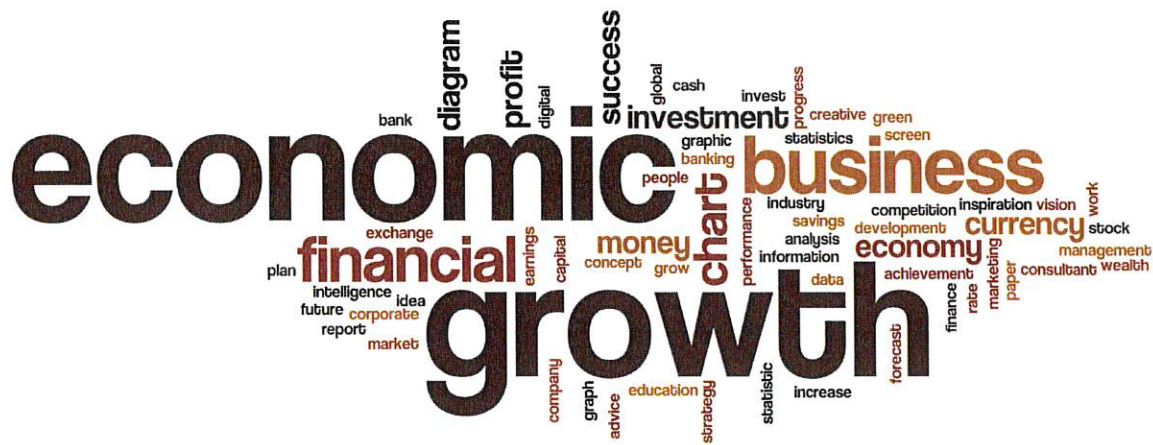




Carlsbad/Eddy County  
Employer Survey & Workforce Report  
May 2023



## Executive Summary

For Carlsbad/Eddy County there is no disputing the fact that the need for talent on many levels remains high, and organizations recognize the need to attract talent and engage the best qualified candidates.

Workforce for Carlsbad/Eddy County just like housing plays a pivotal role in a variety of ways including quality of life in our community, an increase of populations, workforce growth and overall development of the future.





# Employer Survey & Workforce Report

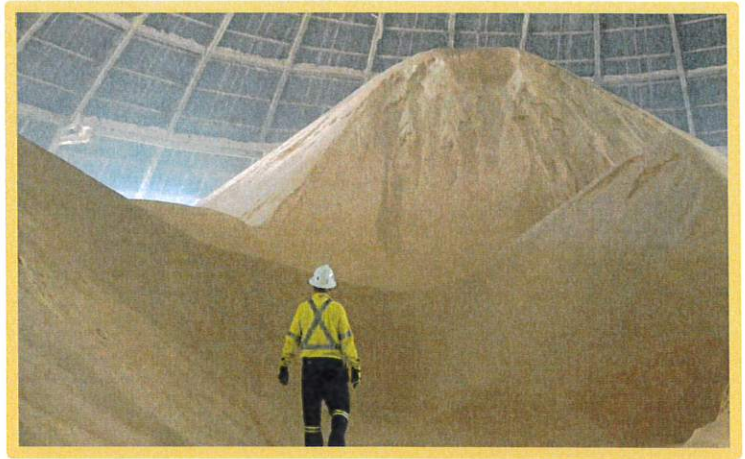
## May 2023



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# **Major Industries Carlsbad - Eddy County**

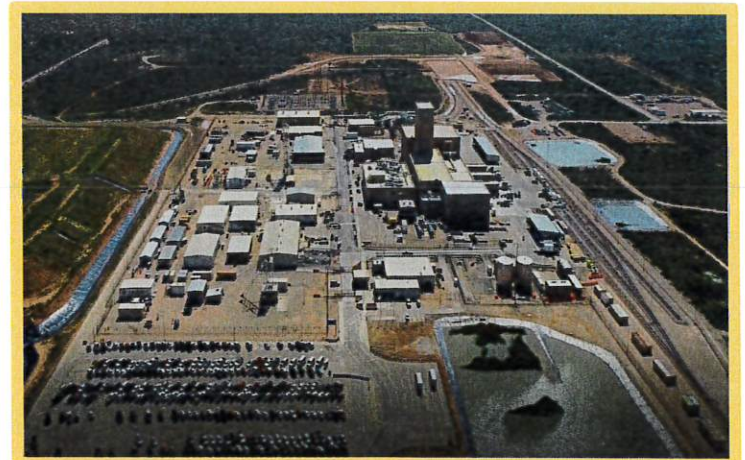


**Mining**

**Oil & Gas**



**Nuclear**



**Manufacturing**

**Key Drivers of  
Workforce  
Recruitment**





At the CDOD, we strive to serve and provide our members, stakeholders and the community with valuable tools, assist in gaining best practices and to promote the organizations in a variety of ways. One way is through our employer survey and workforce report. We have prioritized focus areas to address key challenges and current trends in the labor market.

- **Supply & Demand – Workforce Population**
- **Skills Gap – Upskills, Reskills, Education**
- **Other Challenges**

Disconnect between what the employers need from the job candidates and what is being presented.

Refers to learning a different or completely new set of skills.

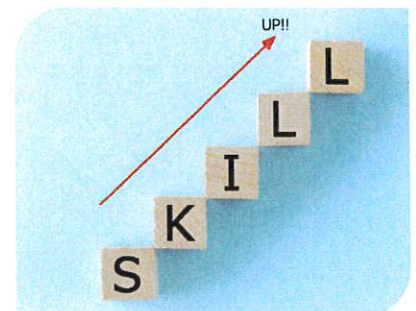
Refers to an employee learning additional skills to be better equipped to do their job.

The disconnect present in the education pipeline as students transition from high school to higher education and beyond.

Given the current labor shortages plaguing almost every business, long-term strategies are often overshadowed by the critical short-term needs of today and tomorrow. While immediate hiring needs are often the most pressing issue, strategies to upskill and reskill your workforce are necessary for long-term, sustainable business practices.

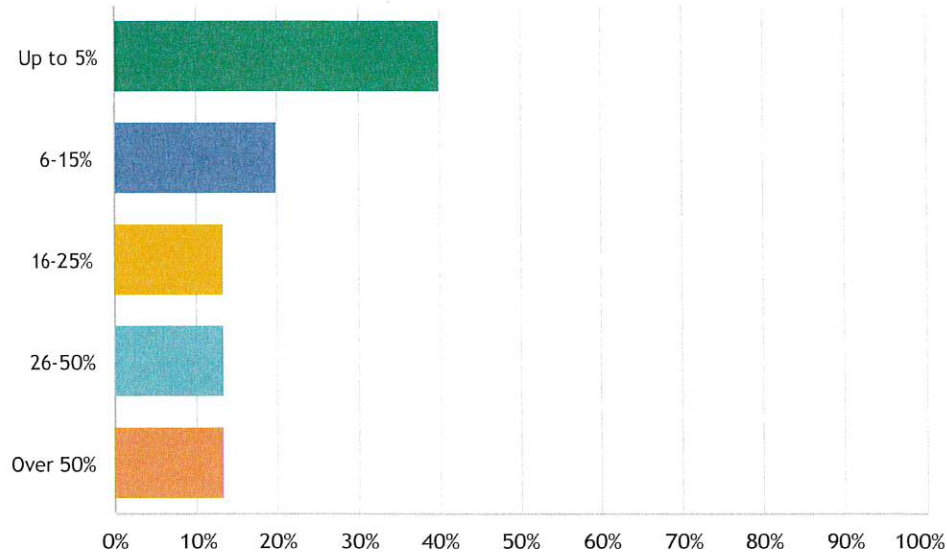
Though upskilling your workforce costs resources, it is often less expensive than the aggressive recruitment strategies required when looking outside of your own company. Unfilled jobs cost companies' productivity and revenue; internal strategies like upskilling and reskilling can end up saving companies on both. As the economy changes, business cultures that support life-long learning to upskill and reskill their workforce will be those that remain competitive and relevant.

Content provided by U.S. Chamber of Commerce, December 2022.



## Q1 Select a percentage range of workers hired in 2022, outside of the Carlsbad/Eddy County area.

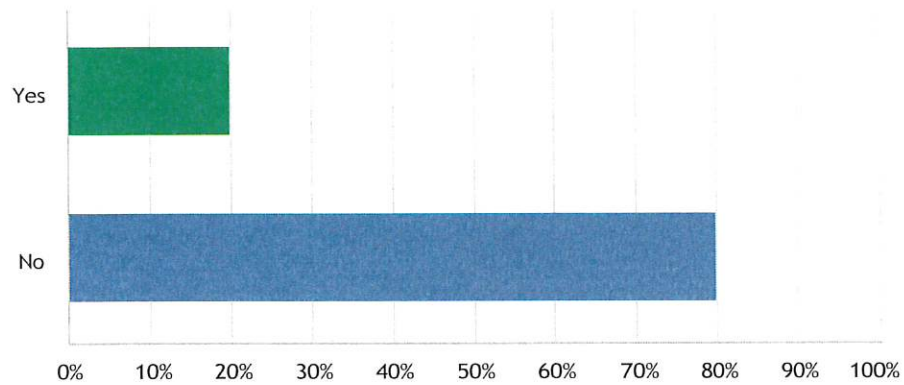
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up to 5%	40.00%	6
6-15%	20.00%	3
16-25%	13.33%	2
26-50%	13.33%	2
Over 50%	13.33%	2
TOTAL		15

## Q2 At this time, does the supply of employees meet the anticipated demand.

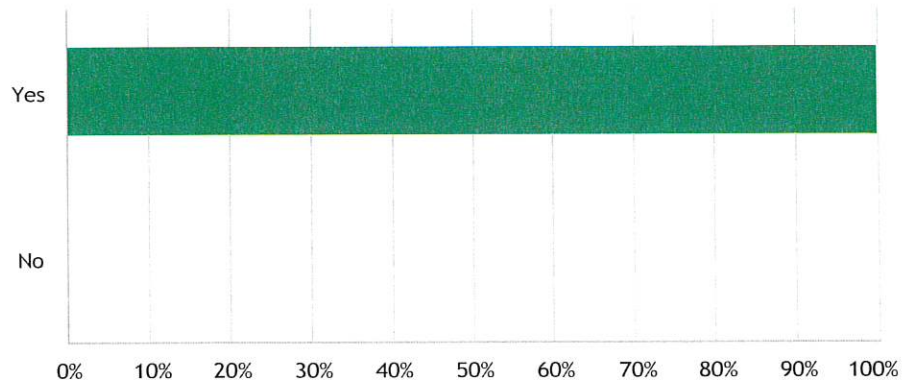
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	20.00%	3
No	80.00%	12
TOTAL		15

### Q3 Has your company experienced challenges hiring workforce with the proper skill sets for the position.

Answered: 15 Skipped: 0

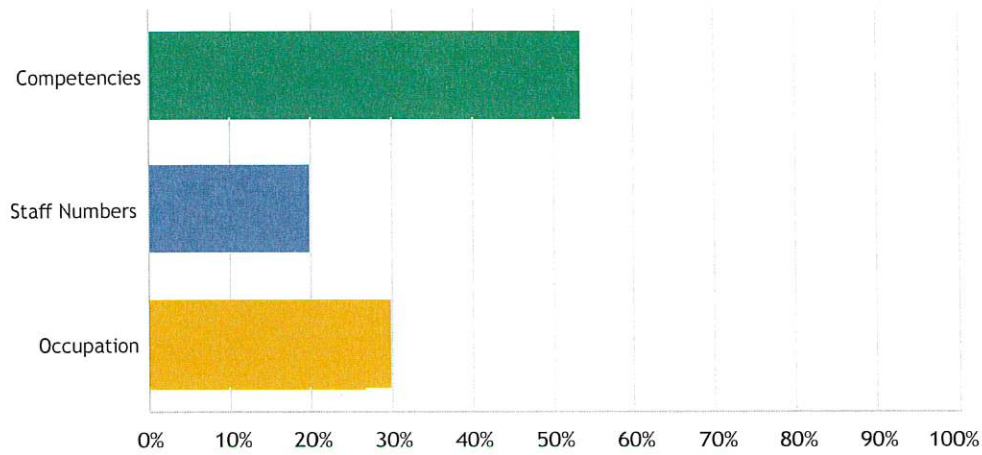


ANSWER CHOICES	RESPONSES	
Yes	100.00%	15
No	0.00%	0
TOTAL		15



## Q4 If you have experienced a gap, please select the most relevant.

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Competencies	53.33%	8
Staff Numbers	20.00%	3
Occupation	26.67%	4
TOTAL		15

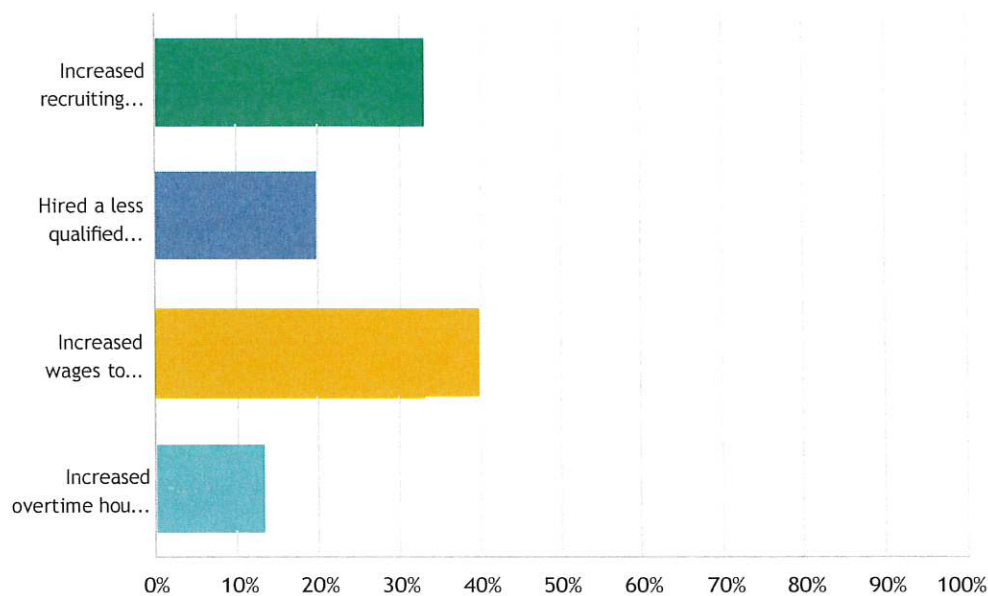
**Competencies:** The combination of observable and measurable knowledge, skills, abilities, and personal attributes that contribute to enhanced employee performance and ultimately result in organizational success.

**Staff Numbers:** Number of staff required to complete the work at any given time.

**Occupation:** Refers to the profession or occupation that requires specific training in a field. If you have an open position for example, a Hydraulic Technician may have transferable skills but the desirable hard skills for the occupation include mechanical skills, caliper, schematics, and technical certifications.

Q5 How did your company respond to any hiring challenges.

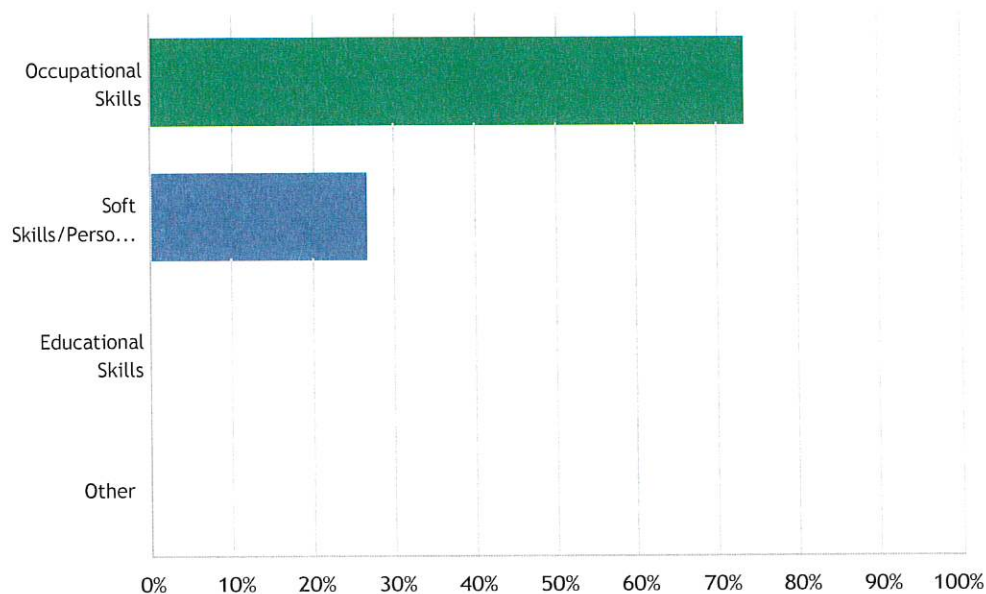
Answered: 15 Skipped: 0



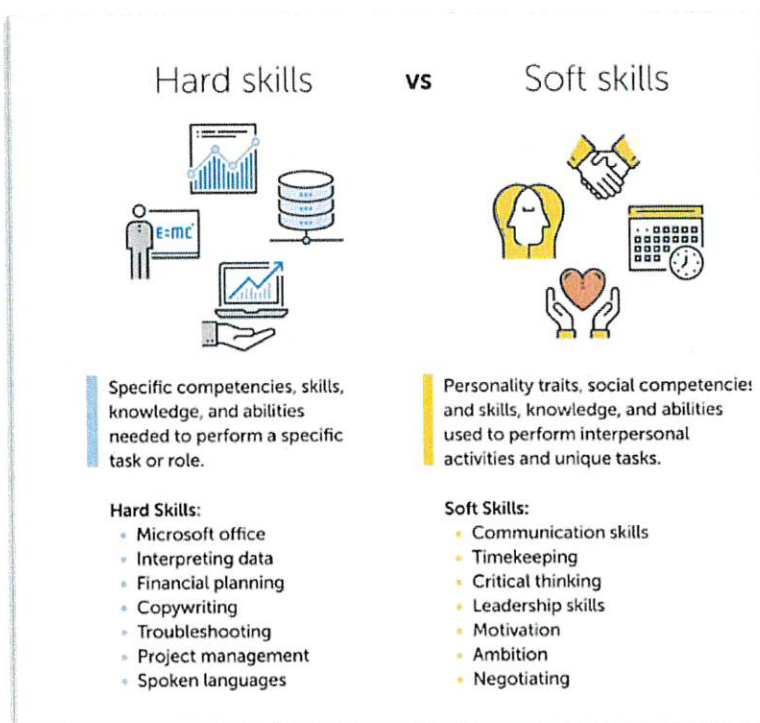
ANSWER CHOICES		RESPONSES	
Increased recruiting efforts		33.33%	5
Hired a less qualified applicant and trained them up on the skill set		20.00%	3
Increased wages to attract more applicants		33.33%	5
Increased overtime hours for current workers		13.33%	2
TOTAL			15

## Q6 As your company looks toward the future, what type of training will be most valuable when seeking to improve your workforce.

Answered: 15 Skipped: 0



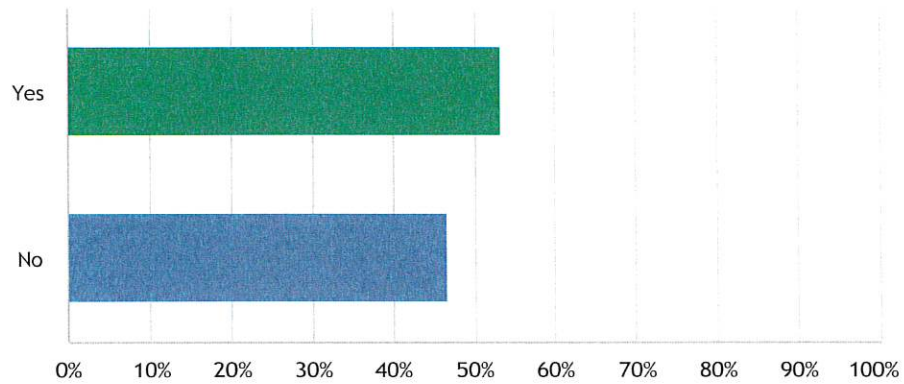
ANSWER CHOICES	RESPONSES	
Occupational Skills	73.33%	11
Soft Skills/Personal Competencies	26.67%	4
Educational Skills	0.00%	0
Other	0.00%	0
<b>TOTAL</b>		<b>15</b>





## Q7 Has housing for a new employee been a challenge.

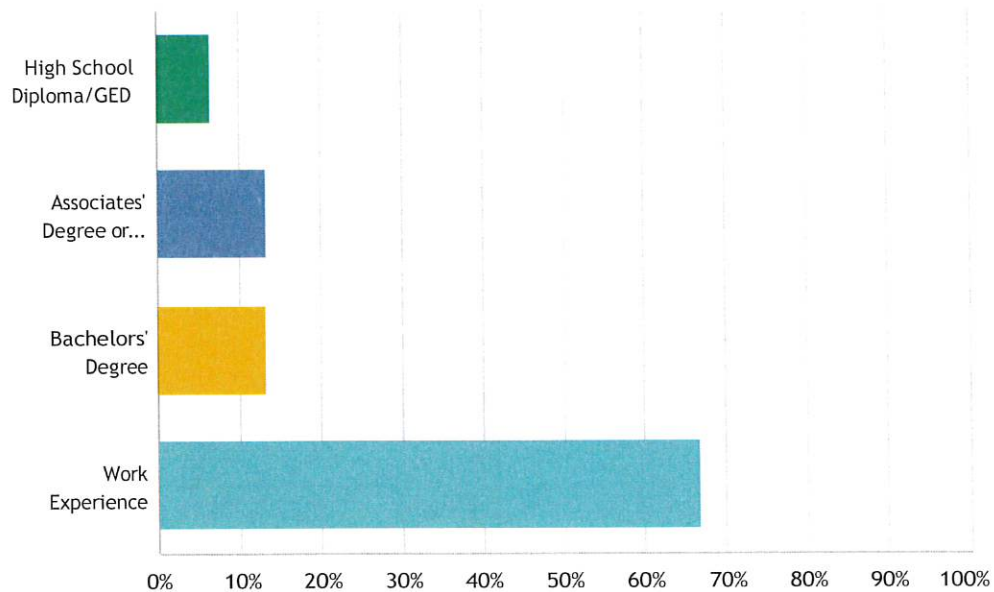
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	53.33%	8
No	46.67%	7
TOTAL		15

## Q8 Which of the following is the most preferred indicator of work-readiness for entry level employment with your company.

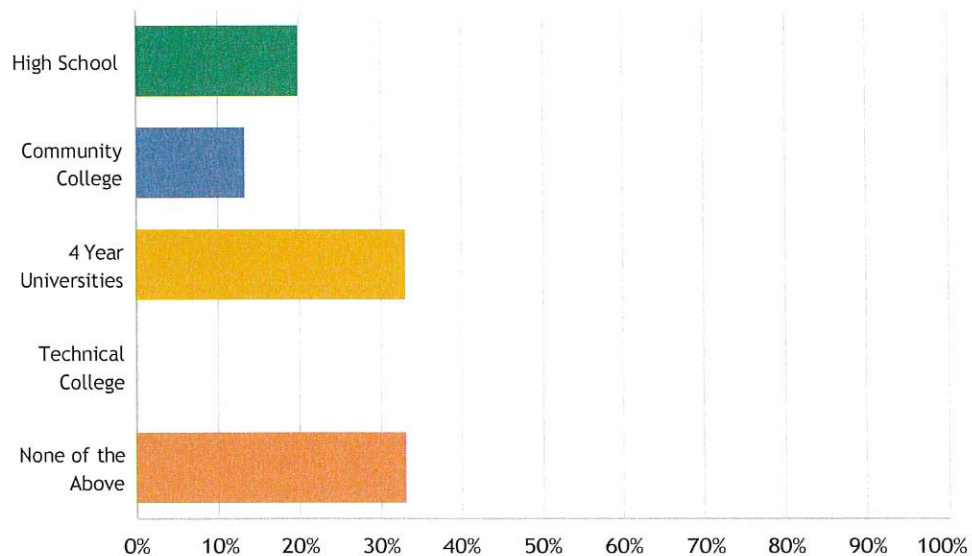
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ANSWER CHOICES	RESPONSES	
High School Diploma/GED	6.67%	1
Associates' Degree or Technical Certificate	13.33%	2
Bachelors' Degree	13.33%	2
Work Experience	66.67%	10
TOTAL		15

## Q9 Does your organization offer internships in connection with the schools, select the most utilized.

Answered: 15 Skipped: 0

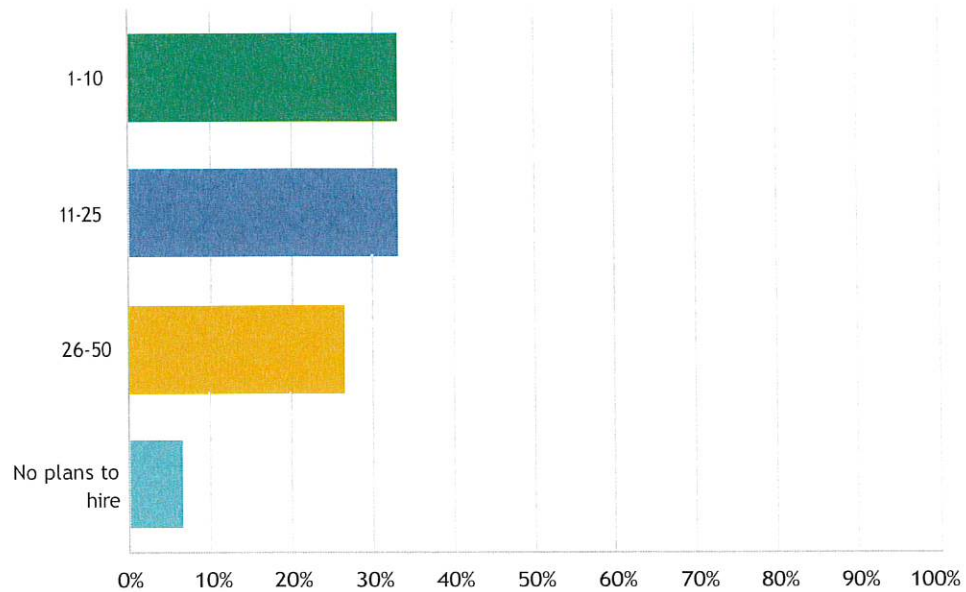


ANSWER CHOICES	RESPONSES	
High School	20.00%	3
Community College	13.33%	2
4 Year Universities	33.33%	5
Technical College	0.00%	0
None of the Above	33.33%	5
<b>TOTAL</b>		<b>15</b>



## Q10 Over the next 12 months, do you anticipate hiring employees, select the range.

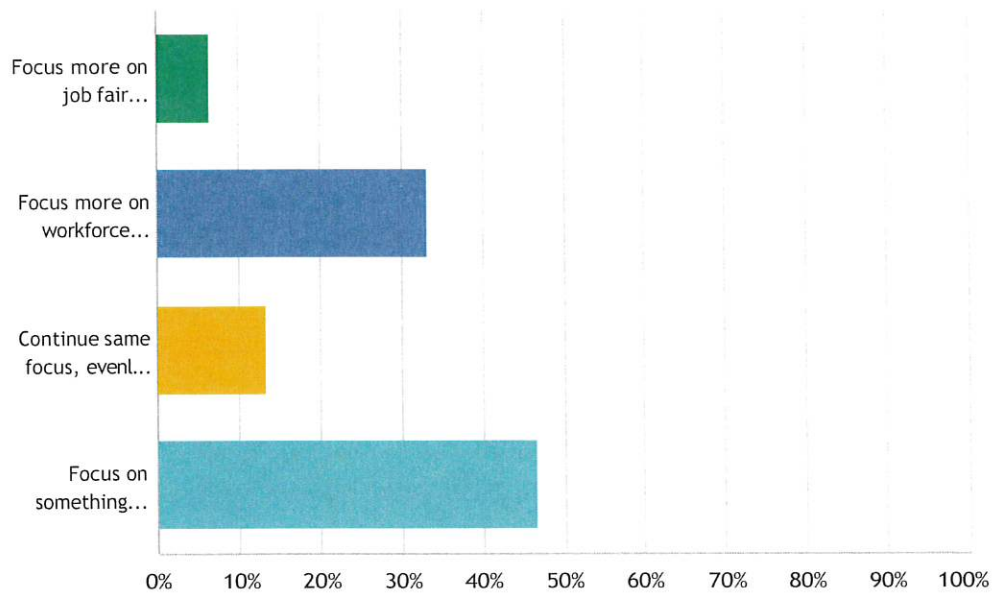
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-10	33.33%	5
11-25	33.33%	5
26-50	26.67%	4
No plans to hire	6.67%	1
TOTAL		15

## Q11 Select the item of highest priority for the future outlook.

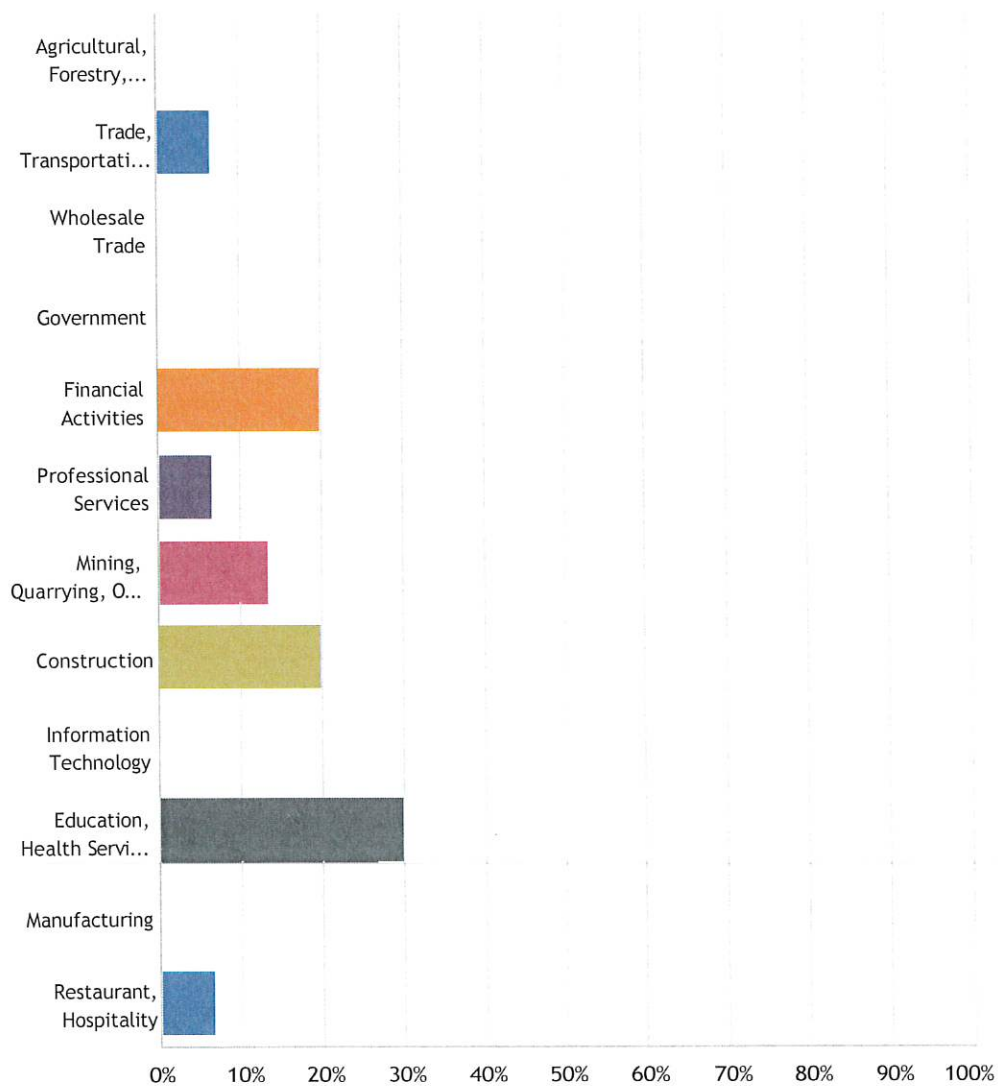
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ANSWER CHOICES	RESPONSES	
Focus more on job fair participation	6.67%	1
Focus more on workforce housing	33.33%	5
Continue same focus, evenly divided on job fairs and workforce housing	13.33%	2
Focus on something different	46.67%	7
TOTAL		15

## Q12 Select the category that best fits your company.

Answered: 15 Skipped: 0





ANSWER CHOICES	RESPONSES	
Agricultural, Forestry, Fishing and Hunting	0.00%	0
Trade, Transportation, Utilities	6.67%	1
Wholesale Trade	0.00%	0
Government	0.00%	0
Financial Activities	20.00%	3
Professional Services	6.67%	1
Mining, Quarrying, Oil and Gas	13.33%	2
Construction	20.00%	3
Information Technology	0.00%	0
Education, Health Services	26.67%	4
Manufacturing	0.00%	0
Restaurant, Hospitality	6.67%	1
TOTAL		15

## Workforce Recruitment Efforts

Over the past several months, the CDOD has organized or participated in 9 job fairs. The goal was to offer options to our members in order to increase the workforce gap in our community. The efforts allowed human resources, recruiters, and human talent capital agents to engage with candidates in and out of the Carlsbad/Eddy County area.

We have traveled as a recruitment team representing industries in Carlsbad/Eddy County and promoted our diverse strengths and the vast opportunities for growth in the workplace.

Workforce recruitment is a priority at the CDOD which does require a wide range of participation and engagement in order to be successful.

The following information reflects membership participation of our local Carlsbad job fair October 2022, which resulted in the highest return on investment based on employer feedback. Several other job fairs received participation outside of the market and were more specific to industry sectors or select groups. Non-members also joined in the job fair efforts and generated new memberships results. Overall, we are aware that several companies that have hired at least an estimate of 21 new employees since October 2022.

We gathered onsite feedback and provided surveys to vendors at job fairs. The top 2 items gained regarding workforce challenges were the lack of workforce population in Carlsbad/Eddy County and lack of skill sets to fit the open positions.

## Job Fair Membership Participation

82 emails were sent to the CDOD members, with a total of 20 or 25% of the companies participating in the Carlsbad fall job fair. The 25% reflects a balanced mix of industries in Carlsbad/ Eddy County area.



# Population in Carlsbad/Eddy County

Using the census data along with the New Mexico Environment Department's drinking water bureau and New Mexico State engineer records.

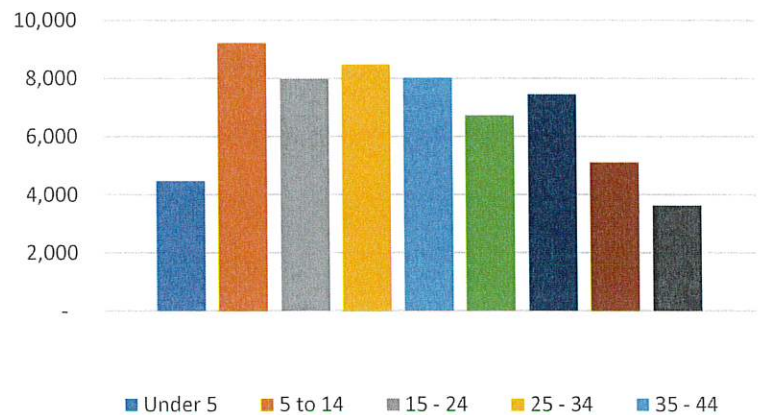
The estimated population in the Carlsbad market area based on water usage:

**88,429 people.**

Within one hour from the center of Carlsbad, over

**169,446 people live, work and play!**

2021 Eddy County NM Population by Age  
Based on 61,096 data



Eddy County				
	2021 Population	Numeric/Percentage Growth		
TOTAL	61,096	4,303		7.6%
Under 5	4,475	353		8.6%
5 to 14	9,222	882		10.6%
15 - 24	7,978	325		4.2%
25 - 34	8,478	644		8.2%
35 - 44	8,020	1,533		23.6%
45 - 54	6,721	(313)		-4.4%
55 - 64	7,458	159		2.2%
65 - 74	5,116	675		15.2%
75+	3,628	45		1.3%

In 2023, workforce population continues to be a challenge for Carlsbad/Eddy County. At any given time, an estimate of between 2000-3000 jobs are available. Several key factors exist including population growth, workforce not counted in the census.



## Workforce Talent Sector

From a talent perspective, many job seekers consider professional development opportunities a major selling point when deciding to work. If a company invests in the employees' careers, 94% said they would stay at the company longer. Beyond improving retention, coupling professional development support with clear pathways can also produce a loyal, skilled, and motivated team.

*Content provided by U.S Chamber of Commerce, January 2023.*



## Women Not in the Workforce

There are several factors contributing to the slower return of women to the workforce. All of them are helping to fuel a workforce shortage that is unsustainable for the American economy and will disadvantage women in the long run. *Content provided by U.S. Chamber of Commerce, April 2023*

One factor highlight, the cost or lack of childcare. Nationally, an estimated 380,000 parents, between the ages of 25 and 54, who held jobs before COVID forced them to take on childcare roles still hadn't returned to the workforce as of late last year, 2022.

It's in part due to the struggles to find quality, affordable childcare which is also fueling the ongoing worker shortage and record low unemployment. Most of the "prime-age" workers that quit lower-paying jobs to support children during the pandemic were in the restaurant and retail sectors, according to the data. *Content provided by Alessandra Reimer at LinkedIn News.*

We identified 7 active day care facilities in Carlsbad/Eddy County.

As a comparison, Clovis, NM has a 19 daycare facilities and population of 37,998.

Chaves County offering 20 daycare facilities and a population of 65,059.



## Survey Results & Observations:

20% of all employers that were sent the survey through SurveyMonkey opened the survey and responded of the 90 sent.

A few surprises gained from the survey, on Q1 only up to 5% hired workers outside of the Carlsbad/Eddy County area.

The supply vs demand stay the same as previous year and did not change in 2022.

Skills gap in competencies at 53.33% and occupational skills at 73.33 % also remained the same as previous year.

Employers desire work experience exceed at 66.7% vs college degrees or technical training ranging in the 13.33%.

Q11, a new question asked regarding the future focus of local development position. Response resulted in highest percentage at 46.67% to focus on something different.

