

## Río Arriba County Workforce Profile

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



Sarco, NM 1913

Truchas, NM late 1800's



Ojo

Source: Río Arriba County historical society

History in Río Arriba County goes back ten thousand years or more in time when early man roamed the mountains and plains and followed the watercourses to hunt now-extinct animals.

Río Arriba was one of the original nine counties into which the Territory was divided.

The 1880's, which saw mining exploration throughout the mountain west and an era of railroading, brought prospectors into the mountains of northern Río Arriba County. The Denver and Río Grande Western Railroad was extended south from Alamos, Colorado over the top of the divide in the area of Cumbres Pass and down to Chama in 1880. Track was laid north westward through Lumberton and Dulce to connect with Durango, Colorado in 1881. During the same time, track was laid down the Río Grande from Fort Garland, Colorado to Española, which was the name given the village that had previously been known as "El Punto de la Vega de Nuestra Señora de Guadalupe," and the railroad was christened the "Chili Line" in deference to the excellent chili crops produced in the lower Río Grande Valley.

The 1890's brought ranching to Río Arriba County, with the Chama grazing country coming into prominence and large spreads throughout the county. The coming of the railroad to furnish dependable heavy transportation also gave impetus to two new industries in the county: lumbering and coal. The extensive coal beds in the Lumberton area were brought into production and the forests yielded timber to make Chama a major shipping point. The railroad to Española served the valley for shipping of agricultural products supplied by farms prospering on fertile silt and expansion of irrigation. Bradford

Prince located on fifty acres at Angostura, halfway between Española and Chamita, and along with his other extensive interest, made a beginning of the fruit industry by planting orchards.

It is quite apparent that the cultural influences composing customs in Río Arriba County come from an array of backgrounds, the most influencing are Pueblos Indians, Navajos, Mexicans, Spanish, Anglo settlers and the French influence introduced by Bishop Lamy, in the 1840's. The Catholic Church is mentioned because of its influence pre-Lamy era when the Franciscans ministered to Indian and Mexican cultures.

The Spanish influence predominated culture development for over two hundred years. The Spanish Culture now practiced in Río Arriba County has been affected by the many other lifestyles which have touched upon the development of this so-called sleeping giant. It is truly a configuration of cultural pluralism with Spanish and Indian cultural forerunners. The collision of these two worlds has emerged into a historical melting pot community.

The commonality of all cultures, whether introductory, as the case with the Anglo settlers and the French Catholic and the established Mexican and Indian cultures was a love for extended family and the family's relationship to the land. Similar familial values are still practiced by residents of Río Arriba County today. Through the 200+ years of Spanish European influence, culturally and economically, century old traditions and strong family and community customs continue - living off the land, through agriculture, arts and crafts, lumbering and mining.

Rio Arriba County is a county located in the U.S. state of New Mexico. As of 2000, the population was 41,190. Its county seat is Tierra Amarilla.

Source: Wikipedia, the free encyclopedia

**Geography:** According to the U.S. Census Bureau, the county has a total area of 15,271 km<sup>2</sup> (5,896 mi<sup>2</sup>). 15,171 km<sup>2</sup> (5,858 mi<sup>2</sup>) of it is land and 100 km<sup>2</sup> (38 mi<sup>2</sup>) of it (0.65%) 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 41,190 people, 15,044 households, and 10,816 families residing in the county. The population density was 3/km<sup>2</sup> (7/mi<sup>2</sup>). There were 18,016 housing units at an average density of 1/km<sup>2</sup> (3/mi<sup>2</sup>). The racial makeup of the county was 56.62% White, 0.35% Black or African American, 13.88% Native American, 0.14% Asian, 0.11% Pacific Islander, 25.62% from other races, and 3.28% from two or more races. 72.89% of the population were Hispanic or Latino of any race.

There were 15,044 households out of which 36.90% had children under the age of 18 living with them, 48.80% were married couples living together, 15.90% had a female householder with no husband present, and 28.10% were non-families. 23.50% of all households were made up of individuals and 7.80% had someone living alone who was

65 years of age or older. The average household size was 2.71 and the average family size was 3.19.

In the county the population was spread out with 28.60% under the age of 18, 8.90% from 18 to 24, 28.80% from 25 to 44, 22.90% from 45 to 64, and 10.90% who were 65 years of age or older. The median age was 34 years. For every 100 females there were 98.00 males. For every 100 females age 18 and over, there were 97.70 males.

The median income for a household in the county was \$29,429, and the median income for a family was \$32,901. Males had a median income of \$26,897 versus \$22,223 for females. The per capita income for the county was \$14,263. About 16.60% of families and 20.30% of the population were below the poverty line, including 23.30% of those under age 18 and 22.90% of those ages 65 or over.

### **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;**
- **Education Services;**
- **Accommodation and Food Services**
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Source: <http://workinnewmexico.gov>

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.

Career clusters offer individuals valuable options. They prepare workers to face the uncertainties and volatility of the 21<sup>st</sup> 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.

In Rio Arriba County there were 73 work locations in the Health and Social Services sector in 2006, with a total of 2,590 employees. The average weekly wage for the Health and Social Services Sector in Rio Arriba County in 2nd Quarter, 2006 was \$459. This would be equivalent to \$11.48 per hour or \$23868 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
- Hospitals
- Agri-engineering
- Equipment Sales
- Science R&D
- Telemedicine
- Forensics
- Social Work/Counseling
- Environmental, Waste Engineering
- Electronic Records
- Medical Transcription
- Insurance
- Laboratory Testing
- Pharmaceuticals
- Disaster Management

❖ **Skills Needed for Industry Cluster**

- 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 Activity Related to Health and Social Services:**

**Health and Social Services**

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

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		
Health Care and Social Assistance	73	2,564	2,583	2,622	2,590	\$459
Ambulatory Health Care Services	45	646	635	648	643	\$538
Hospitals	***	***	***	***	***	***
Nursing and Residential Care Facilities	***	***	***	***	***	***

Social Assistance	21	1,021	1,035	1,060	1,039	\$286
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Note: Asterisks indicate non-disclosable data

Source: <http://workinnewmexico.gov>

**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.

In Rio Arriba County there were 22 work locations in the Education Services sector in 2006, with a total of 1,690 employees the average weekly wage for the Education Services Sector in Rio Arriba County in 2nd Quarter, 2006 was \$664.00. This would be equivalent to \$16.60 per hour or \$34,528.00 per year, assuming a 40-hour week worked the year around.

❖ **Education Services Cluster Definition:** The cluster is comprised of courses and/or programs related to planning, managing and providing education and training services and related learning support services.

❖ **Education Services Industry Sector Clusters:**

- Administration and Support
- Professional Support
- Teaching and Training

❖ **Types of Businesses in Education Services Industry Clusters:**

- |                          |                                 |
|--------------------------|---------------------------------|
| • Preschool Facilities   | • Community Colleges            |
| • Public School Systems  | • Universities                  |
| • Private School Systems | • Vocational Educational School |

❖ **Needed Skills for Industry Cluster:**

- |                     |                          |
|---------------------|--------------------------|
| • Communications    | • Information Technology |
| • Problem Solving   |                          |
| • Critical Thinking |                          |

- Safety, Health and Environmental
- Leadership and Teamwork
- Ethics and Legal knowledge
- Career Development

**Current Economic Activity Related to Education Services:**

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

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		
Educational Services	22	1,709	1,703	1,659	1,690	\$664
Educational Services	22	1,709	1,703	1,659	1,690	\$664

Source: <http://workinnewmexico.gov>

**Accommodation and Food Service:** 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 Rio Arriba County there were 78 work locations in the Accommodations and Food Service industry in 2006, with a total of 1,257 employees. The average weekly wage for Accommodation and Food Services in Rio Arriba County in 2nd Quarter, 2006 was \$242. This would be equivalent to \$6.05 per hour or \$12,584 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 Sector Clusters:**

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

❖ **Types of Businesses in Accommodation and Food Service Industry Clusters:**

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| • Travel                        | • Retail Trade                    |
| • Tours                         | • Grounds keeping and Landscaping |
| • Restaurants                   | • Logistic/Warehouse/Facility     |
| • Catering                      | • Visitors and Convention Bureaus |
| • Hotels/Bed and Breakfast Inns | • Marketing                       |
| • Resorts                       | • Ticket Sales                    |
| • Casinos                       | • Equipment Rental                |
| • Special Event Planning        | • Transportation                  |
| • Camps                         |                                   |

❖ **Needed Skills for Industry Cluster:**

- |   |                                   |
|---|-----------------------------------|
| • Entrepreneurship                                | • Media Technology                |
| • Administrative Services and Information Support | • Construction                    |
| • Business Financial Management and Accounting    | • Consumer Sales and Service      |
| • Visual Arts                                     | • Marketing                       |
| • Performing Arts                                 | • Communications                  |
| • Foreign Languages                               | • Logistics and Inventory Control |

**Current Economic Activity Related to Accommodation and Food Service:**

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		
Accommodation and Food Services	78	1,203	1,250	1,317	1,257	\$242
Accommodation	26	310	336	376	341	\$336
Food Services and Drinking Places	52	893	914	941	916	\$207

## Economic Initiatives:

➤ **Agriculture Revitalization Initiative** By Mark Schiller and Kay Matthews

The Agricultural Revitalization Initiative proposes to create a data base to match interested land at risk owners with resources such as "farm/ranch stewards, farm equipment operators, tools and machinery, farm/ranch supplies, labor interns and volunteers." Other services would include farm/ranch mentorship, business planning, distribution and marketing of agricultural products, and technical support for researching and applying for federal, state, local, and foundation funding.

In layman's terms, what this means is that existing land owners could get the help they need to turn their farms or ranches into value-added agricultural enterprises, or those land owners who are unable to do the work themselves could be put in touch with farmers and ranchers from within or without their communities who seek to extend their own agricultural businesses.

According to the proposal, the Pojoaque Basin is highly susceptible to loss of agricultural lands due to provisions in the Aamodt settlement that allow inactive water rights to lose priority protection. Unused water rights placed in a water bank are also subject to loss of priority protection after five years, without notice, and will be potentially used by the pueblos, state, county, or city. A pilot project connecting parciantes with resources and/or farming stewards would preserve surface water rights, farmlands, maintain the vitality of the community, and help develop regional economic development.