

Mora County Workforce Profile

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

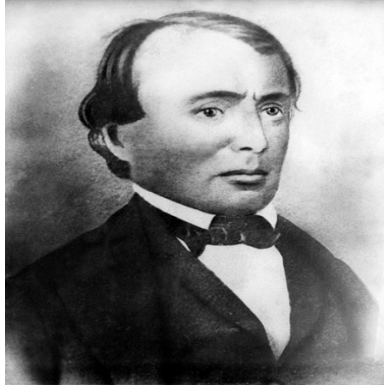
Before Spanish conquest Mora County was primarily Indian Country, Mora Valley having been used by the Utes, Navajos, and the Apaches. After Spanish conquest, it was primarily a travel way for Spanish explorers and was not really settled until the beginning of the 19th Century.

The earliest records of Mora County come from 1817 when a group of settlers from San Juan de los Caballeros petitioned the Catholic Church. They had wanted a church to be built in Lo de Mora, the former name of Mora County.

On September 28, 1835, Albino Pérez, Governor of New Mexico Territory gave over 800,000 acres of land to 25 families. The first land grant in what is now Mora Valley was made and named "Santa Gertrudis de Mora".

1837: The Revolt of 1837- The government of Governor Albino Pérez was overthrown.

1846-1848: During the Mexican-American War, there was a revolt in 1847, led by Manuel Cortez and Pablo Montoya. The result was Governor Charles Bent being killed in Taos, 19 January 1847. On that same date a group of traders passing through were also killed.



A portrait of merchant Charles Bent, the first territorial governor of New Mexico killed during the Taos Rebellion. The original portrait hangs in the Kit Carson house in Taos. (New Mexico Magazine Archival Collection)

February 01, 1860 - Mora County was officially formed from parts of Taos and San Miguel Counties, making it roughly twice the size of its current size. By 1900, Mora County had been reduced to almost its current size, the left over eastern portion having been added to neighboring Harding County.

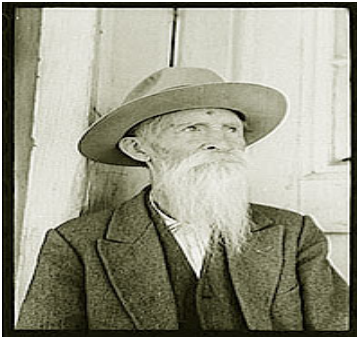


The St. Vrain Mill in Mora, New Mexico was built in 1864 by Ceran St. Vrain. It is a stone structure and is the most dominant structure in Mora today. In 1972 the mill was added to the National Register of Historic Places and in 2002 it was added to the List of Ten Most Endangered Historical Places in New Mexico. The mill is located several hundred yards north of the original Mora Plaza and two hundred feet north of the Mora River. The stone structure of the mill is 50 feet by 40 feet. It is three stories high with the third story being wood siding.. The stone for the mill is thought to have come from Watrous, New Mexico, a town about 30 miles east and 10 miles southeast of Fort Union. The mill stones were what were called French buhrstones and St. Vrain had purchased them in Wespoint, Kansas in 1850. Power was provided by water brought by a wooden trestle from the Mora River. The original wheel was likely wooden and built locally. The present wheel is metal.

There were likely several reasons for its construction. The demands for flour for nearby Ft. Union were large and increasing. Fort Union was established in 1851 and from 1863 to 1869 underwent significant rebuilding and expansion. During this period there were over two thousand people at the Fort. In 1864 the Army moved 6000 Navaho Indians to a Reservation about 150 miles southeast of Fort Union and the Army was responsible for their feeding. St. Vrain had the contract for their feeding. Fort Union had become the supply depot for the Southwest. Another mill owned by St Vrain near Rancho de Taos (60 miles to the west) had been destroyed by fire earlier in 1864. St. Vrain was now living in Mora; Mora was becoming a large grain growing area; and Ft. Union was only 15 miles to the east. Finally, he already had another mill operating in Mora.

In 1850 St. Vrain had obtained a contract to supply flour to Army posts in the Territory of New Mexico. In the same year he built his first mill in Mora. The exact location of this wooden mill is not known today, but it was likely very close to the present stone mill. Several references by travelers in 1853 mention the mill in Mora and Mora was quite small. The last mention of this wooden mill (el molino viejo) is 1877.

The primary customer for the flour from the mill was Fort Union. Yearly contracts were at times in excess of 100,000 pounds and perhaps as high as 250,000 pounds. The price for the flour delivered to Fort Union varied approximately from 5 to 10 cents per pound.



Source: <http://bingaman.senate.gov/features/historic/>

Today Mora County, in the heart of high country, and offers many hunting, fishing and ranching areas, has a population of 5, 180 (2000) with a total area of 1,933 square miles. Mora County lies at the juncture of the high great plains and Sangre de Cristo range of the Rockies with Mora Valley in the western half. Elevation in the east along the Canadian River and I-25 is around 6,500 feet rises above 10,000 feet at the western border above Mora Valley. The town of Mora on the Mora River is the county seat. It is located about half way between Las Vegas, New Mexico and Taos, New Mexico on Highway 518 with an altitude of 7,180 feet. Source: <http://www.moravalley.com/>

Mora County is a county located in the U.S. state of New Mexico. As of 2000, the population is 5,180. Its county seat is Mora.

According to the U.S. Census Bureau, the county has a total area of 5,008 km (1,933 mi). 5,002 km (1,931 mi) of it is land and 6 km (2 mi) of it (0.12%) is water. The highest point in the county is the summit of Truchas Peak at 13,102'.

Demographics: As of the census of 2000, there were 5,180 people, 2,017 households, and 1,397 families residing in the county. The population density was 1/km (3/mi). There were 2,973 housing units at an average density of 1/km (2/mi). The racial makeup of the county was 58.88% White, 0.10% Black or African American, 1.14% Native American, 0.12% Asian, 36.97% from other races, and 2.80% from two or more races. 81.64% of the populations were Hispanic or Latino of any race.

There were 2,017 households out of which 31.20% had children under the age of 18 living with them, 50.50% were married couples living together, 11.90% had a female householder with no husband present, and 30.70% were non-families. 26.90% of all households were made up of individuals and 10.60% had someone living alone who was 65 years of age or older. The average household size was 2.54 and the average family size was 3.08.

In the county the population was spread out with 26.70% under the age of 18, 7.50% from 18 to 24, 24.30% from 25 to 44, 26.10% from 45 to 64, and 15.40% who were 65 years of age or older. The median age was 40 years. For every 100 females there were 102.00 males. For every 100 females age 18 and over, there were 100.20 males.

The median income for a household in the county was \$24,518, and the median income for a family was \$27,648. Males had a median income of \$24,483 versus \$18,000 for females. The per capita income for the county was \$12,340. About 20.90% of families and 25.40% of the population were below the poverty line, including 25.90% of those under age 18 and 18.40% of those ages 65 or over.

Source: http://en.wikipedia.org/wiki/Mora_County,_New_Mexico

Priority Industries and Industry 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;**
- **Education**
- **Construction**

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 10 work locations in this industry in Mora County in 2006, with a total of 218 employees. The average weekly wage Health Care and Social Assistance in Mora County in 2nd Quarter, 2006 was \$466. This would be equivalent to \$11.65 per hour or \$24,232 per year, assuming a 40-hour week worked the year around. 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 | • Forensics |
| • Hospitals | • Social Work/Counseling |
| • Agri-engineering | • Environmental, Waste Engineering |
| • Equipment Sales | • Electronic Records |
| • Science Research and Development | • Medical Transcription |
| • Telemedicine | |
| • Social Work/Counseling | |

- 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 and Social Services Activity:

Source: The University of New Mexico Bureau of Business and Economic Research
NMDOL Laser market analysis

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		04/06	05/06	06/06		
Health Care and Social Assistance	10	221	215	217	218	\$466
Ambulatory Health Care Services	5	117	115	114	115	\$371
Nursing and Residential Care Facilities	***	***	***	***	***	***
Social Assistance	***	***	***	***	***	***

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 6 work locations in this industry in Mora County in 2006, with a total of 222 employees. The average weekly wage for Educational Services in Mora County in 2nd Quarter, 2006 was \$692. This would be equivalent to \$17.30 per hour or \$35,984 per year, assuming a 40-hour week worked the year around. <http://www.workinnewmexico.gov/clusters.html>

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
- Health Educators
- Graduate Teaching Assistant
- Dietitians and Nutritionist
- Dietetic Technicians

❖ **Education Industry Cluster Transferable Knowledge and Skills:**

- English language
- Psychology
- Mathematics
- Business Strategy
- 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 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	6	233	234	199	222	\$692

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. There were 20 work locations in this industry in Mora County in 2006, with a total of 75 employees. The average weekly wage for Construction in Mora County in 2nd Quarter , 2006 was \$651. This would be equivalent to \$16.28 per hour or \$33,852 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	06/06		
Construction	20	73	73	80	75	\$648
Construction of	8	23	25	28	25	\$400

Buildings						
Heavy and Civil Engineering Construction	5	35	34	37	35	\$902
Specialty Trade Contractors	***	***	***	***	***	***

Note: Asterisks indicate non-disclosable data

Economic Initiatives:

- **Tapetes De Lana** is using weaving to revitalize the local economy and the American fleece industry. Tapetes de Lana has grown into two weaving studios and a planned rural arts center and spinning mill, providing jobs for local folks. The business is proving to be the anchor for a cultural and economic turnaround in a sprawling, isolated county.

Tapetes de Lana purchased a piece of property with a 15,000 square foot building in Mora that once housed a store, a ten-room hotel, a theatre, and an old adobe house.

Renovation focused on the store first and a grand opening on June 14, 2003, showcasing the beautiful, 3,500 square foot weaving studio and store. Plans are in the process to renovate the theatre so that the community can have a performing arts and cinema. In the old house in back, the current plans are to put a commercial kitchen and collaborate with Luna Community College to offer culinary arts classes. Tapetes De Lana will be constructing a 10,000 square foot building and putting in a full, industrial spinning mill. Their goal goes beyond weaving and selling even more beautiful, traditional Spanish colonial rugs, table runners, place mats, and coasters, but to boost the Mora county economy and help save a dying American industry.

The Job Training Incentive Program (JTP), formerly known as the Industrial Development Training Program, reimburses qualified economic-based companies for a significant portion of training costs associated with job creation. To qualify, new or expanding companies must either create a product in New Mexico, or provide a non-retail service with 50 percent of the company’s customer and revenue base outside the state. The eligible jobs must be full-time and year-round. The trainee must be a new hire to the company and have been a New Mexico resident for at least one continuous year at any time prior to being hired. Tapetes de Lana, Mora County, hand-weavers of woolen goods and wool processors and spinners, was awarded \$37,608 from JTP’s to hire 10 new employees.