

San Miguel Workforce Profile

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

In the 16th century, when explorers, trappers, missionaries and settlers began wandering into Nuevo Mexico, then a province of northern Mexico, they followed water sources. A visit by Francisco Vasquez Coronado in 1541 is memorialized on a marker on the Gallinas River Bridge, between National and Bridge Streets.



Stephen Watts Kearny
Courtesy Museum of New Mexico

At the opposite end of the bridge is a marker commemorating the Santa Fe Trail, launched by William Becknell in 1821. Becknell and five companions from Missouri undoubtedly stopped to water their horses in the Gallinas before continuing their journey toward Santa Fe. The nearest village at that time was San Miguel del Vado, on the Pecos River. Becknell's party ran into 400 Mexican soldiers led by Captain Pedro Ignacio Gallego at Puertocito de la Piedra Lumbre.

The soldiers were scouting for Indians who had recently raided San Miguel del Vado. Luckily for Becknell, instead of sending the Americans south to jail in Mexico as was the case for some earlier travelers, Captain Gallego escorted the merchants on into Santa Fe to do their business. Markers note their meeting place in

what's now called Kearny Gap, just south of Las Vegas, a few paces west from the San Miguel County Jail on state Hwy. 283.

By 1835, the population of the San Miguel del Vado land grant had over-stretched its resources. A group of 29 people obtained a new land grant from the Mexican government to establish Nuestra Señora de los Dolores de Las Vegas. "Our Lady of Sorrows of the Meadows" became the modern Las Vegas, NM. The fertile valley along the Gallinas River had been popular with Native Americans for several thousand years and more than one previous settlement attempt had been thwarted by natives. Now, however, the hardy bands of families were determined. The Gallinas offered ripe opportunity for digging acequias (ditches), critical for irrigating crops and watering livestock.

The newcomers built a plaza, a square of one-story adobe buildings with limited exterior openings which could be barricaded at the threat of new invasions. That plaza remains the heart of Old Town today. In 1846, General Stephen Watts Kearny claimed New Mexico for the United States from the rooftop of a building on the plaza.



Las Vegas was primarily a subsistence economy. The people raised their food and took wool and hides from their animals. Wild game and timber were abundant in the nearby mountains. The burros (small donkeys) sagged under the weight of firewood loaded onto their backs, but they didn't have far to walk. Commerce on the Santa Fe Trail and the building of Fort Union in 1851 began to create a cash economy. Las Vegas became a boom town with all the elements of good and bad, based on supply and demand. Textiles, metal implements, furniture, whiskey, tobacco, even sunglasses, could all be brought from the States and bought cheaper by New Mexicans than what they had to pay for goods brought up from Mexico.



Douglas Street

Source: <http://www.lasvegasmuseum.org/exhibitions.html>

When the Atchison, Topeka & Santa Fe Railroad arrived in 1879, the tracks were laid east of the Gallinas River, and New Town sprang up. Railroad Avenue, Douglas Street, the Victorian mansions, and the Carnegie Library (1904) areas were established. More than 900 structures in Las Vegas are now listed on the National Register of Historic Places.

The merchants and their families' came from varied nationalities and ethnic backgrounds. Profitable business alliances were established among Catholic, Jew and Presbyterian. Frontier justice was often found at the end of a bullet or a rope dangling from the windmill in the plaza. Right or wrong often depended on one's perspective. Newspaper reporting was often based on political affiliation.

Las Vegas had its share of the famous and infamous— President Teddy Roosevelt and the Rough Riders, Doc Holliday, and Billy the Kid – came to town to recreate the Old West long before movie makers. Old Town and New Town were consolidated in 1970. As in any growing population center, the struggle over land use, preservation versus modernization, and water rights continues today.

Source: http://www.lasvegasnm.org/Tourist/visitor_guide.pdf

San Miguel County is a county located in the U.S. state of New Mexico. As of 2000, the population was 30,126. Its county seat is Las Vegas.

Geography According to the U.S. Census Bureau, the county has a total area of 12,265 km² (4,736 mi²). 12,217 km² (4,717 mi²) of it is land and 48 km² (19 mi²) of it (0.39%) is water.

Demographics As of the census² of 2000, there were 30,126 people, 11,134 households, and 7,537 families residing in the county. The population density was 2/km² (6/mi²). There were 14,254 housing units at an average density of 1/km² (3/mi²). The racial makeup of the county was 56.22% White, 0.78% Black or African American, 1.82% Native American, 0.54% Asian, 0.08% Pacific Islander, 36.21% from other races, and 4.33% from two or more races. 77.96% of the populations were Hispanic or Latino of any race.

There were 11,134 households out of which 34.60% had children under the age of 18 living with them, 44.50% were married couples living together, 16.40% had a female householder with no husband present, and 32.30% were non-families. 26.60% of all households were made up of individuals and 8.20% had someone living alone who was 65 years of age or older. The average household size was 2.58 and the average family size was 3.10.

In the county the population was spread out with 27.40% under the age of 18, 10.90% from 18 to 24, 27.00% from 25 to 44, 22.90% from 45 to 64, and 11.70% who were 65 years of age or older. The median age was 35 years. For every 100 females there were 96.70 males. For every 100 females age 18 and over, there were 93.90 males.

The median income for a household in the county was \$26,524, and the median income for a family was \$31,250. Males had a median income of \$27,307 versus \$22,588 for females. The per capita income for the county was \$13,268. About 19.90% of families and 24.40% of the population were below the poverty line, including 27.80% of those under age 18 and 25.90% of those ages 65 or over.

Source: http://en.wikipedia.org/wiki/San_Miguel_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;**
- **Small Business/Retail Trade**
- **Accommodation and Food Services;**

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 81 work locations in this industry in San Miguel County in 2006, with a total of 2,608 employees. The average weekly wage for Health Care and Social Assistance in San Miguel County in 2nd Quarter, 2006 was \$556. This would be equivalent to \$13.90 per hour or \$28,912 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 | • Environmental, Waste Engineering |
| • Hospitals | • Electronic Records |
| • Agri-engineering | • Medical Transcription |
| • Equipment Sales | • Insurance |
| • Science Research and Development | • Laboratory Testing |
| • Telemedicine | • Pharmaceuticals |
| • Social Work/Counseling | • Disaster Management |
| • Forensics | |
| • Social Work/Counseling | |

❖ **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
- Public Speaking/Verbal Communication
- Computer Programs and Systems
- Statistics
- Global Awareness
- Customer Service
- Listening
- Teamwork

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	81	2,604	2,608	2,612	2,608	\$556
Ambulatory Health Care Services	53	881	880	893	885	\$435
Hospitals	***	***	***	***	***	***
Nursing and Residential Care Facilities	3	157	161	153	157	\$396
Social Assistance	***	***	***	***	***	***

Note: Asterisks indicate non-disclosable data

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. There were 75 work locations in this industry in San Miguel County in 2006, with a total of 964 employees. The average weekly wage for Retail Trade in San Miguel County in 2nd Quarter, 2006 was \$349. This would be equivalent to \$8.73 per hour or \$18,148 per year, assuming a 40-hour week worked the year around.

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 Small Business/Retail Trade 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		
Retail Trade	75	957	985	950	964	\$349
Motor Vehicle and Parts Dealers	9	68	66	67	67	\$472
Furniture and Home Furnishings Stores	4	33	35	33	34	\$323
Electronics and Appliance Stores	3	16	18	15	16	\$226
Building Material & Garden Supply Stores	4	63	67	68	66	\$372
Food and Beverage Stores	12	139	147	142	143	\$214
Health and Personal Care Stores	***	***	***	***	***	***
Gasoline Stations	16	148	149	148	148	\$286
Clothing and Clothing Accessories Stores	7	21	20	20	20	\$344
Sporting Goods/Hobby/Book/Music Stores	4	36	39	38	38	\$277
General Merchandise Stores	***	***	***	***	***	***
Miscellaneous Store	5	12	11	10	11	\$290
Nonstore Retailers	4	17	17	16	17	\$546

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 64 work locations in this industry in San Miguel County in 2006, with a total of 842 employees. The average weekly wage for Accommodation and Food Services in San Miguel County in 2nd Quarter, 2006 was \$196. This would be equivalent to \$4.90 per hour or \$10,192 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 Food and Accommodation 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		
Accommodation and Food Services	64	796	845	885	842	\$196
Accommodation	21	218	246	274	246	\$217
Food Services and Drinking Places	43	578	599	611	596	\$187

Economic Initiatives:

- **State Senator Phil A. Griego** of San Jose and **Representative Richard D. Vigil** of Ribera led the legislative efforts in the 2006 session to bring infrastructure funding to San Miguel County in support of new jobs at a new Regional Sustainable **Wood Business Park**. The town of Las Vegas is surrounded by National, State and privately owned forest. Since its inception, the economy of Las Vegas has been tied to the wood products industry. Early businesses supplied wood railroad ties for the expansion of the railroad. There have been numerous lumber mills in and around Las Vegas. More recently there was an MDF plant producing wood molding, and fiberboard. These plants were major employers.

The Las Vegas San Miguel Economic Development Corporation (LVSMEDC) requested \$1.2 million from the Governor and Legislature to acquire the former Medite site near Las Vegas and upgrade roads and drainage. Five hundred fifty thousand was awarded during the session from the Governor's and Legislature's capital outlay budgets.

Initial tenants will provide close to 30 jobs upon move-in with over 100 new jobs projected by year three. These newly created positions will be full time and above minimum wage.

Developers have serious plans to construct large biomass energy production facilities in northeastern New Mexico that will utilize small diameter forest material and wood waste. This will create demand for small diameter forest harvesting as well as provide markets for wood by-products that result from primary manufacturing activities.

Sources: <http://www.healthybuildingsmadeeasy.com/PressReleases/20060310.pdf>; <http://www.lvsmcdc.org/wood-main.html>

- **Nature's Accent** mission is to build industrial scaled renewable energy plants using multiple fuels sources simultaneously. This allows all sources of energy to contribute to Global Cooling, being ecologically responsible, helping the community, and providing a great return to Employees/Shareholders. The first Nature's Accent facility a Tri-Fuel generation plant will be built in Las Vegas, New Mexico at the Northeast **Wood Business Park**. Employment opportunities are abundant with 30 different career opportunities. Nature's Accent plans to build four additional power generating plants in New Mexico. The company will finance, design, build and operate the plants. Plant sizes will range from 40- 100 MWh in size. There are many opportunities for employment and preference will be given to rural locations. Each plant will employ approximately 300 people.
- **Dee Bibb Industrial** is a 42 acre development in Las Vegas, adjacent to Interstate-25 with rail facilities located within a mile of the park. It is designed to accommodate light manufacturing industry. Electrical Service is provided by Public Service Company of New Mexico; single-phase and three-phase industrial power is available. Natural gas, water, and sewer are fully developed and provided by the City of Las Vegas. Parcels are presently appraised at \$25,000 per acre. The City Council designates sale proceeds toward park infrastructure improvement to include paving, drainage, curb and gutter, and sidewalks. Source: <http://www.lasvegasnm.org/Community/facts.htm>
- 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.

Alta Vista Regional Hospital (AVRH) provides the residents of San Miguel County with a specialized, acute hospital that is recognized for its quality health care services. AVRH and its medical staff of over 23 Active Physicians and Specialist and 10 Courtesy Physicians, represent over 25 areas of general and specialty practice. Alta Vista Regional Hospital has 235 employees.

Las Vegas' largest employer is the **New Mexico Behavioral Institute** (formerly Las Vegas Medical Center), with 1,050 employees. The New Mexico Behavioral Health Institute is the state psychiatric hospital that offers community mental health services in three counties, a treatment program for male sex offenders, and two long-term care facilities with a total of 167 beds.