

McKinley County Workforce Profile

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

McKinley County was named after President William McKinley 25th President of the United States

Source: Wikipedia, the free encyclopedia



In 1880, coal miners began to arrive on the Overland stage, and a way station was established in Gallup for short line and local stages. Later, the Blue Goose, a combined station, saloon and store, was built to service the stage line.

In April, 1881, the Atlantic and Pacific railroad reached Gallup. It was a time of wild prosperity for the town, with citizens erecting brick and stone buildings, paving streets, and celebrating with gambling, and drinking. David L. Gallup, the railroad's auditor and paymaster, set up shop out of a siding in the new settlement, and railroad construction workers started to talk about "going to Gallup" to get paid. Ten years later, in 1891, Gallup became an incorporated town.



The transcontinental train connection brought arriving settlers in the first years of the Twentieth Century to practice farming or work in the developing coal industry. Extractive industry has been a traditional mainstay of the county's economy, with significant fluctuations in coal, oil and natural gas production. Coal production began to wane in the 1920s; however, uranium mines thrived in and near the County from the 1950s to the 1980s. Non-renewable resources include natural gas, oil, coal, uranium, vanadium, crushed stone and perlite. Renewable resources include forest products, rangeland, solar power and wind power.

Route 66 introduced many cross-country auto tourists to the county and the City of Gallup, its urban hub. Tourism, particularly from the attraction of Indian culture, arts and crafts, brings numerous visitors and is an important component of the county economy.

McKinley County is located on the border of New Mexico and Arizona on 5,449 square miles of the San Juan Plateau. McKinley County encompasses an area one hundred miles wide from east to west and forty to seventy miles north to south. Bisected by the Continental Divide, the county encompasses the scenic Chuska and Zuni Mountains with peaks ranging to the 8,969 feet at the summit of Cerros de Alejandro.

Source: www.co.mckinley.nm.us/history

McKinley County is a county located in the U.S. state of New Mexico. As of 2000, the population was 74,798. Its county seat is Gallup.

Geography According to the U.S. Census Bureau, the county has a total area of 14,129 km² (5,455 mi²). 14,112 km² (5,449 mi²) of it is land and 17 km² (6 mi²) of it (0.12%) is water.

Demographics As of the census² of 2000, there were 74,798 people, 21,476 households, and 16,686 families residing in the county. The population density was 5/km² (14/mi²). There were 26,718 housing units at an average density of 2/km² (5/mi²). The racial makeup of the county was 16.39% White, 0.40% Black or African American, 74.72% Native American, 0.46% Asian, 0.04% Pacific Islander, 5.47% from other races, and 2.52% from two or more races. 12.40% of the populations were Hispanic or Latino of any race.

There were 21,476 households out of which 46.00% had children under the age of 18 living with them, 47.70% were married couples living together, 22.70% had a female

householder with no husband present, and 22.30% were non-families. 19.50% of all households were made up of individuals and 5.30% had someone living alone who was 65 years of age or older. The average household size was 3.44 and the average family size was 3.99.

In the county the population was spread out with 38.00% under the age of 18, 9.70% from 18 to 24, 27.80% from 25 to 44, 17.60% from 45 to 64, and 6.90% who were 65 years of age or older. The median age was 27 years. For every 100 females there were 93.50 males. For every 100 females age 18 and over, there were 89.30 males.

The median income for a household in the county was \$25,005, and the median income for a family was \$26,806. Males had a median income of \$26,963 versus \$21,014 for females. The per capita income for the county was \$9,872. About 31.90% of families and 36.10% of the population were below the poverty line, including 42.30% of those under age 18 and 31.50% of those ages 65 or over. The county's per-capita income makes it one of the poorest counties in the United States.

McKinley County is one of only 38 county-level census divisions of the United States where the most spoken language is not English and one of only 3 where it is neither English nor Spanish. 45.75% of the population speaks Navajo at home, followed by English at 38.87%, Zuñi at 9.03% and Spanish at 5.72%.

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 Services**
- **Educational Services**
- **Small Business**
- **Accommodation and Food Services**

**The NALWDB supports a number of programs such as the Gallup Proactive Host Hospitality Institute in cooperation with the Governor’s Office of Workforce Training and Development.*

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 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: 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. There were 88 work locations in this industry in McKinley County. The average weekly wage for Health Care and Social Assistance in McKinley County in 2nd Quarter, 2006 was \$704. This would be equivalent to \$17.60 per hour or \$36,608 per year, assuming a 40-hour week worked the year round.

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

- ❖ **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
 - Hospitals
 - Agri-engineering
 - 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 Services	88	4,256	4,252	4,206	4,238	\$704
Ambulatory Health Care Services	44	689	684	670	681	\$402
Hospitals	***	***	***	***	***	
Nursing and Residential Care Facilities	***	***	***	***	***	
Social Assistance	32	1,180	1,183	1,165	1,176	\$344

Note: Asterisks indicate non-disclosable data

Educational Services: The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and accommodation services to their students. Educational services are usually delivered by

teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home through correspondence, television, or other means. It can be adapted to the particular needs of the students, for example sign language can replace verbal language for teaching students with hearing impairments. All industries in the sector share this commonality of process, namely, labor inputs of instructors with the requisite subject matter expertise and teaching ability. There were 19 work locations in this industry in McKinley County in 2006, with a total of 3,402 employees. The average weekly wage for Educational Services in McKinley County in 2nd Quarter, 2006 was \$804. This would be equivalent to \$20.10 per hour or \$41,808 per year, assuming a 40-hour week worked the year around. The number of students requires the Education Industry Cluster to have the 2nd largest workforce in McKinley County. McKinley County has public schools along with private schools for students from Pre-K to 12TH grade. There are 13,618 students in the Gallup/McKinley County Schools and an attendance of 688 in the 5 private schools.

Source: [http://new-mexico.schooltree.org/Mckinley County Schools](http://new-mexico.schooltree.org/Mckinley%20County%20Schools)

- ❖ **Education Cluster Definition:** The career cluster is a geographic concentration of competitive firms related to the Education Industry that do business with each other and that share needs for common talent, technology, and infrastructure. The regional clusters are the source of jobs, income, and export growth within a region.

- ❖ **Education Industry Sector Clusters:**
 - Superintendents
 - Principals
 - Supervisors and Instructional Coordinators
 - Education Researchers
 - Test Measurement Specialists
 - College Presidents, Deans
 - Curriculum Developers
 - Instructional Media Designers
 - Social Workers
 - Psychologists – Clinical, Developmental, Social

- ❖ **Types of Business in the Education Industry Cluster**
 - Elementary Schools
 - Colleges

Current Economic Related to Education 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		
Educational Services	19	3,387	3,449	3,370	3,402	\$804

Small Business: Business Services companies provide the backbone for any productive business environment. They are a strong sector of employment in the New Mexico economy. As national and multinational companies around the country streamline operations to compete in a global economy, they are increasingly consolidating finance and human resources divisions into one central location. # of these so-called combined service centers have already relocated to New Mexico and employ approximately #. In addition, New Mexico has an advantage as corporations seek to provide business services to the growing Hispanic population. Since 2005, two national corporations have announced they will locate bi-lingual business service operations in New Mexico that intend to employ over 1,100. According to the New Mexico Department of Labor, employment in professional and business services is projected to increase from 98,710 to 125,590 jobs or 27.2 percent during the 2002 to 2012 period. Administrative support positions are projected to experience the fastest growth within the professional and business services industry growing by 49.4% and adding 20,650 jobs. Management of companies and services jobs is projected to grow by 34.5 percent or 1,880 jobs. Professional, scientific and technical services are projected to add 3,880 jobs or grow 7.7 percent. In McKinley County there were 222 work locations in this industry in 2006, with a total of 3,373 employees. The average weekly wage for Retail Trade in McKinley County in 2nd Quarter, 2006 was \$404. This would be equivalent to \$10.10 per hour or \$21,008 per year, assuming a 40-hour week worked the year around. The retail trade industry with its 222 establishments 3,373 employees in McKinley County is by far the largest member in the Small Business/Retail Trade cluster. Source: laser.state.nm.us

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandised. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public.

Source: <http://laser.state.nm.us/indprofilrdata.asp>

❖ **Small Business Cluster Definition:** The cluster is comprised of courses and/or programs related to planning, managing and providing administrative support, information processing, accounting, and human resources management services and related management support services and to planning, managing and providing banking, investment, financial planning, and insurance services.

❖ **Small Business Industry Sector Clusters:**

- Administrative Services
- Professional Services
- Financial Services
- Customer Support
- Information Technology and Management Consulting
- Sales and Marketing
- Entrepreneurship

❖ **Small Business Industry Cluster Types of Business:**

- Human Resources
- Consulting
 - IT
 - Management
 - Financial
 - Sales
- Insurance
- Law
- Teaching and Training
- Retail Trade
- Contact (Call) Centers
- Accounting
- Investment
- Banking
- Logistics
 - Transportation
 - Warehousing/Facilities
- Public and Community Relations
- Economic Development

❖ **Small Business Industry Cluster Knowledge and Skills:**

- Calculus
- Business Strategy
- Advanced Writing
- Business and Technical Writing
- Reading Comprehension
- Statistics
- Customer Service
- Financial Accounting
- Logic Critical Thinking
- Information Research and Analysis
- Public Speaking/Verbal Communication
- Computer Literacy
- Global Awareness
- Teamwork
- Entrepreneurship

Current Economic Related to Retail Trade:

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		
Retail Trade	222	3,372	3,379	3,369	3,373	\$404
Motor Vehicle and Parts Dealers	32	576	576	567	573	\$508
Furniture and Home Furnishing Stores	***	***	***	***	***	
Electronics and Appliance Stores	11	57	54	59	57	\$459
Building Material & Garden Supply Stores	12	238	229	228	232	\$474
Food and Beverage Stores	28	632	630	625	629	\$407
Health and Personal Care Stores	8	79	78	78	78	\$456
Gasoline Stations	26	363	383	402	383	\$302
Clothing and Clothing Accessories Stores	42	320	317	326	321	\$318
Sporting Goods/Hobby/Music Stores	9	42	41	42	42	\$243
General Merchandise Stores	11	804	806	778	796	\$387
Miscellaneous Store Retailers	30	138	140	139	139	\$321
Nonstore Retailers	6	70	71	72	71	\$660

Note: Asterisks indicate non-disclosable data

Accommodations and Food Service: The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment. Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services. There were 140 work locations in this industry in McKinley County in 2006, with a total of 2,698 employees. The average weekly wage for Accommodation and Food Services in McKinley County in 2nd Quarter , 2006 was \$208. This would be equivalent to \$5.20 per hour or \$10,816 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:**

- Travel
- Tours
- Restaurants
- Catering
- Hotels/Bed and Breakfast Inns
- Resorts
- Casinos
- Special Event Planning
- 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
Accommodation and Food Services	140	2,669 April 06 2,695 May 06 2,731 June 06	2,698	\$208
Accommodation	41	480 April 06 477 May 06 484 June 06	480	\$204
Food Services and Drinking Places	99	2,189 April 06 2,218 May 06 2,247 June 06	2,218	\$209

Economic Initiatives:

- Smart Growth Commission: The County has developed a needed Smart Growth Commission with members named and a focus on phrase 2 of the adopted development comprehensive plan. The commission “is to serve as an advisory group to the county commission regarding land use issues” This commission meets once a month.
- This commission has the authority over the local economic development ordinance which works with new businesses. Businesses can go to the Smart Growth Commission then county commission for; land use, transportation and business development in the industrial and rural areas.

Source: Douglas W. Decker, McKinley County Attorney, 1-McKinley County Comprehensive Plan, Phase 2

- Cell Tower Ordinance: The County is looking at the possibility of cell towers with the idea of economic development and keeping the beauty of the landscape in McKinley County intact. The economic development focus would be that each cell company that wanted to build a new tower or to refit an existing tower would have to get approval from the county. The majority of construction workers, technicians and electricians would be hired locally. The number of employees would vary due to whether the tower is to be a newly constructed or a refitted structure. The jobs would not be permanent due to once a tower is completed only maintenance will be required on an as needed basis. Local companies would be contracted to complete any needed work on the towers. The county would set up a capital interstructure for tax purposes. There would be income for the McKinley County from property and equipment taxes. These towers would provide needed extended communications in the county. A couple reasons on how they would help are: First, they would provide better communications for individuals who have medical emergency or are in need of law

enforcement help. Second, they would be for job seekers to have a reliable way to contact agencies and employers, also for the agencies and employers to contact them.

Source: Douglas W. Decker, McKinley County Attorney

- **Sheep and Lamb Slaughter House:** Due to the large supply of sheep and lambs in the area the idea of a mobile or permanent slaughter house is being looked at. The Ramah Band of Navajo Indians is planning with the county to accomplish this industry which will be beneficial in two areas, the first providing a mobile or permanent slaughter process in the county and the second to provide a new job market which 15 to 20 employees would be needed at the start of the project. Then with a potential of increasing the work force to 30 to 40 employees.
Source: Douglas W. Decker, McKinley County Attorney

- **Recycling Plant:** The recycling of tires and municipal waste is an area the county is working on with outside groups. The use of low grade coal would be used in the plant. This type of industry would be very beneficial to the county. “The plant would employ approximately 45 workers locally and 30 in remote areas. There would be income from other counties who will have their waste tires brought in to McKinley County to be processed at the recycling plant.”

Source: Douglas W. Decker, McKinley County Attorney, 2-Oswaldo Galarza, Sandia Development Co.

- **Adventure Gallup and Beyond:** This is for those outdoor adventurers. Sporting events, hikes, and tours of trails will be provided. The Forest Service is being worked with for trails to be opened in the Zuni Mountains.
Source: Douglas W. Decker, McKinley County Attorney

➤ Examples of the outdoor adventures available are:

- The tour of the Nations, which is 5 day recreational and educational bike ride that winds its participants through three of New Mexico’s Native American Pueblos and two national monuments. The riders will experience North American history as they tour Anasazi ruins, see the remnants of the Spanish, Mexican, and Anglo explorers, and stay as quests in several current day Pueblos.
- Hiking the Pyramid Rock Trail which is a 3 mile round trip trail in the Red Rock vicinity which provides a breathtaking panoramic view of the beautiful surrounding landscape.

- The Mentmore Rock Climbing Area which features more than 50 bolted top rope climbs and 31 sport climbs ranging in height from 25 to 45 feet with difficulty levels of 5.0 through 5.13.

source: thegallupchamber.com & www.gallupnm.org/visitors/hike_bike_climb.cfm
