

***Northern New Mexico College
Major Employers Survey
July 2007***

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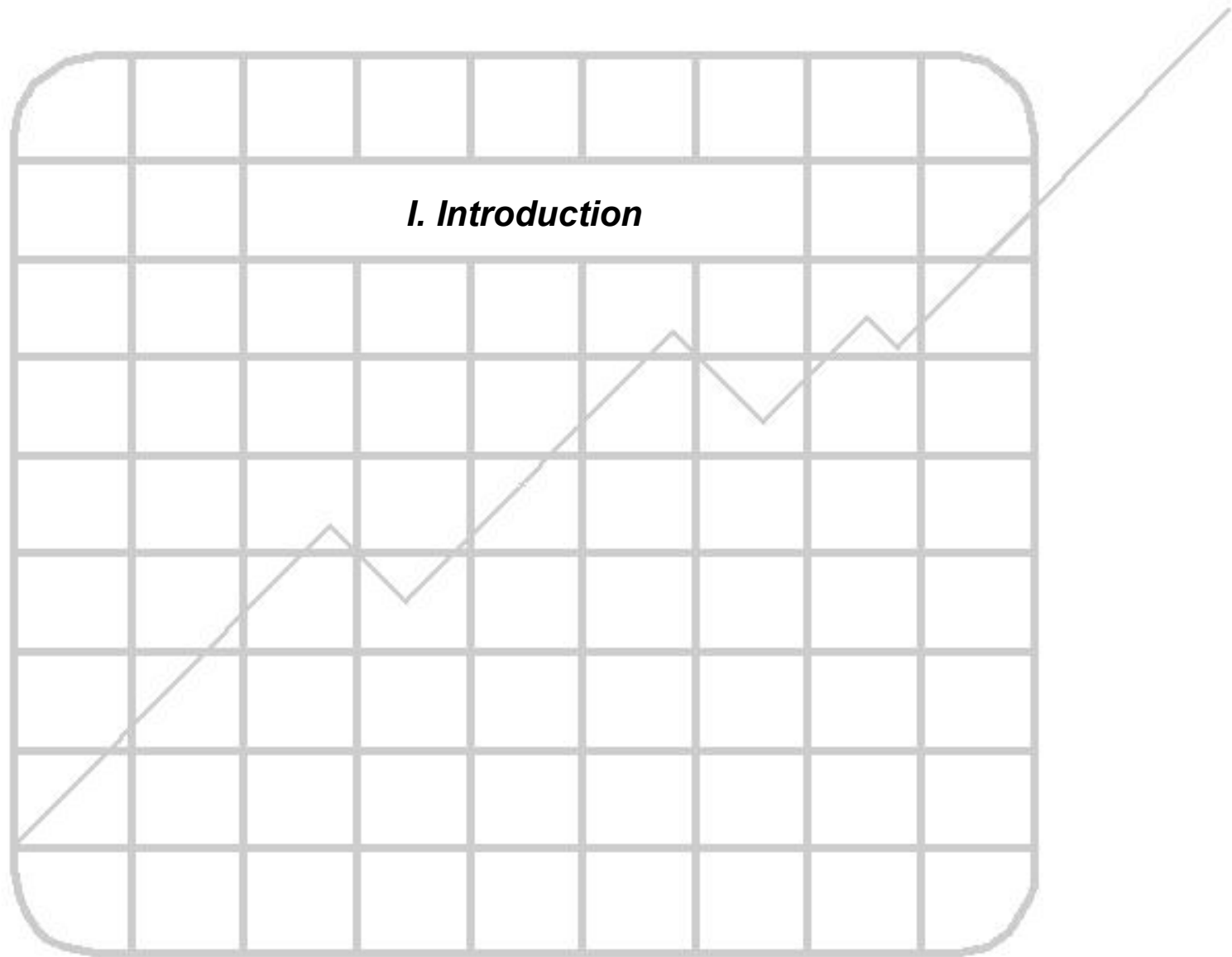
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Methodology

This research study was commissioned by Northern New Mexico College to measure, among major employers in the northern region of New Mexico, the need for their current and potential employees to have access to various courses, classes, and degree programs in their area.

The Interview

Major employers from Rio Arriba County, Taos County, Santa Fe Metro area, and Los Alamos County were included in the study. Interviews were conducted among Human Resources Directors, owners, or top level management at each company/organization. Telephone numbers were generated from the Research & Polling, Inc. database. All interviews were conducted between June 5-20, 2007.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. Representatives from a total of 104 major employers completed interviews, which included interviews among major employers in the following communities: 54 surveys in the region comprised of the Santa Fe Metro area and Los Alamos County and 50 surveys in the region comprised of Rio Arriba County and Taos County.

It should be noted that the results shown in this study are among the major employers in the region, who have given their individual responses as single employers, regardless of the number of employees at their company/organization. In other words, the unit of analysis is the *employer*; the results are not weighted based on size of an employer's company/organization.

The Report

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- Region
- Business type
- Number of employees
- Number of years business has been in operation

Executive Summary

Recently, Northern New Mexico College (NNMC) received national accreditation and state authorization to offer 4-year Bachelor's degrees in addition to the existing 2-year programs it offers. Initially, NNMC will offer 4-year Bachelor's degree in the fields of Business Administration, Biology, Environmental Science, Information Technology, and Integrative Health Studies.

NNMC commissioned this needs assessment study to determine, among major employers in the region, the need for their current and prospective employees to have access to courses leading to degrees in various subjects. This study was conducted among major employers in the following communities: Rio Arriba/Taos counties, and Santa Fe Metro/Los Alamos County.

Desired Level of Education for Most Positions in Company/Organization

When asked to choose the level of education they desire for most of the positions within their company or organization, 14% of major employers say it is at the 2-year Associate's Degree level, while one-fifth (21%) say they desire a 4-year Bachelor's Degree for most of their positions. Another one-fifth (21%) say a certification is desired for most positions, while 7% say it is at the Master's Degree level. Interestingly, the employers who indicate that a Master's Degree is the desired education level for most of their positions tend to be in the social services/education sector.

Thirty-seven percent of major employers say the level of education desired for most positions is other than a 2-year, 4-year, Master's Degree, or certification. In fact, most of these employers say a high school diploma is the educational requirement for most of the positions in their company/organization. These employers tend to be in the retail and restaurant/hotel sectors and are more likely to be in the Rio Arriba County/Taos County region.

2-Year Associate's Degree Programs

Among the various 2-year Associate's Degree programs tested in this survey, major employers (who say an Associate's Degree is the desired education level of most positions at their company/organization) express the highest level of need for their current/prospective employees to have access

to Business-related degree programs, such as Accounting (53% *very much needed*) and Management Information Systems (MIS) (47%). Also in the top 10 programs, as rated by these employers, are other Business-related programs, such as Business Administration (27%), Office Administration (27%), and Hospitality Management (27%). Associate's Degrees in Computer Science are also among the top 10 programs needed, such as Computer Network Administration (33%) and Computer Science (27%). Other programs in the top 10 most needed for an Associate's Degree include: General Studies (33%), Nursing (27%), and Human Services (27%).

Prior to testing the various 2-year Associate's Degrees (in an aided manner) among major employers who say an Associate's Degree is the desired level of education for most of their positions, these respondents were asked, in an unaided, open-ended manner, what programs they feel are needed for their current/prospective employees to have access to. The top programs/subject areas mentioned are: Business (in general), Nursing, and Radiologic Technology.

4-Year Bachelor's Degree Programs

Business-related Bachelor's Degrees are the top programs needed among major employers who say a 4-year Bachelor's Degree is the desired education level for most positions at their company/organization. Specifically, these employers express the highest level of need for Bachelor's Degrees in Management (41% *very much needed*), Business Administration (41%), and Accounting (36%). Management Information Systems (MIS) is also one of the top 10 programs needed (23%). Bachelor's Degrees in Computer Science [Information Technology (27%) and Information Management (23%)] are also in the top 10 programs, as well as Nursing (27%), Mental Health and Addiction Counseling (27%), and Psychology (27%). Finally, one of the top 10 programs of need, as expressed by these major employers, is a Bachelor's Degree in Mechanical Engineering (27%).

Prior to testing the various 4-year Degrees (in an aided manner) among major employers who say a Bachelor's Degree is the desired level of education for most of their positions, these employers were asked, in an unaided, open-ended manner, what 4-year programs they feel are needed for their current/prospective employees to have access to. Business Administration, Nursing, and Engineering are the top programs mentioned for a 4-year Bachelor's Degree.

Certifications

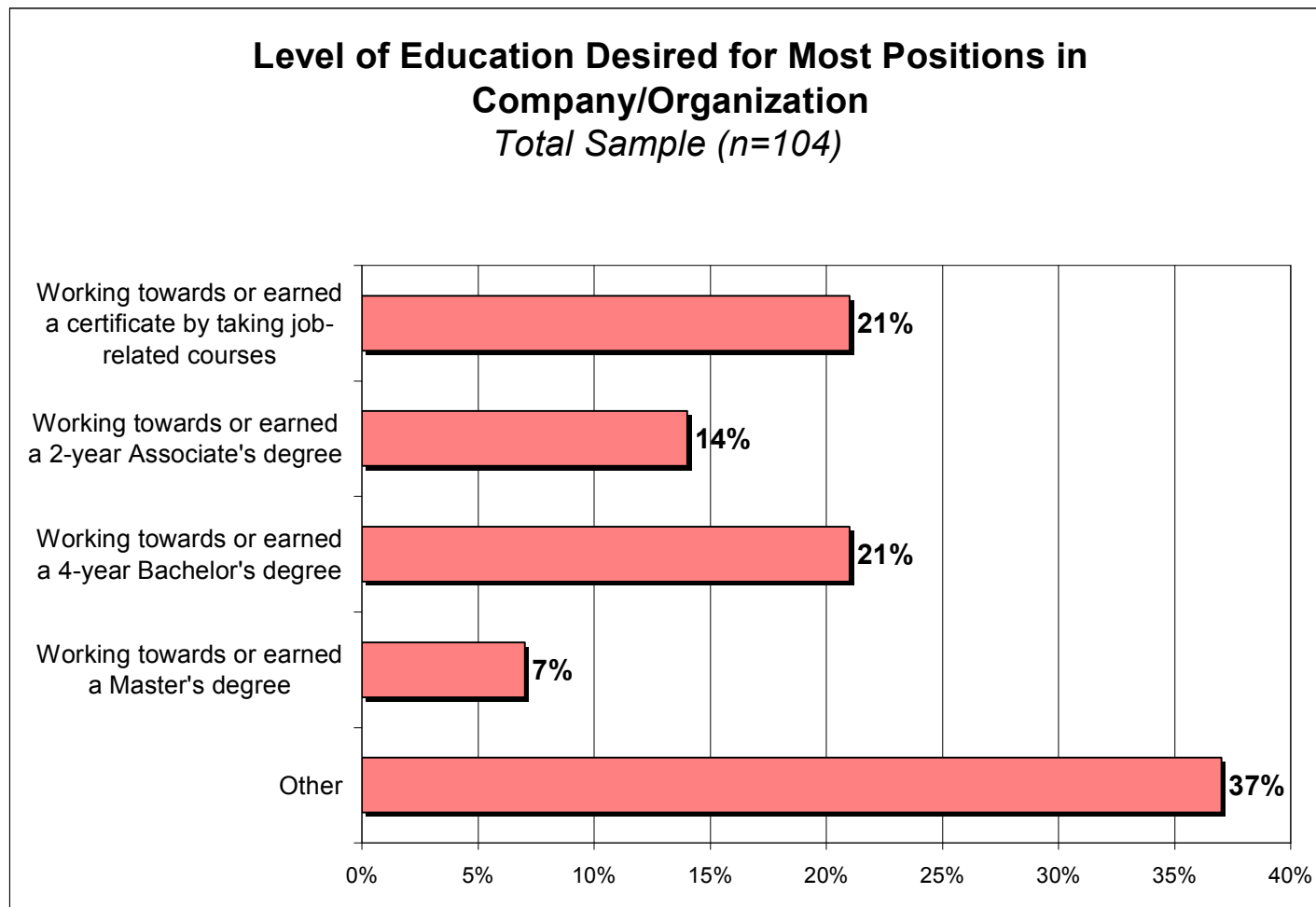
Nursing programs rank highest for certifications that are needed, as expressed by major employers who say a certification is the desired education level for most positions at their company/organization. Specifically, these employers express the highest level of need for Nurse Aide certifications (18% *very much needed*) and a certification to be a Licensed Practical Nurse (14%). Also in the top 10 certifications that these employers feel are needed for their current/prospective employees to have access to are various trade or career-related certifications, such as: Administrative Assistant (9%), Construction Trades (9%), Automotive Services (9%), Telecommunications Builder (5%), and Plumbing Assistant (5%). Certifications in Hospitality Management (9%) and Computer Electronics Technology (5%) were also mentioned.

Prior to testing the various certifications (in an aided manner) among major employers who say a certification is the desired level of education for most of their positions, these employers were asked, in an unaided, open-ended manner, what certifications they feel are needed for their current/prospective employees to have access to. The top certifications mentioned include: basic computer knowledge, Nursing, Commercial Driver's License (CDL), and Certified Nursing Assistant (CNA).

Other Degree Programs/Courses

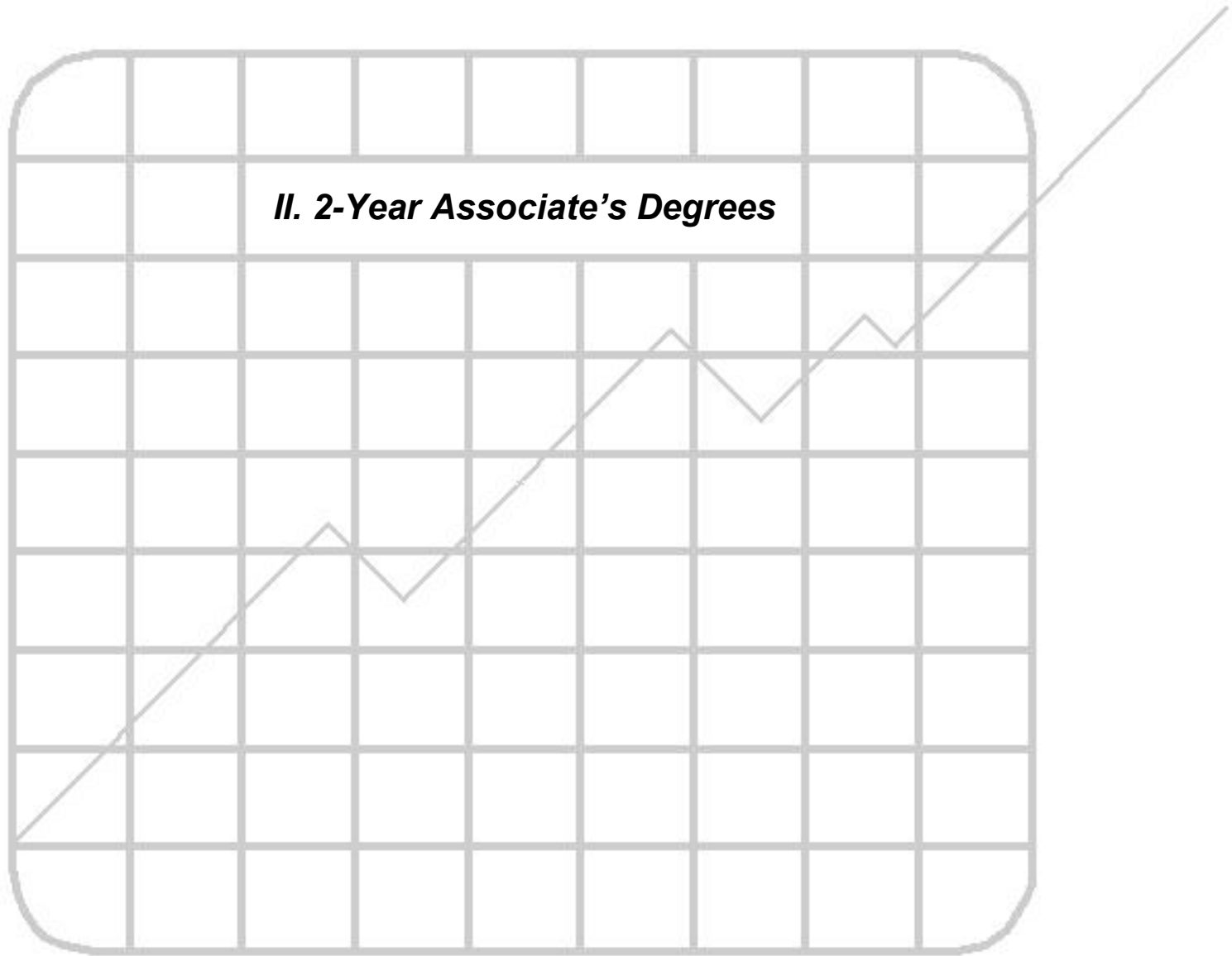
Major employers who say the education level desired for most positions in their company/organization is a Master's Degree were asked, in an unaided, open-ended manner, which Master's Degree programs they feel are needed for their current and prospective employees to have access to. Interestingly, all of the programs mentioned are in the area of Education, such as Education (in general), Special Education, Endorsement in Bilingual Education, Reading Education, and Math Education. It is not surprising that the employers in the social services/education sector are most likely to say the level of education desired for most of their positions is a Master's Degree.

All major employers were asked to rate the level of need for their current/prospective employees to have access to various adult education classes. One-third of employers (32%) say General Education Development (GED) classes are *very much needed*, while 29% say English-As-A-Second Language (ESL) Program courses are *very much needed*. Adult Literacy Program courses are *very much needed* according to 27% of employers, while 23% say Developmental Studies Math and English courses are *very much needed*. Overall, employers in the restaurant/hotel sector are more likely than others to say these Adult Education Classes are *very much needed* for their current/prospective employees to have access to.



Representatives of major employers were asked to indicate which educational category best describes the level desired for most of the positions in their company/organization. One-fifth (21%) say working towards or having earned a certificate by taking job-related courses is the level desired for most of the positions in their company/organization, while 14% say the level desired is working towards or earned a 2-year Associate's Degree. One-fifth of the major employers (21%) desire for most of their employees to be working towards or having earned a 4-year Bachelor's Degree, while 7% say working towards or having earned a Master's Degree is the level at which they desire most of their positions to be. Employers in the Santa Fe Metro/Los Alamos County region are more likely to say the level of education desired for most of the positions in their company/organization is working towards or having earned a 4-year Bachelor's Degree, when compared to employers in the Rio Arriba/Taos counties region (31% and 10%, respectively).

Thirty-seven percent of major employers say the education level at which they desire for most of the positions in their company/organization is other than those listed above. Notably, most of these employers say (unaided) that a high school education is the level desired for most of their positions. Employers in the retail and restaurant/hotel sectors are more likely than other types of employers to say the level desired is other than those listed above and is most often a high school level of education. Furthermore, employers in Rio Arriba/Taos counties are more apt to say the level of education desired is other than those listed above and is most often a high school level, when compared to employers in Santa Fe Metro/Los Alamos County (50% and 24%, respectively). Interestingly, however, employers in the Rio Arriba/Taos counties area are also more likely to say the desired education level is working towards or having earned a Master's Degree, when compared with employers from the Santa Fe Metro/Los Alamos County region (12% and 2%, respectively).



Unaided Mention of 2-Year Associate's Degree Programs Needed

*AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR
 MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE*

(Unaided Responses)

	<i>Total Responses (n=15)</i>		<i>Total Responses (n=15)</i>
Business	20%	Hospitality	7%
Nursing	13%	Gaming	7%
Radiologic Technology	13%	Office work	7%
Science	7%	Administrative assistant	7%
Construction management	7%	Accounting	7%
Safety management	7%	Natural resources	7%
Transportation	7%	Emergency Medical Technician (EMT)	7%
MRI	7%	Human Resources	7%
Ultrasound	7%	Registered Nurse (RN)	7%

Representatives of major employers who say a 2-year Associate's Degree is the level at which they desire for most of the positions in their company/organization (14% of all major employers in the region) were asked, in an unaided, open-ended manner, what types of 2-year Associate's Degree programs they feel are needed for their current/prospective employees to have access to in the region. The most often mentioned types of 2-year Associate's Degree programs needed are in the area of Business (20%), followed by Nursing (13%), and Radiologic Technology (13%). Other degree programs mentioned are listed in the table above.

Need for 2-Year Associate’s Degrees in Various Subject Areas (Summary Table)		
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE (N=15)		
	Yes	No/DK/WS
Art or Visual Communications	27%	73%
Business-Related	87%	13%
Trade or Career-Related	67%	33%
Computer Sciences	87%	13%
Education	20%	80%
Health Occupations	47%	53%
Humanities or Social Sciences	27%	73%
Math or Science	53%	47%
Engineering	27%	73%

Major employers who say the education level desired for most of the positions in their company/organization is a 2-year Associate’s Degree (14% of employers) were asked (in an aided manner) a series of questions to determine in which subject areas they feel there is a need for their current/prospective employees to have access to. Then, for each subject area major employers say there is a need for their current/prospective employees to have access to, specific degree types within that subject area were tested to determine their level of need in each degree within that subject area. For example, if a major employer says there is a need for their current/prospective employees to have access to courses leading to a 2-year Associate’s Degree in the area of *Art or Visual Communications*, they were then asked to rate the level of need, by using a 5-point scale (where a score of 5 means *very much needed* and a score of 1 means *not at all needed*), in each degree tested (in an aided manner) within the area of *Art or Visual Communications* (i.e. *Visual Communication, Music, Dance, Folk Art, Theatre*, etc.).

Among the subject areas tested for 2-year Associate’s Degrees (listed in the table above), degrees in the area of Business and Computer Science are the most popular, with 87% of employers who say there is a need for their current/prospective employees to have access to courses toward a 2-year Associate’s Degree within these subject areas. Two-thirds of the employers (67%) say there is a need for 2-year degrees within Trade or Career-related fields, while approximately half say there is a need for Associate’s Degrees in the area of Math or Science (53%) and Health Occupations (47%).

Approximately one-quarter (27%) express a need for current/prospective employees to have access to courses leading to Associate's Degrees in the following areas: Art or Visual Communications, Humanities/Social Sciences, and Engineering. Finally, one-fifth of employers say there is a need for current/prospective employees to have access to courses leading to an Associate's Degree in the field of Education.

Top 10 Overall 2-Year Associate's Degree Programs Needed AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Accounting	53%	13%	20%	-	-	13%	4.4
Management Information Systems, or MIS	47%	20%	7%	7%	7%	13%	4.1
Computer Network Administration	33%	20%	20%	13%	-	13%	3.8
General Studies	33%	20%	13%	27%	7%	NA	3.5
Business Administration	27%	33%	13%	13%	-	13%	3.8
Office Administration	27%	13%	40%	7%	-	13%	3.7
Computer Science	27%	13%	20%	20%	7%	13%	3.4
Hospitality Management	27%	7%	7%	20%	27%	13%	2.8
Nursing	27%	7%	-	-	13%	53%	3.7
Human Services	27%	-	-	-	-	73%	5.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

The table above lists the top 10 programs, among the specific degree programs tested for a 2-year Associate's Degree, in terms of the need expressed among major employers who an Associate's Degree is the level at which they desire for most of the positions in their company/organization. Please note that the "No Need in This Field" column shows the percent of employers who say there is not a need for degrees in the field for which the specific programs were listed. For example, 13% of employers who say an Associate's Degree is their desired level of education say there is not a need for their current/prospective employees to take courses towards a degree in the area of Business (in general).

An Associate's Degree in Accounting and a Management Information Systems (MIS) degree are the most needed in the region, among employers whose desired education level for most of their positions is a 2-year degree (53% and 47% *very much needed*, respectively). One-third say a Computer Network Administration Associate's Degree and an Associate's Degree in General Studies are *very much needed*.

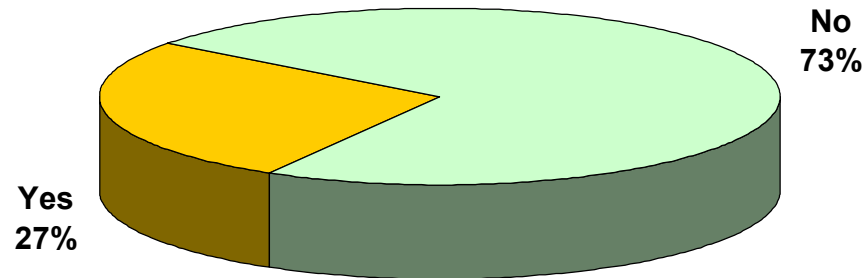
One-quarter (27%) of major employers who desire an Associate's Degree for most of their positions say the following degree types are *very much needed*: Business Administration, Office Administration, Computer Science, Hospitality Management, Nursing, and Human Services.

The tables and charts on pages 15-33 display the level of need for the various 2-year Associate's Degrees tested in this study. Note that the results are shown among major employers whose desired level of education for most of the positions in their company/organization is working towards or having earned a 2-year Associate's Degree.

In addition to testing the need for various 2-year Associate's Degrees within various subject areas, employers whose desired level of education for most of the positions in their company/organization is working toward or having earned a 2-year Associate's Degree were asked, in an unaided, open-ended manner, in what other degree types within each subject area they feel there is a need for. Any degrees mentioned are displayed within each subject area section within this report.

**Need for Current/Potential Employees to Take Courses to
Earn an Associate's Degree in Art or Visual
Communications**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree
Total Responses (n=15)*



Level of Need for Specific Art or Visual Communications Associate's Degree Programs to Be Available to Current/Potential Employees <i>AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE</i> Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Visual Communications	20%	-	7%	-	-	73%	4.5
Digital Media Arts	13%	-	-	7%	7%	73%	3.3
Theatre	7%	-	-	7%	13%	73%	2.3
Art	-	-	13%	-	13%	73%	2.0
Dance	-	-	7%	7%	13%	73%	1.8
Music	-	-	-	13%	13%	73%	1.5
Folk Art	-	-	-	7%	20%	73%	1.3

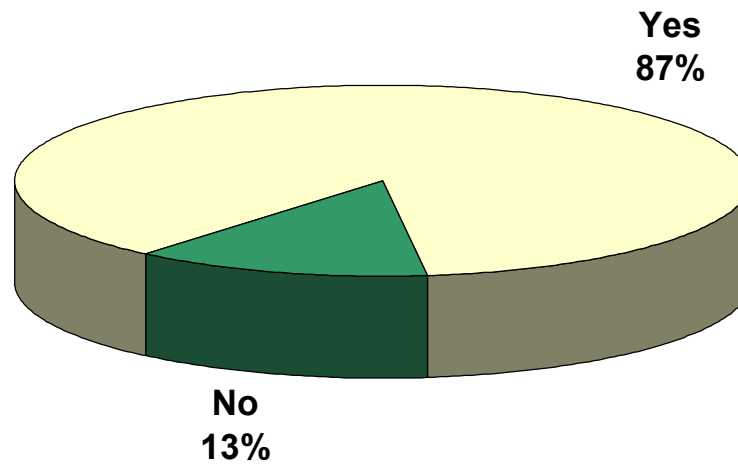
† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Art or Visual Communication Programs Needed for an Associate's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE

Unaided Responses	Total Responses (n=15)
No, none in particular	27%
No need in this field	73%

Need for Current/Potential Employees to Take Courses to Earn an Associate's Degree in a Business-Related Field
Among Companies/Organizations Whose Desired Skill Level for Most Positions Is a 2-Year Associate's Degree
Total Responses (n=15)



Level of Need for Specific Business-Related Associate's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Accounting	53%	13%	20%	-	-	13%	4.4
Management Information Systems, or MIS	47%	20%	7%	7%	7%	13%	4.1
Business Administration	27%	33%	13%	13%	-	13%	3.8
Office Administration	27%	13%	40%	7%	-	13%	3.7
Hospitality Management	27%	7%	7%	20%	27%	13%	2.8
General Business	20%	47%	20%	-	-	13%	4.0
Marketing	7%	20%	7%	40%	13%	13%	2.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

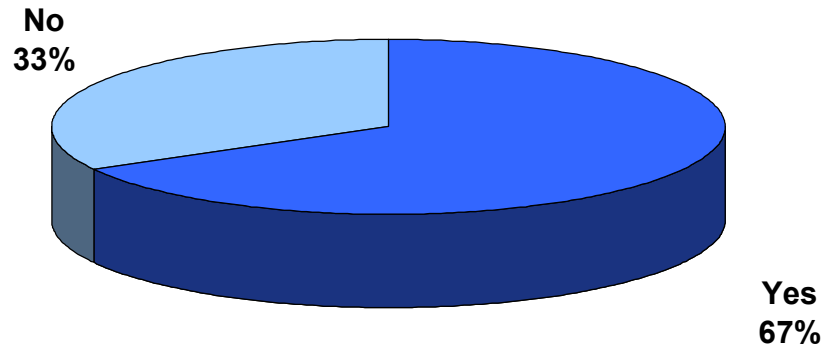
Unaided Mention of Other Business-Related Programs Needed for an Associate's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE

Unaided Responses

	Total Responses (n=15)
Banking	7%
No, none in particular	80%
No need in this field	13%

**Need for Current/Potential Employees to Take
Courses to Earn an Associate's Degree in a
Trade or Career-Related Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree*
Total Responses (n=15)



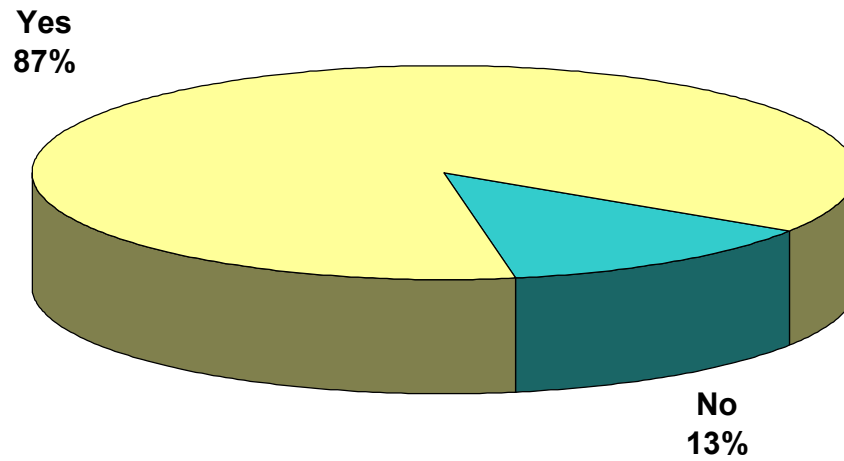
Level of Need for Specific Trade or Career-Related Associate's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Construction Trades Management	13%	7%	20%	13%	13%	33%	2.9
Metal Trades	-	13%	13%	-	40%	33%	2.0
Agriculture Trades	-	13%	-	7%	47%	33%	1.7
Automotive Technology	-	7%	27%	7%	27%	33%	2.2
Spanish Colonial Trades	-	7%	-	7%	53%	33%	1.4
Service Management	-	7%	-	7%	53%	33%	1.4
Cosmetology/ Barbering	-	-	13%	-	53%	33%	1.4

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Trade or Career-Related Programs Needed for an Associate's Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE

Unaided Responses	Total Responses (n=15)
Electrical	20%
Carpentry	13%
Environmental/ecological conservation	7%
Plastering	7%
Air conditioning	7%
Plumbing	7%
BioMed Technician	7%
No, none in particular	40%
No need in this field	33%

**Need for Current/Potential Employees to Take
Courses to Earn an Associate's Degree in a
Computer Science-Related Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree*
Total Responses (n=15)



Level of Need for Specific Computer Science-Related Associate's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Computer Network Administration	33%	20%	20%	13%	-	13%	3.8
Computer Science	27%	13%	20%	20%	7%	13%	3.4
Computer-Aided Drafting	20%	13%	13%	20%	20%	13%	2.9
Electronics/Computer Engineering Technology	13%	7%	47%	13%	7%	13%	3.1
Web Administration/Design	7%	20%	13%	13%	33%	13%	2.5
Architectural Drafting	7%	13%	20%	7%	40%	13%	2.3

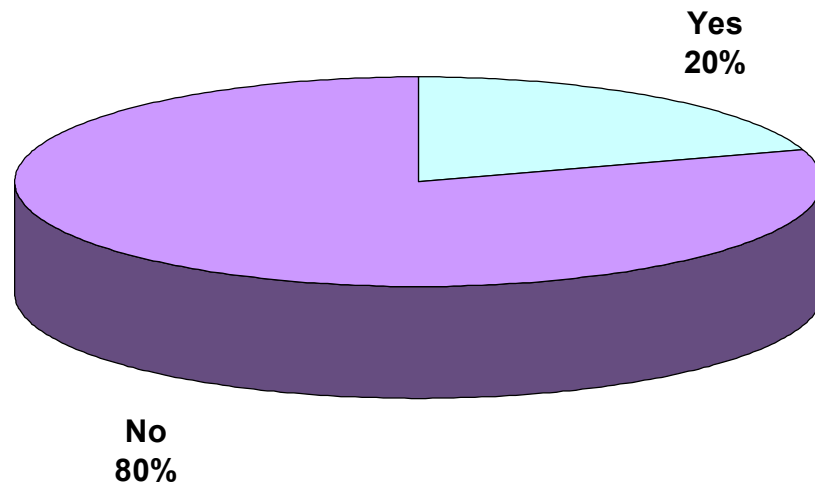
† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Computer Science-Related Programs Needed for an Associate's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE

Unaided Responses	Total Responses (n=15)
Graphic design	7%
Computer security	7%
Radiology	7%
Diagnostic imaging	7%
MS PowerPoint	7%
MS Excel	7%
No, none in particular	60%
No need in this field	13%

**Need for Current/Potential Employees to Take Courses to
Earn an Associate's Degree in the Field of Education**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree*
Total Responses (n=15)



Level of Need for Specific Associate’s Degree Programs in the Field of Education to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 -“Very Much Needed”							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Education	20%	-	-	-	-	80%	5.0
Early Childhood Education	13%	-	-	-	7%	80%	3.7

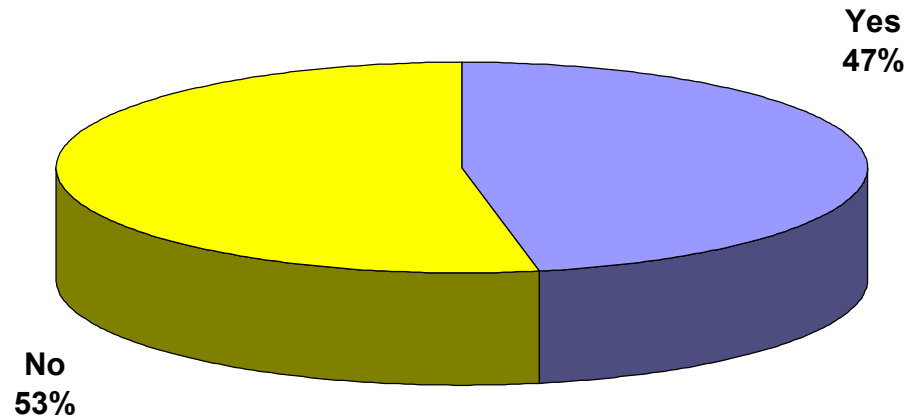
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Unaided Mention of Other Programs in the Field of Education That Are Needed for an Associate’s Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE

Unaided Responses	Total Responses (n=15)
Child development	7%
Mental health	7%
Counseling	7%
No, none in particular	13%
No need in this field	80%

Need for Current/Potential Employees to Take Courses to Earn an Associate's Degree in a Health Occupations Field
Among Companies/Organizations Whose Desired Skill Level for Most Positions Is a 2-Year Associate's Degree
Total Responses (n=15)



Level of Need for Specific Associate’s Degree Programs in the Field of Health Occupations to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 -“Very Much Needed”							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Nursing	27%	7%	-	-	13%	53%	3.7
Radiological Science	20%	-	-	-	27%	53%	2.7
Allied health	13%	-	-	7%	27%	53%	2.3
Clinical Lab Technology	13%	-	-	-	33%	53%	2.1
Radiation Protection	7%	7%	7%	-	27%	53%	2.3
Holistic Health Education Specialist	-	7%	7%	-	33%	53%	1.7

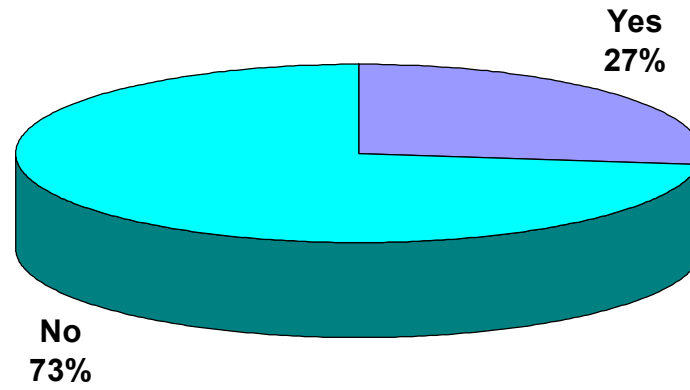
† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Health Occupations Programs Needed For an Associate’s Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE

Unaided Responses		Total Responses (n=15)
Environmental	7%	7%
Ecological	7%	7%
Dentistry	7%	7%
No, none in particular	33%	33%
No need in this field	53%	53%

**Need for Current/Potential Employees to Take Courses to
Earn an Associate's Degree in a Humanities or Social
Science Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree
Total Responses (n=15)*



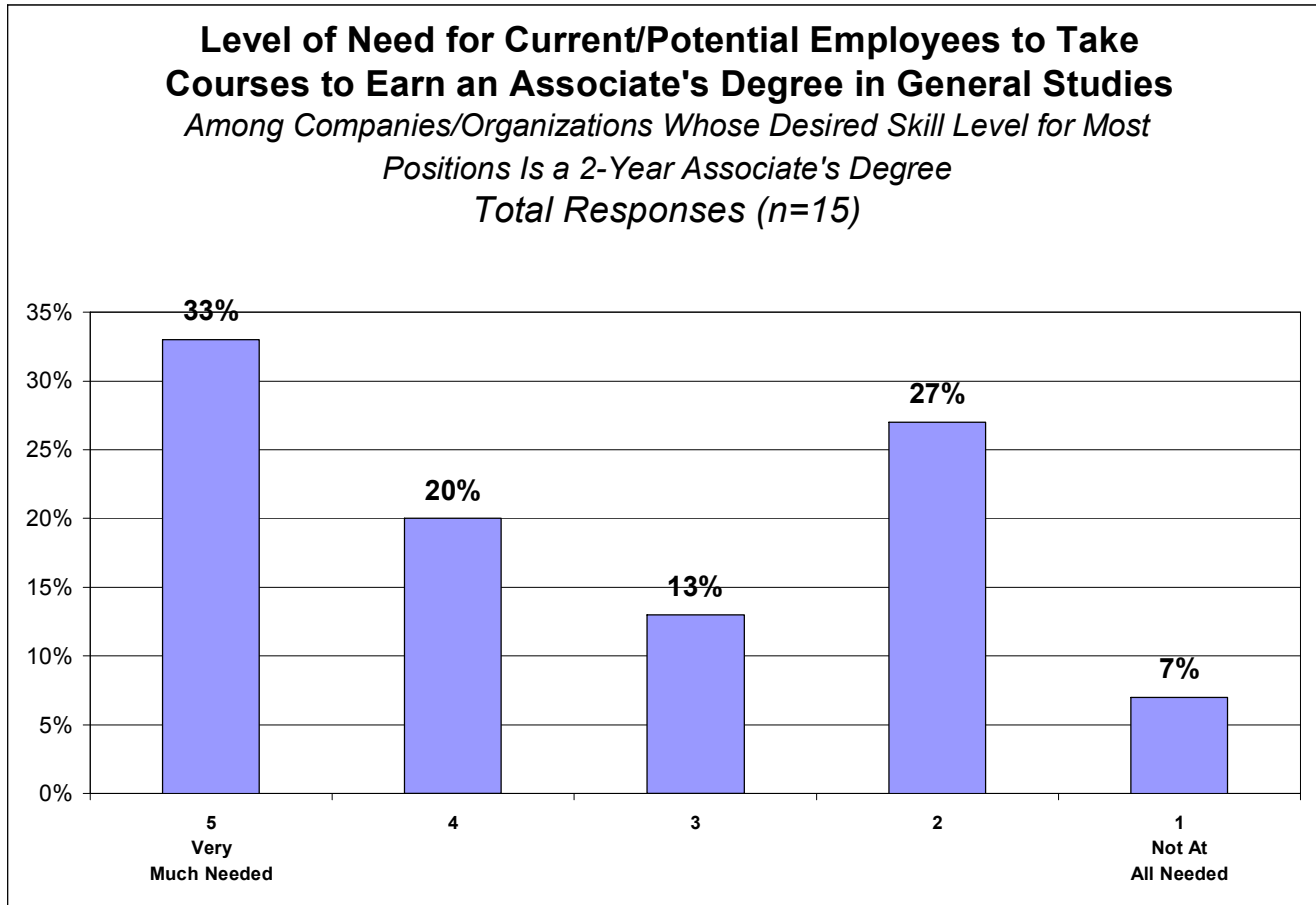
Level of Need for Specific Humanities or Social Science-Related Associate's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Human Services	27%	-	-	-	-	73%	5.0
Psychology	20%	-	7%	-	-	73%	4.5
Criminal Justice	13%	7%	7%	-	-	73%	4.3
Substance Abuse Counselor	13%	-	-	-	13%	73%	3.0
Pueblo Indian Studies	7%	-	7%	7%	7%	73%	2.8
Southwest Studies	7%	-	7%	-	13%	73%	2.5
Library Technology	-	7%	7%	7%	7%	73%	2.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Humanities or Social Science-Related Programs Needed for an Associate's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE'S DEGREE

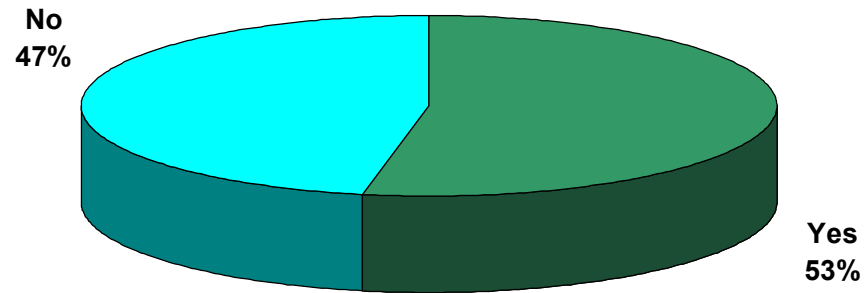
Unaided Responses		Total Responses (n=15)
No, none in particular		27%
No need in this field		73%



Mean†: 3.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

**Need for Current/Potential Employees to Take Courses to
Earn an Associate's Degree in the Area of Math or Science**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree*
Total Responses (n=15)



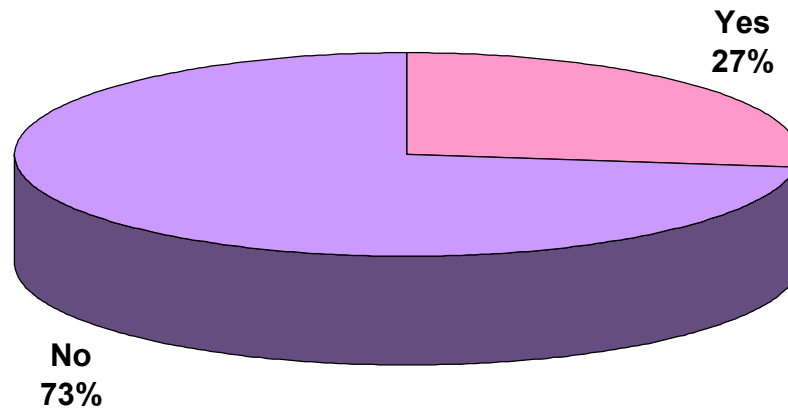
Level of Need for Specific Math or Science Associate’s Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 -“Very Much Needed”								
	Very Much Needed 5	4	3	2	Not At All Needed 1	Don’t Know/ Won’t Say	No Need In This Field	Mean †
Environmental Science	20%	13%	7%	7%	7%	-	47%	3.6
Wildlife Biology	20%	-	7%	-	27%	-	47%	2.8
Chemistry	13%	7%	7%	-	20%	7%	47%	2.9
Physics	13%	-	13%	-	27%	-	47%	2.5
Biology	7%	13%	7%	-	20%	7%	47%	2.7
Biotechnology	7%	7%	13%	-	20%	7%	47%	2.6
Medical Laboratory Technology	7%	7%	7%	-	33%	-	47%	2.1

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The Don’t Know/Won’t Say and No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Math or Science Programs Needed for an Associate’s Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE

Unaided Responses	Total Responses (n=15)
Mathematics	7%
Forestry	7%
Fire management	7%
Calculus	7%
Algebra	7%
Geometry	7%
Trigonometry	7%
No, none in particular	33%
No need in this field	47%

**Need for Current/Potential Employees to Take Courses to
Earn an Associate's Degree in Engineering**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 2-Year Associate's Degree*
Total Responses (n=15)

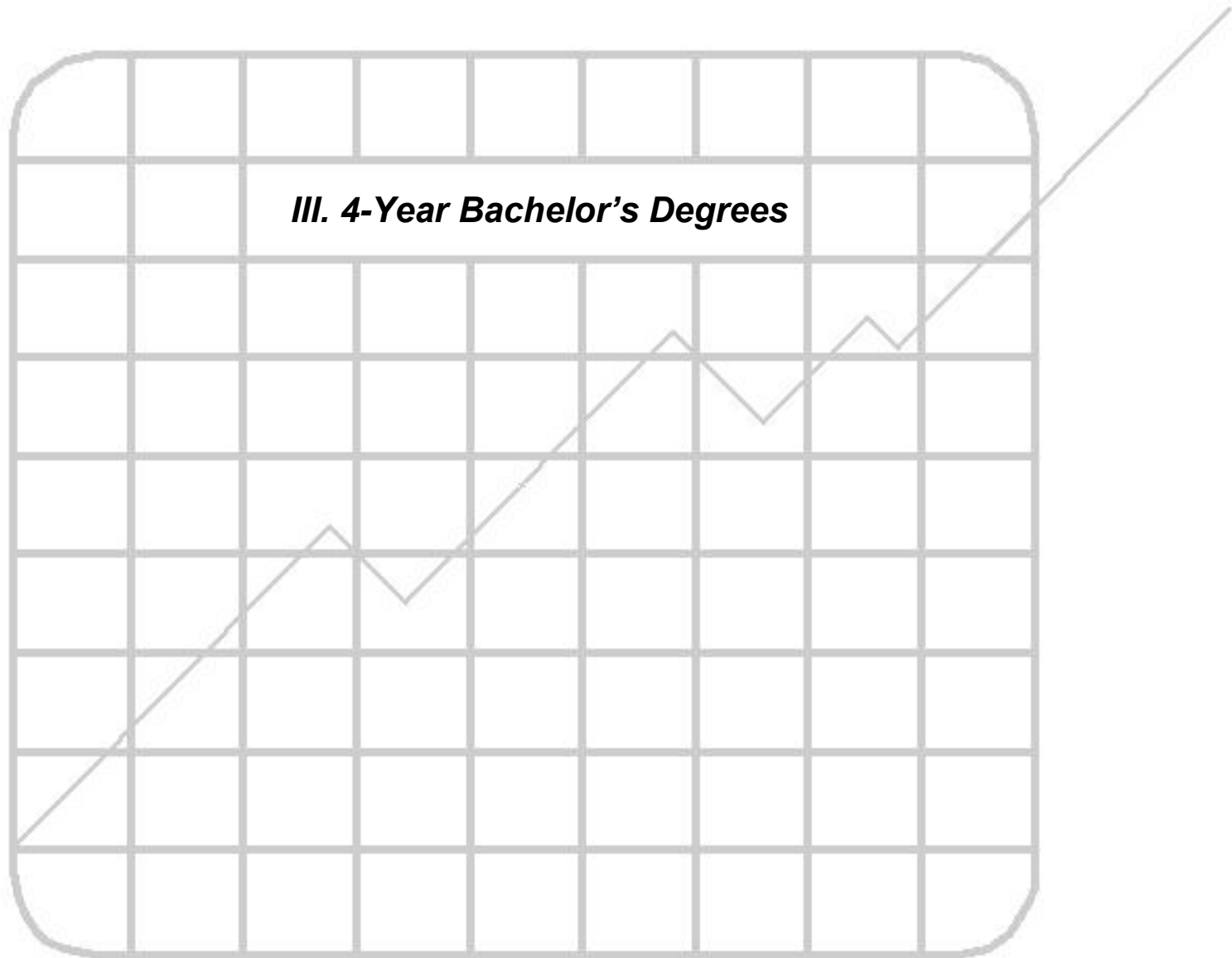


Level of Need for Specific Engineering Associate’s Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE Total Responses (n=15) Ranked by Highest Score of 5 - “Very Much Needed”							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Pre-Engineering-Industrial	13%	7%	-	-	7%	73%	3.8
Pre-Engineering-Civil	13%	7%	-	-	7%	73%	3.8
Pre-Engineering-Mechanical	7%	13%	-	-	7%	73%	3.5
Engineering Technology-Electronics	-	13%	-	7%	7%	73%	2.8
Pre-Engineering-Electrical	-	13%	-	7%	7%	73%	2.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Engineering Programs Needed for an Associate’s Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 2-YEAR ASSOCIATE’S DEGREE

Unaided Responses	Total Responses (n=15)
Chemical Engineering	7%
No, none in particular	20%
No need in this field	73%



Unaided Mention of 4-Year Bachelor's Degree Programs Needed

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR
MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

(Top 8 Unaided Responses)

	Total Responses (n=22)
Business Administration	18%
Nursing	14%
Engineering	14%
Social Work	9%
Marketing	9%
Finance	9%
Human Services	9%
Don't know/won't say	9%

As stated earlier in this report, one-fifth of major employers in the region (21%) say the level of education desired for most of the positions in their company/organization is a 4-year Bachelor's Degree. These employers were asked, in an unaided, open-ended manner, what types of 4-year Bachelor's Degree programs they feel there is a need for their current and prospective employees to have access to. As shown above, Business Administration is mentioned most often as a 4-year Bachelor's Degree program needed (18%), followed by Nursing (14%) and Engineering (14%). Other 4-year Bachelor's Degree programs mentioned by employers include: Social Work (9%), Marketing (9%), Finance (9%), and Human Services (9%).

A table showing the entire list of 4-year Bachelor's Degree program types needed, as mentioned by major employers, is provided on pages 185-198 in the Appendix to this report.

Need for 4-Year Bachelor's Degrees in Various Subject Areas (Summary Table) <i>AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE (N=22)</i>		
	Yes	No/DK/WS
Performing Arts or Visual Communications	5%	95%
Business-related	86%	14%
Computer Science-Related	64%	36%
Education	23%	77%
Health Occupations	41%	59%
Math or Science	59%	41%
Engineering	36%	64%
Humanities or Social Sciences	41%	59%

The 21% of employers who say the education level desired for most of the positions in their company/organization is a 4-year Bachelor's Degree were asked (in an aided manner) a series of questions to determine in which subject areas they feel there is a need for their current/prospective employees to have access to. Then, for each subject area major employers say there is a need for their current/prospective employees to have access to, specific degree types within that subject area were tested to determine their level of need in each degree within that subject area. For example, if a major employer says there is a need for their current/prospective employees to have access to courses leading to a 4-year Bachelor's Degree in the area of *Performing Arts or Visual Communications*, they were then asked to rate the level of need, by using a 5-point scale (where a score of 5 means *very much needed* and a score of 1 means *not at all needed*), in each degree tested (in an aided manner) within the area of *Performing Arts or Visual Communications* (i.e. *Digital Media Arts, Music, Dance*, etc.).

Among the subject areas tested for 4-year Bachelor's Degrees (listed in the table above), degrees in the area of Business (86%) and Computer Science (64%) are the most needed. Three-fifths of employers (59%) express a need for current/prospective students to have access to degree programs in the area of Math or Science, while two-fifths say there is a need in the areas of Health Occupations (41%) and Humanities or Social Sciences (41%). Over one-third of employers (36%) say there is a need for their current/prospective students to have access to degree programs in the field of Engineering, while just over one-fifth (23%) say there is a need in the field of Education. Employers are least likely to say there is a need for their current/prospective employees to have access to degree programs in the area of Performing Arts or Visual Communications (5%).

Top 10 Overall 4-Year Bachelor's Degree Programs Needed AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need in This Field	Mean †
Management	41%	27%	18%	-	-	14%	4.3
Business Administration	41%	14%	27%	5%	-	14%	4.1
Accounting	36%	18%	9%	14%	9%	14%	3.7
Information Technology	27%	14%	14%	9%	-	36%	3.9
Nursing	27%	-	9%	-	5%	59%	4.1
Mental Health and Addiction Counseling	27%	-	-	9%	5%	59%	3.9
Psychology	27%	-	-	5%	9%	59%	3.8
Mechanical Engineering	27%	-	-	5%	5%	64%	4.1
Management Information Systems (MIS)	23%	18%	18%	9%	18%	14%	3.2
Information Management	23%	9%	23%	5%	5%	36%	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field and Don't Know/Won't Say responses are excluded from the calculation of the mean.

The table on the preceding page lists the top 10 programs needed for a 4-year Bachelor's Degree, as indicated by major employers, among all programs tested in the survey for this degree level. Please note that the "No Need in This Field" column shows the percent of employers who say there is not a need for degrees in the field for which the specific programs were listed. For example, 14% of employers who say a Bachelor's Degree is their desired level of education say there is not a need for their current/prospective employees to take courses towards a degree in the area of Business (in general).

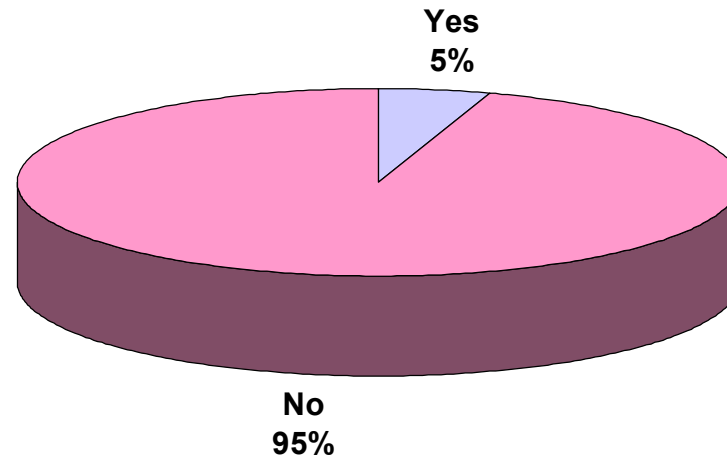
As shown in the table, four of the top programs are Business-related fields [Management (41% *very much needed*), Business Administration (41%), Accounting (36%), and Management Information Systems (23%)] and two are in the area of Computer Science [Information Technology (27%) and Information Management (23%)]. Employers whose desired level of education for most positions is a 4-year degree express the highest level of need for employees to have access to Management and Business Administration Bachelor's Degrees (41% and 41% *very much needed*), followed by Accounting (36%).

The graphic illustrations on pages 39-55 display the level of need for various 4-year Bachelor's Degree types within these subject areas. Note that the results are shown among employers who say the desired education level for most of the positions in their company/organization is working towards or having earned a 4-year Bachelor's Degree.

In addition to testing various Bachelor's Degrees within various subject areas, employers who say the education level for most of the positions in the company/organization is working towards or having earned a 4-year Bachelor's Degree were asked (in an unaided, open-ended manner) what other degree types within each subject area they feel there is a need for a 4-year Bachelor's Degree. Any degrees mentioned are displayed within each subject area section within this report.

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in Performing Arts or Visual
Communications**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree
Total Responses (n=22)*



Level of Need for Specific Performing Arts or Visual Communications Bachelor's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Art	-	5%	-	-	-	95%	4.0
Folk Art	-	5%	-	-	-	95%	4.0
Digital Media Arts	-	-	5%	-	-	95%	3.0
Visual Communications	-	-	5%	-	-	95%	3.0
Dance	-	-	-	5%	-	95%	2.0
Theatre	-	-	-	5%	-	95%	2.0
Music	-	-	-	-	5%	95%	1.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

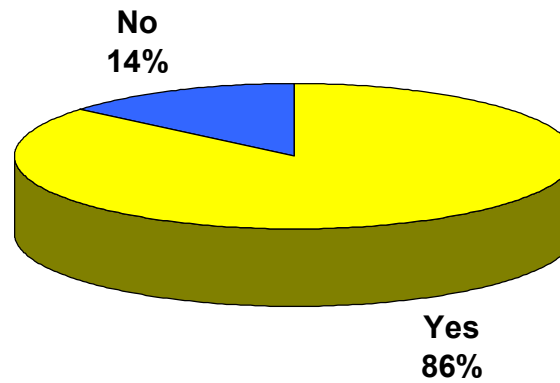
Unaided Mention of Other Performing Arts or Visual Communications Programs Needed for a Bachelor's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

	Total Responses (n=22)
Jewelry craftsmanship	5%
No need in this field	95%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in a Business-Related Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree*
Total Responses (n=22)



Level of Need for Specific Business-Related Bachelor's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Management	41%	27%	18%	-	-	14%	4.3
Business Administration	41%	14%	27%	5%	-	14%	4.1
Accounting	36%	18%	9%	14%	9%	14%	3.7
Management Information Systems (MIS)	23%	18%	18%	9%	18%	14%	3.2
Hospitality Management	18%	-	5%	23%	41%	14%	2.2
Project Management	14%	41%	5%	9%	18%	14%	3.3
Marketing	14%	14%	5%	27%	27%	14%	2.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

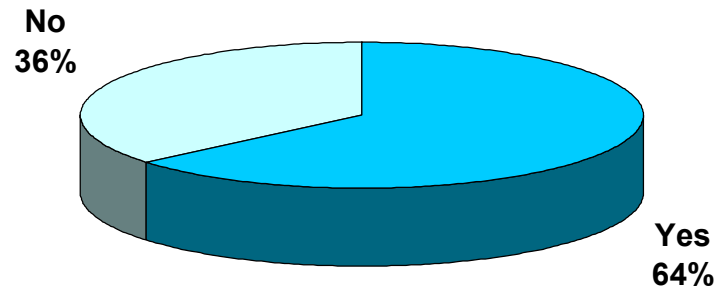
Unaided Mention of Other Business-Related Programs Needed for a Bachelor's Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

	Total Responses (n=22)
Finance	14%
Contracting with Government Entities	9%
Biology	5%
Radiology	5%
Government Rules and Regulation	5%
No, none in particular	64%
No need in this field	14%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in a Computer Science-Related
Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree
Total Responses (n=22)*



Level of Need for Computer Science-Related Bachelor's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Information Technology	27%	14%	14%	9%	-	36%	3.9
Information Management	23%	9%	23%	5%	5%	36%	3.6
Networking	23%	9%	18%	14%	-	36%	3.6
Electronics/Computer Engineering Technology	23%	9%	9%	5%	18%	36%	3.2
Information Assurance and Security	23%	5%	14%	9%	14%	36%	3.2
Digital Media Web Systems	14%	9%	14%	14%	14%	36%	2.9
Mechanical Engineering Technology	9%	5%	9%	5%	36%	36%	2.1
Civil Engineering Technology	9%	5%	5%	-	45%	36%	1.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

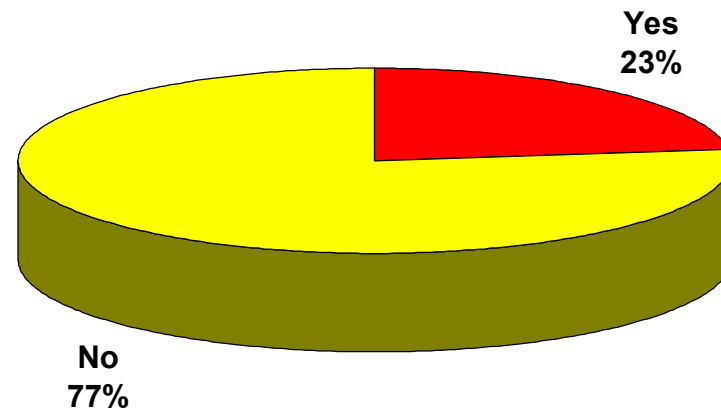
Unaided Mention of Other Computer Science-Related Programs Needed for a Bachelor's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

	Total Responses (n=22)
Business Systems Analysis	5%
Programming	5%
No, none in particular	55%
No need in this field	36%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in the Field of Education**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree*
Total Responses (n=22)



Level of Need for Specific Bachelor's Degree Programs in the Field of Education to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Secondary Education (High School Level)	9%	9%	-	-	5%	77%	3.8
Special Education	9%	5%	-	5%	5%	77%	3.4
Early Childhood Education	9%	5%	-	-	9%	77%	3.2
Elementary Education	5%	9%	-	-	9%	77%	3.0
Middle School Education	5%	5%	-	5%	9%	77%	2.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

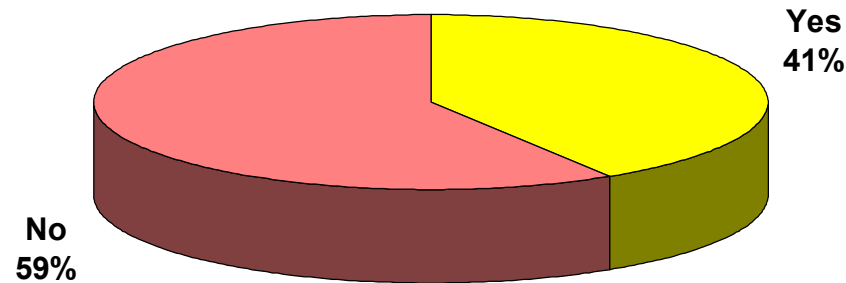
Unaided Mention of Other Education Programs Needed for a Bachelor's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

	Total Responses (n=22)
Endorsement in Bilingual Education	5%
No, none in particular	18%
No need in this field	77%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in the Field of Health Occupations**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree*
Total Responses (n=22)



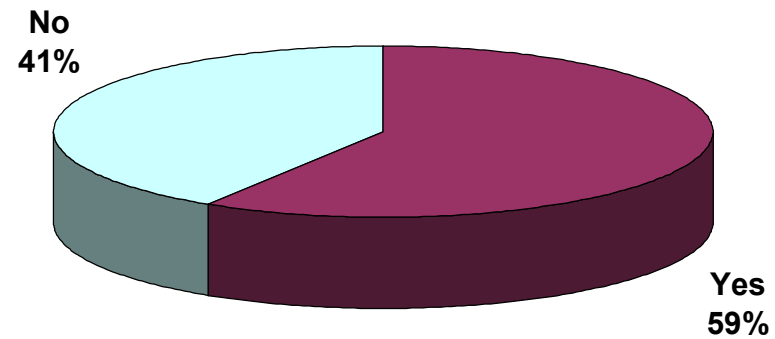
Level of Need for Specific Health Occupations Bachelor's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Integrative Health Studies	-	5%	14%	-	23%	59%	2.0
Nursing	27%	-	9%	-	5%	59%	4.1
Clinical Lab Technology	9%	5%	5%	5%	18%	59%	2.6
Radiography	14%	-	-	-	27%	59%	2.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Health Occupations Programs Needed for a Bachelor's Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses		Total Responses (n=22)
Physical Therapy		9%
Phlebotomy		5%
Lab Technician		5%
Licensed Practical Nurse (LPN)		5%
Safety		5%
Office of Workers' Compensation Program (OWCP)		5%
Respiratory Therapy		5%
Pharmacy		5%
Speech Therapy		5%
Developmental Specialist		5%
No, none in particular		18%
No need in this field		59%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in a Math or Science Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree*
Total Responses (n=22)



Unaided Mention of Other Math or Science Programs Needed for a Bachelor's Degree

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

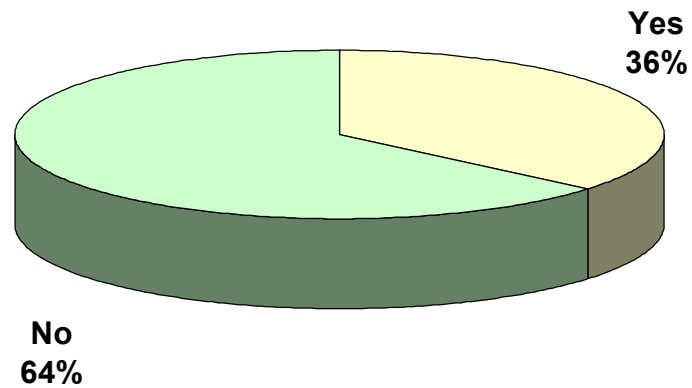
Total Responses
(n=22)

Mammography	5%
Probability	5%
Statistics	5%
No, none in particular	50%
No need in this field	41%

Level of Need for Specific Math or Science Bachelor's Degree Programs to Be Available to Current/Potential Employees							
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE							
Total Responses (n=22)							
Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Environmental Science	14%	5%	14%	14%	14%	41%	2.8
Mathematics	9%	9%	18%	-	23%	41%	2.7
Physics	9%	5%	9%	5%	32%	41%	2.2
Biology	9%	5%	9%	-	36%	41%	2.2
Wildlife Biology	9%	-	5%	5%	41%	41%	1.8
Chemistry	5%	9%	14%	-	32%	41%	2.2
Pre-Pharmacy	5%	5%	5%	-	45%	41%	1.7
Pre-Medicine	-	-	9%	5%	45%	41%	1.4
Pre-Dentistry	-	-	5%	-	55%	41%	1.2
Pre-Veterinary Medicine	-	-	-	-	59%	41%	1.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in an Engineering Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree*
Total Responses (n=22)



Level of Need for Specific Engineering Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Mechanical Engineering	27%	-	-	5%	5%	64%	4.1
Electrical & Computer Engineering	18%	5%	5%	5%	5%	64%	3.8
Civil Engineering	18%	-	-	9%	9%	64%	3.3
Industrial Engineering	9%	-	5%	5%	18%	64%	2.4

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

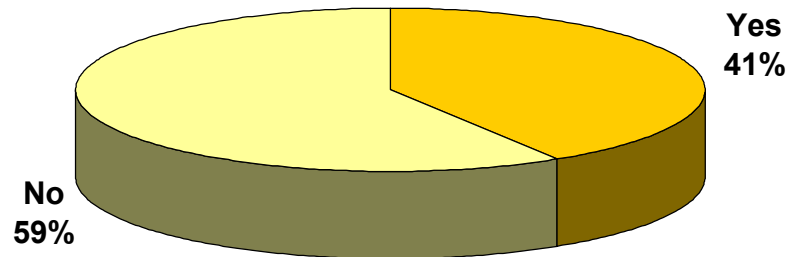
Unaided Mention of Other Engineering Programs Needed for a Bachelor's Degree
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

	Total Responses (n=22)
No, none in particular	36%
No need in this field	64%

**Need for Current/Potential Employees to Take Courses to
Earn a Bachelor's Degree in a Humanities or Social Science
Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a 4-Year Bachelor's Degree
Total Responses (n=22)*



Level of Need for Specific Humanities or Social Science Bachelor's Degree Programs to Be Available to Current/Potential Employees AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Psychology	27%	-	-	5%	9%	59%	3.8
Mental Health and Addiction Counseling	27%	-	-	9%	5%	59%	3.9
Human Services	23%	-	14%	-	5%	59%	3.9
Criminal Justice	14%	-	9%	5%	14%	59%	2.9
Pueblo Indian Studies	14%	-	9%	-	18%	59%	2.8
Literature	-	-	9%	5%	27%	59%	1.6
Liberal Arts	-	-	5%	9%	27%	59%	1.4

Unaided Mention of Other Humanities or Social Science Programs Needed for a Bachelor's Degree

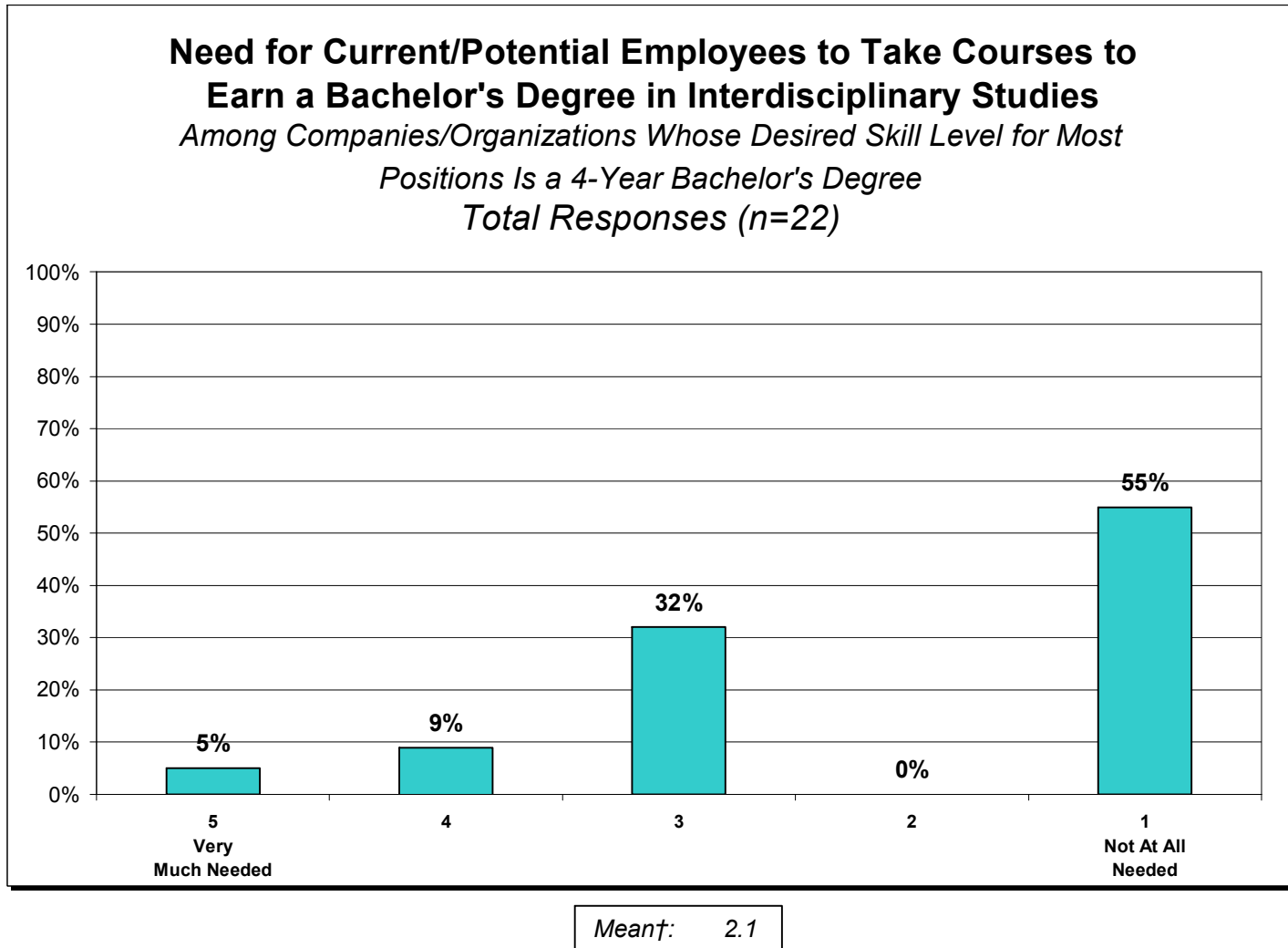
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A 4-YEAR BACHELOR'S DEGREE

Unaided Responses

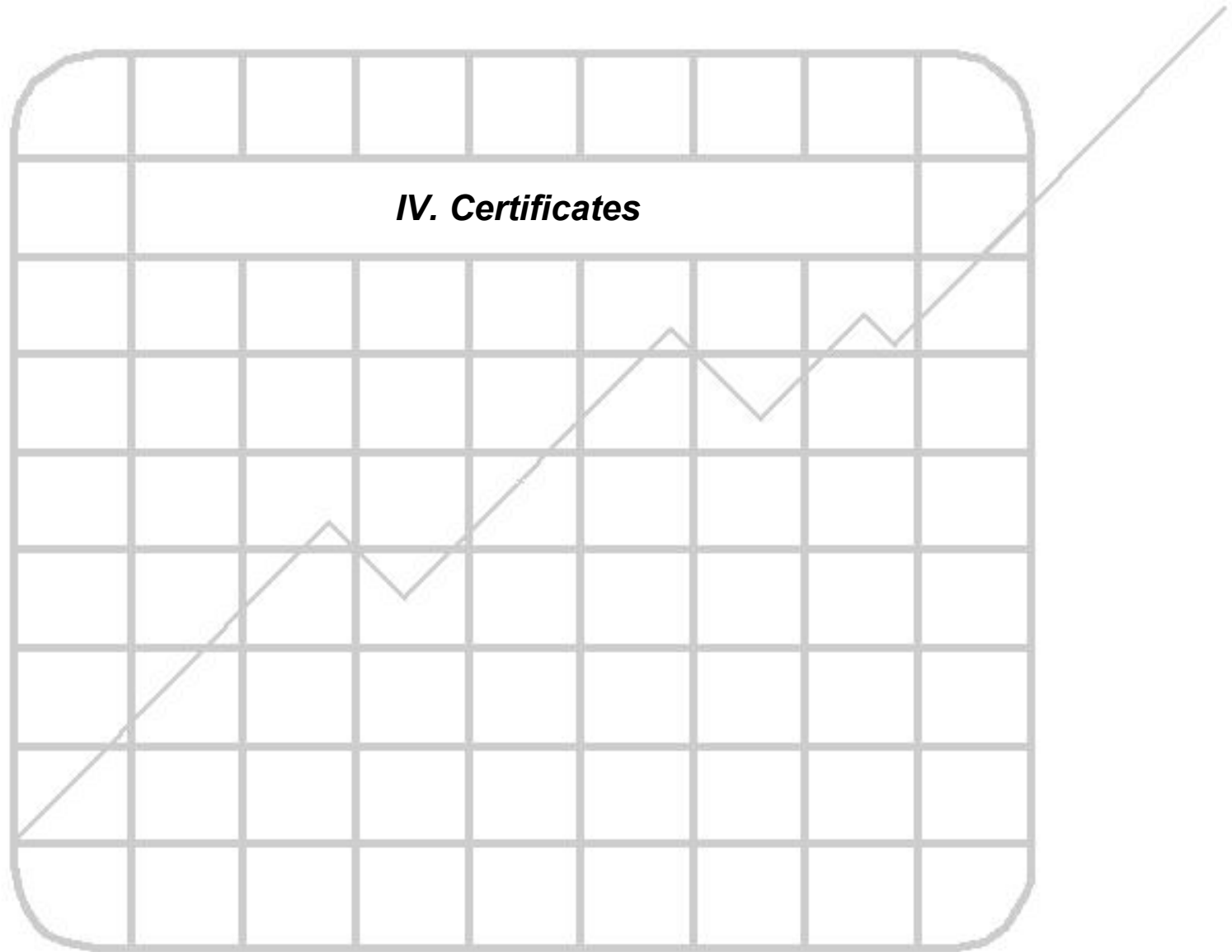
Total Responses
(n=22)

History	5%
Anthropology	5%
Social Work	5%
Occupational/Speech Therapy	5%
Intake Coordinator	5%
No, none in particular	27%
No need in this field	59%

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.



† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.



Unaided Mention of Technical/Vocational Certificate Programs Needed

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR
MOST POSITIONS IS A CERTIFICATE

(Top 5 Unaided Responses)

	Total Responses (n=22)
Basic computer knowledge	14%
Nursing	9%
Commercial Driver's License (CDL)	9%
Certified Nursing Assistant (CNA)	9%
Don't know/won't say	18%

As mentioned earlier in this report, one-fifth of major employers (21%) in the region say the desired education level for most of the positions in their company/organization is a certification. These employers were asked, in an unaided, open-ended manner, what types of certificates they feel are needed for their current/prospective employers to have access to. These employers most often mention that certifications in basic computer knowledge (14%), Nursing (9%), Commercial Driver's License (9%) and Certified Nursing Assistant (9%) are needed for their current/prospective employees to have access to.

A table showing the entire list of certification types mentioned by major employers whose desired level of education for most positions is a certification is provided on pages 370-377 in the Appendix to this report.

Consideration of Various Subject Areas for Which Current and Potential Employees Could Earn a Certificate (Summary Table) AMONG COMPANIES WHOSE DESIRED SKILL LEVEL IS A CERTIFICATE (N=22)		
	Yes	No/DK/WS
Business-Related	32%	68%
Trade or Career-Related	50%	50%
Computer Science-Related	36%	64%
Education	18%	82%
Health Occupations	36%	64%
Humanities	5%	95%
Math or Science	18%	82%
Art-related	18%	82%

The 21% of employers who say the education level desired for most of the positions in their company/organization is a certificate were asked (in an aided manner) a series of questions to determine in which subject areas they feel there is a need for their current/prospective employees to have access to. Then, for each subject area major employers say there is a need for their current/prospective employees to have access to, specific degree types within that subject area were tested to determine their level of need in each degree within that subject area. For example, if a major employer says there is a need for their current/prospective employees to have access to courses leading to a certificate in the area of *Business-Related Degrees*, they were then asked to rate the level of need, by using a 5-point scale (where a score of 5 means *very much needed* and a score of 1 means *not at all needed*), in each degree tested (in an aided manner) within the area of *Business* (i.e. *Hospitality Management, Administrative Assistant, Legal Office Secretary*, etc.).

Among the subject areas tested for certifications (listed in the table above), Trade or Career-Related certifications are the most needed (50%), followed by Computer Science-Related certifications (36%) and certifications in the Health Occupations field (36%). One-third of employers (32%) who say a certification is the desired education level of most of their positions say there is a need for their employees to have access to Business-Related certifications. Employees express less of a need for certifications in the areas of Education (18%), Math/Science (18%), Art (18%), and Humanities (5%).

Top 10 Overall Technical/Vocational Certificates Needed AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need in This Field	Mean †
Nurse Aide	18%	-	-	-	18%	64%	3.0
Practical Nurse (LPN)	14%	-	-	-	23%	64%	2.5
Hospitality Management	9%	9%	5%	-	9%	68%	3.3
Administrative Assistant	9%	5%	9%	5%	5%	68%	3.3
Construction Trades	9%	5%	9%	-	27%	50%	2.4
Automotive Services	9%	5%	5%	14%	18%	50%	2.5
Computer Electronics Technology	5%	9%	-	5%	18%	64%	2.4
Engineering CAD	5%	9%	-	5%	18%	64%	2.4
Telecommunications Builder	5%	5%	18%	5%	18%	50%	2.5
Plumbing Assistant	5%	5%	5%	9%	27%	50%	2.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field and Don't Know/Won't Say responses are excluded from the calculation of the mean.

The table on the preceding page lists the top certificate programs needed, as indicated by major employers, for current/prospective employees to have access to (among all programs tested in the survey for this degree level). Please note that the “No Need in This Field” column shows the percent of employers who say there is not a need for certificates in the field for which the specific programs were listed. For example, 64% of employers who say a certification is their desired level of education for most of their employees say there is not a need for their current/prospective employees to take courses towards a certificate in the area of Health Occupations (in general).

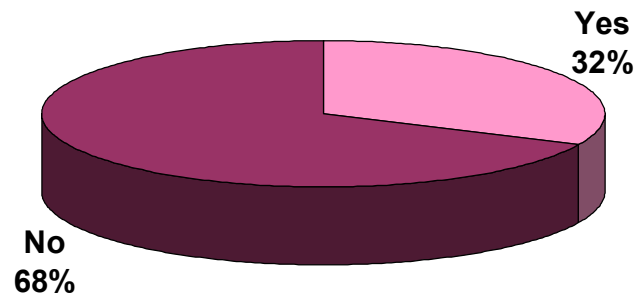
As shown in the table, the top two certification programs are in the field of Health Occupations [Nurse Aide (18% *very much needed*) and Practical Nurse (LPN) (14%)], while four of the top 10 programs are in Trade or Career-Related areas [Construction Trades (9%), Automotive Services (9%), Telecommunications Builder (5%), and Plumbing Assistant (5%)]. Two of the top 10 programs are certifications for a Business-Related field [Hospitality Management (9%) and Administrative Assistant (9%)].

The graphic illustrations on pages 61-76 display the level of need for various types of certifications within these subject areas. Note that the results are shown among employers who say the education level for most of the positions in the company/organization is working towards or having earned a certificate.

In addition to testing various certifications within various subject areas, employers who say the education level for most of the positions in the company/organization is working towards or having earned a certificate were asked (in an unaided, open-ended manner) what other degree types within each subject area they feel there is a need for a certificate. Any certificates mentioned are displayed within each subject area section within this report.

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Business-Related Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*



Level of Need for Specific Business-Related Programs to be Available to Current/Potential Employees to Earn a Certificate AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Hospitality Management	9%	9%	5%	-	9%	68%	3.3
Administrative Assistant	9%	5%	9%	5%	5%	68%	3.3
Legal Office Secretary	5%	-	-	9%	18%	68%	1.9
Medical Office Secretary	5%	-	-	5%	23%	68%	1.7
Data Processing Technician	-	5%	5%	5%	18%	68%	1.9
Public School Finance	-	-	-	5%	27%	68%	1.1

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Business-Related Programs Needed for a Certificate

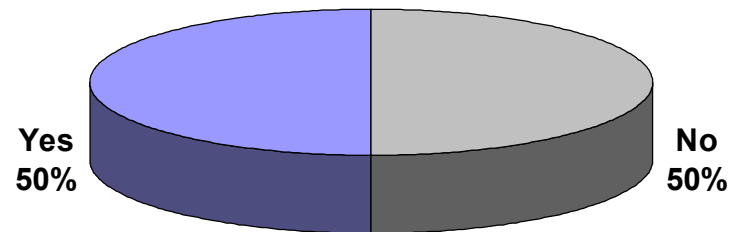
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

Unaided Responses

	Total Responses (n=22)
Accounting	5%
Retail Certificate	5%
Finance	5%
Customer Service	5%
No, none in particular	18%
No need in this field	68%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Trade or Career-Related Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*



Level of Need for Specific Trade or Career-Related Programs to be Available to Current/Potential Employees to Earn a Certificate AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Automotive Services	9%	5%	5%	14%	18%	50%	2.5
Construction Trades	9%	5%	9%	-	27%	50%	2.4
Telecommunications Builder	5%	5%	18%	5%	18%	50%	2.5
Plumbing Assistant	5%	5%	5%	9%	27%	50%	2.0
Auto Mechanic Assistant	-	9%	5%	5%	32%	50%	1.8
Agricultural Trades	-	5%	5%	-	41%	50%	1.5
Metal Trades	-	-	5%	5%	41%	50%	1.3
Spanish Colonial Trades	-	-	5%	-	45%	50%	1.2
Cosmotology/ Barbering	-	-	5%	-	45%	50%	1.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

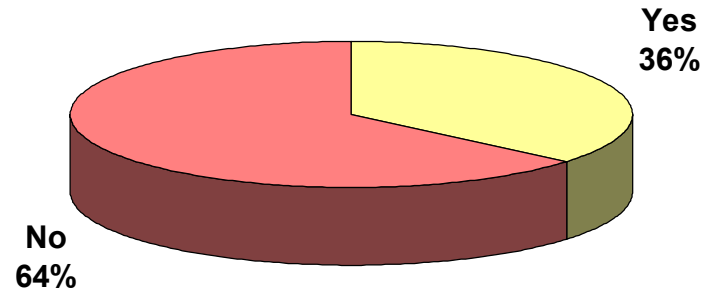
Unaided Mention of Other Trade or Career-Related Programs Needed for a Certificate

AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

Unaided Responses

	Total Responses (n=22)
Horticulture	9%
Refrigeration	5%
Air Conditioning	5%
Landscaping	5%
Water Management	5%
Fitness Technician	5%
Lifeguard	5%
Bartending	5%
Finance	5%
Banking	5%
Nail Technician	5%
Massage Therapy	5%
No, none in particular	18%
No need in this field	50%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Computer Science-Related Field**
*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate*
Total Responses (n=22)



Level of Need for Specific Computer Science-Related Programs to be Available to Current and Potential Employees to Earn a Certificate AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Engineering CAD	5%	9%	-	5%	18%	64%	2.4
Computer Electronics Technology	5%	9%	-	5%	18%	64%	2.4
Electronics Technology	5%	5%	5%	-	23%	64%	2.1
Architectural Drafting	5%	-	-	5%	27%	64%	1.6
Semiconductor Manufacturing Technology	-	-	5%	-	32%	64%	1.3

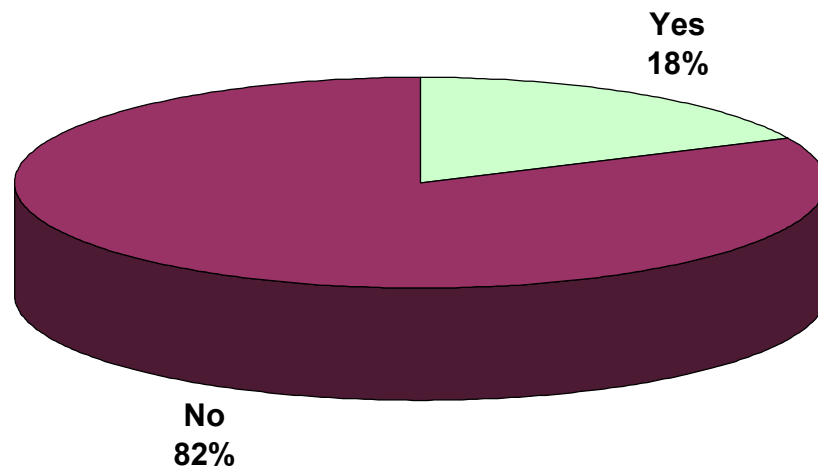
† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Computer Science-Related Programs Needed for a Certificate
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

Unaided Responses		Total Responses (n=22)
Basic Computer Skills		9%
Microsoft Office		5%
Information Technology		5%
Tech Support		5%
Network Administration		5%
No, none in particular		18%
No need in this field		64%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in an Education Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*



Level of Need for Specific Education Programs to be Available to Current/Potential Employees to Earn Certificate <i>AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE</i> Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Spanish Teaching Bilingual Endorsement	5%	5%	5%	-	5%	82%	3.3
Native American Teaching Bilingual Endorsement	5%	5%	5%	-	5%	82%	3.3
Endorsement for TESOL	5%	5%	5%	-	5%	82%	3.3
Elementary Education License	5%	-	5%	-	9%	82%	2.5
BA Certification in Elementary Education	5%	-	-	-	14%	82%	2.0
Special Education License	-	-	5%	5%	9%	82%	1.8
Gifted and Talented Education License	-	-	5%	-	14%	82%	1.5
Secondary Education License	-	-	-	5%	14%	82%	1.3
BA Certification in Secondary Education	-	-	-	-	18%	82%	1.0

†The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Education Programs Needed for a Certificate
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

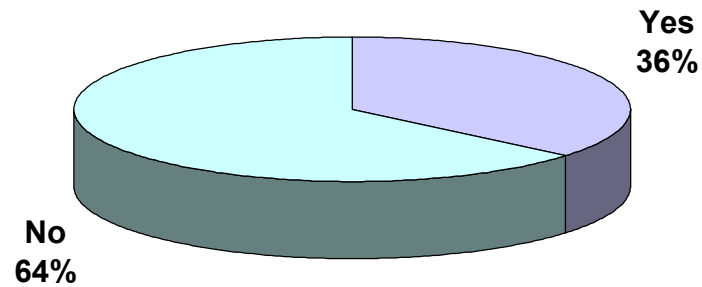
Unaided Responses

	Total Responses (n=22)
Early Childhood Education	9%
Child Care	5%
No, none in particular	9%
No need in this field	82%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Health Occupations Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate*

Total Responses (n=22)



Level of Need for Specific Health Occupations Programs to be Available to Current/Potential Employees to Earn a Certificate AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Nurse Aide	18%	-	-	-	18%	64%	3.0
Practical Nurse (LPN)	14%	-	-	-	23%	64%	2.5
Medical Interpretation Program	5%	-	9%	-	23%	64%	2.0
Integrative Health Therapies	-	-	9%	-	27%	64%	1.5
Holistic Health	-	-	5%	-	32%	64%	1.3
Massage Therapy	-	-	-	5%	32%	64%	1.1
Holistic Health Education Specialist	-	-	-	-	36%	64%	1.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

Unaided Mention of Other Health Occupations Programs Needed for a Certificate

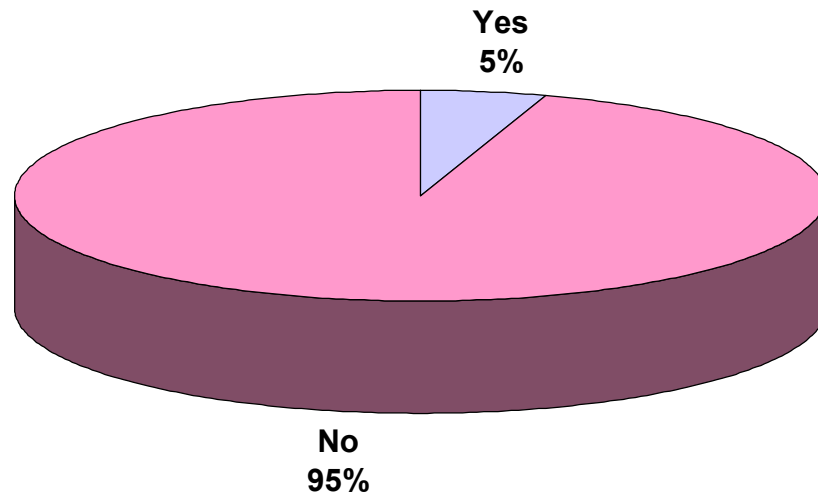
AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

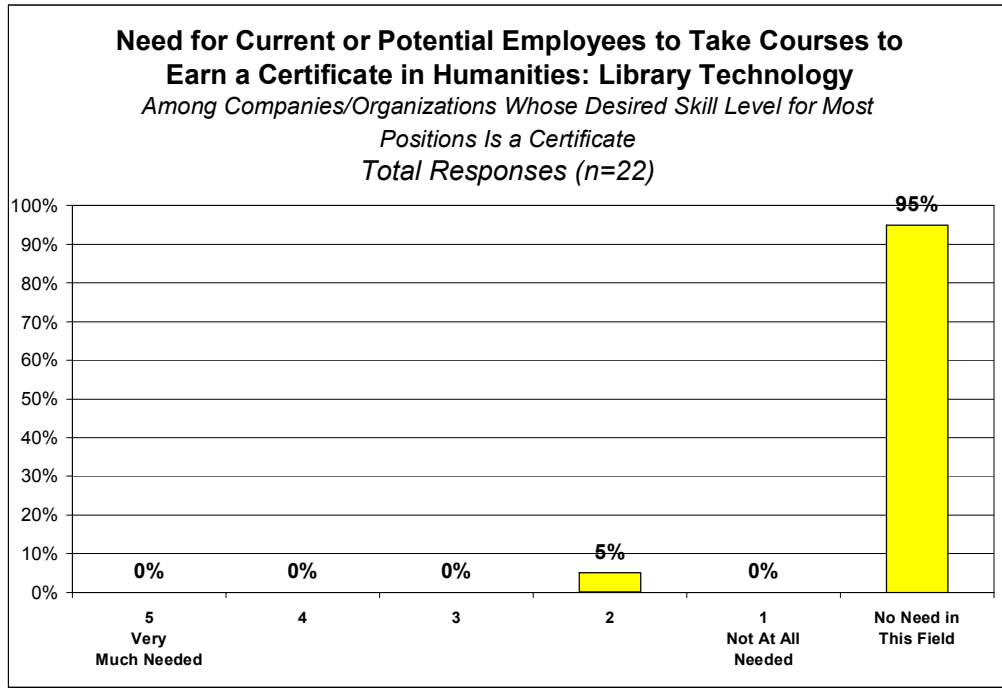
Unaided Responses

	Total Responses (n=22)
Certified Nursing Assistant (CNA)	9%
Paramedic	9%
Pharmacy Technician	5%
Medication Aide	5%
Emergency Medical Technician (EMT)	5%
Risk Management Safety	5%
Registered Nurse (RN)	5%
No, none in particular	5%
No need in this field	64%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Humanities Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*





Mean†: 2.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

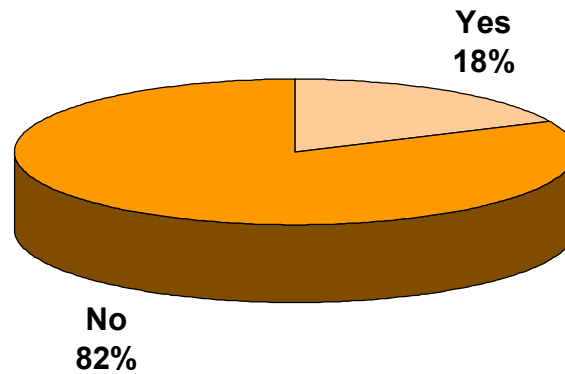
Unaided Mention of Other Humanities Programs Needed for a Certificate
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

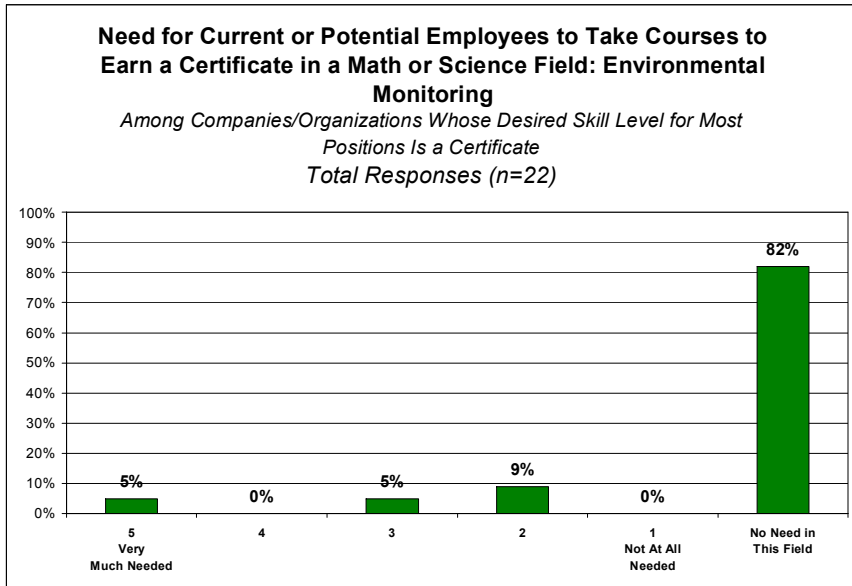
Unaided Responses

	<i>Total Responses (n=22)</i>
No, none in particular	5%
Not considering this field	95%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in a Math or Science Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*





Mean†: 3.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

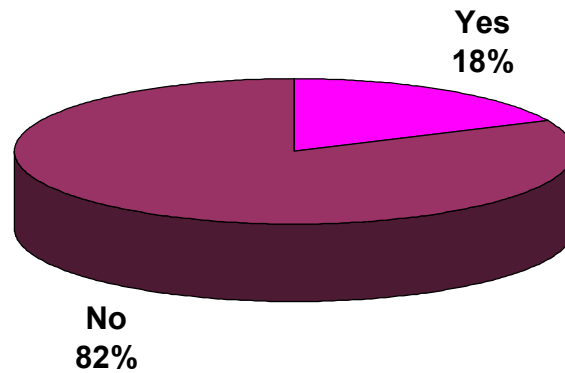
Unaided Mention of Other Math or Science Programs Needed for a Certificate
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE

Unaided Responses

	<i>Total Responses (n=22)</i>
Geometry	5%
No, none in particular	14%
No need in this field	82%

**Need for Current or Potential Employees to Take Courses to
Earn a Certificate in an Art-Related Field**

*Among Companies/Organizations Whose Desired Skill Level for Most
Positions Is a Certificate
Total Responses (n=22)*



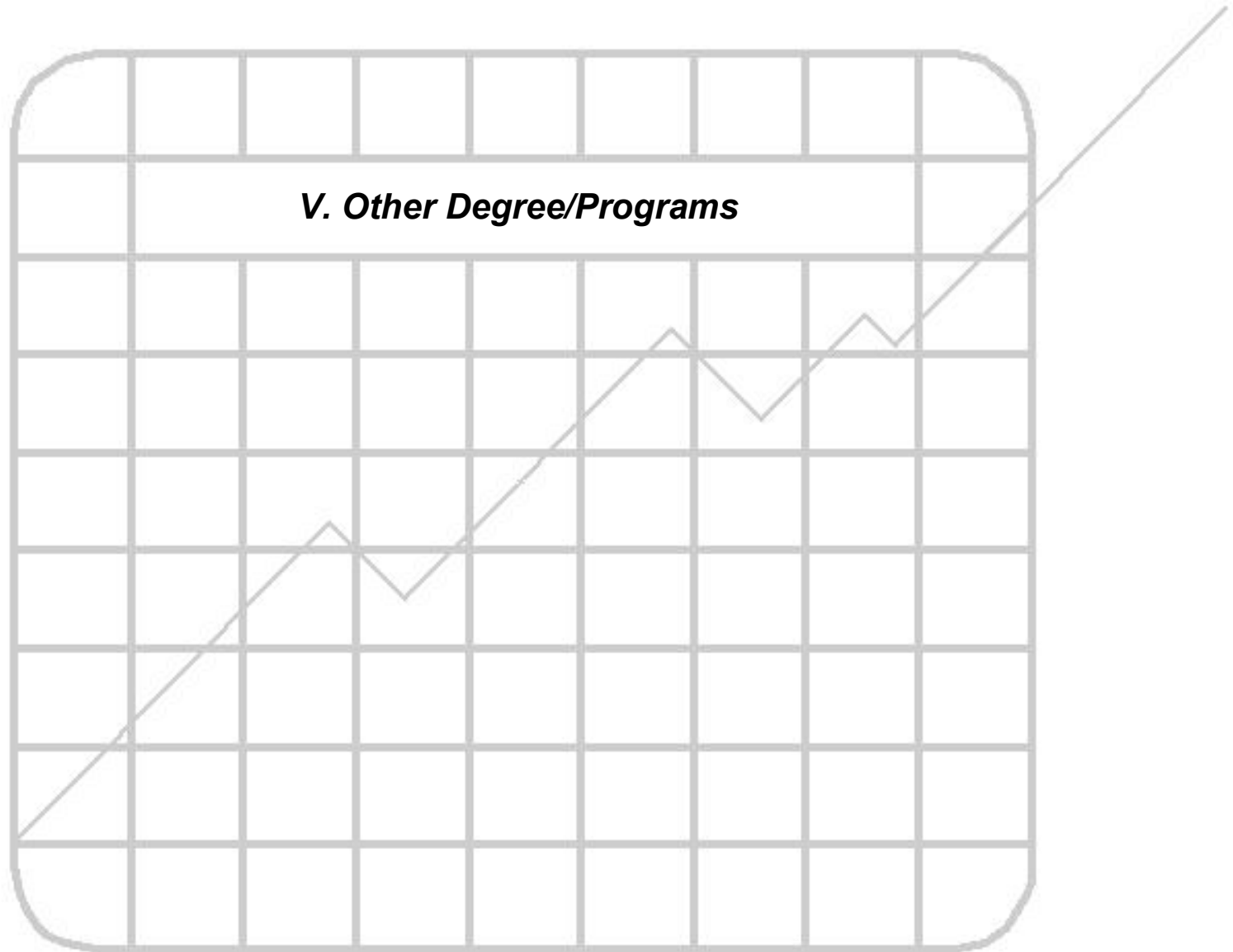
Level of Need for Specific Art-Related Programs to be Available to Current/Potential Employees to Earn Certificate AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR MOST POSITIONS IS A CERTIFICATE Total Responses (n=22) Ranked by Highest Score of 5 - "Very Much Needed"							
	Very Much Needed 5	4	3	2	Not At All Needed 1	No Need In This Field	Mean †
Digital Media Production	-	5%	5%	5%	5%	82%	2.5
Digital Sound Engineering	-	-	9%	5%	5%	82%	2.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Much Needed response is assigned a value of 5; the Not At All Needed response is assigned a value of 1. The No Need in This Field responses are excluded from the calculation of the mean.

**Unaided Mention of Other Art-Related Programs
 Needed for a Certificate**
 AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL FOR
 MOST POSITIONS IS A CERTIFICATE

Unaided Responses

	Total Responses (n=22)
Design Layout	9%
No, none in particular	9%
No need in this field	82%



**Need for Current/Potential Employees to
Take Courses to Earn a Master's Degree**
*AMONG COMPANIES/ORGANIZATIONS WHOSE DESIRED SKILL LEVEL
FOR MOST POSITIONS IS A MASTER'S DEGREE*

(Unaided Responses)

	<i>Total Responses (n=7)</i>
Education	100%
Special Education	14%
Endorsement in Bilingual Education	14%
Reading Education	14%
Math Education	14%

Seven percent of major employers say the education level desired for most of the positions in their company/organization is a Master's Degree. These employers were asked, in an unaided, open-ended manner, which Master's Degree programs are needed for their current/prospective employees to have access to. As shown above, Master's Degree programs in Education are most often mentioned by employers whose desired level of education for their positions is a Master's Degree. In fact, all of the Master's Degree programs mentioned have to do with a specific aspect of the Education field (Special Education, Endorsement in Bilingual Education, Reading Education, and Math Education). This makes sense, given that employers in the social services/education sector are more likely to say the level of education desired for most of their positions is a Master's Degree.

Level of Need for Current/Prospective Employees to Take Various Adult Education Classes Total Sample (n=104) Ranked by Highest Score of 5 -“Very Much Needed”							
	Very Much Needed 5	4	3	2	Not At All Needed 1	Don't Know/ Won't Say	Mean
General Education Development (GED) classes	32%	8%	12%	7%	41%	1%	2.8
English-As-A-Second- Language (ESL) program	29%	13%	16%	5%	38%	-	2.9
Adult Literacy Program	27%	11%	21%	7%	34%	1%	2.9
Developmental Studies Math and English Courses	23%	13%	16%	9%	38%	-	2.7

† The mean score is derived by taking the average score based on the 5-point scale. The *Very Much Needed* response is assigned a value of 5; the *Not At All Needed* response is assigned a value of 1. The *No Need in This Field* responses are excluded from the calculation of the mean.

Major employers were asked to indicate, by using a 5-point scale (where a score of 5 means *very much needed* and a score of 1 means *not at all needed*), the level at which various Adult Education Classes are needed for current/prospective students to have access to. One-third of employers (32%) say General Education Development (GED) classes are *very much needed*, while 29% say courses in an English-As-A-Second Language (ESL) program are *very much needed*. Just over one-quarter of employers (27%) say Adult Literacy Program courses are *very much needed*, while Developmental Studies Math and English Courses are *very much needed* according to 23% of employers.

In general, employers in the restaurant/hotel sector are more likely than employers in other sectors to say these Adult Education Classes are *very much needed* for their current/prospective employees to have access to.