico, as well as access to capital. The economic impact of the film industry in New Mexico has grown from \$8.8 million in 2002 to \$725 million in 2006. Feature films have an additional benefit to the communities where they are filmed. The economic impact is estimated at \$2-3 for every dollar spent on a feature film. “Using a common industry multiplier of 2.2 to 2.8, for every dollar spent on production and related expenditures, \$2.20 to \$2.80 is brought into a state’s economy.” (Film Industry Task Force Report, 2005) the community sees an overall economic benefit.
- The United States faces a growing shortage of physicians, and this shortage is more acute in rural areas. Severe workforce shortages continue to threaten hospitals’ fundamental promise of being open at full capacity to care for their communities. Shortages of surgeons, pharmacists and nurses in hospitals across the United States are reaching crisis levels and may worsen over the next several years, health care experts warned. In New Mexico: The Health Care Industry is projected to grow by 17.2 percent between 2004 and 2014, faster than the 12.9 percent growth rate for all industries in the area. This amounts to 17,838 additional jobs over the period, or about 1,784 added jobs per year. Cibola General Hospital offers a wide array of opportunities for individuals seeking a rewarding, exciting and challenging career in health care – and provides a competitive compensation package that includes a relocation and sign-on bonus.