

PROGRAM ENDORSEMENT BRIEF



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

HOSPITALITY MANAGEMENT IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

JUNE 2021

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SUMMARY

The North/Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - that is, occupations that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this type of analysis due to the lessened barriers for entry-level work, such as no formal education requirements and no requirements for on-the-job training.

Key findings include:

- The North (Greater Sacramento) region held 12,114 hospitality management jobs in 2019. Hospitality management jobs are projected to increase by 2% over the next five years.
- Between 2019 and 2024, hospitality management occupations are projected to have 1,036 annual openings in the North (Greater Sacramento) region.
- Wage data shows that hospitality management occupations earn \$1 to \$15 above the subregion's living wage of \$13.18 per hour.
- Analysis of awards data shows that North (Greater Sacramento) community colleges conferred an average of 50 awards (certificates and associate degrees) in related hospitality management programs over the last three academic years.

INTRODUCTION

The North (Greater Sacramento) Center of Excellence was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- Food Service Managers (11-9051)
- Gambling Managers (11-9071)
- Entertainment and Recreation Managers, Except Gambling (11-9072)
 - This new occupational group was introduced in the U.S. Bureau of Labor Statistics 2018 Standard Occupational Classification System.
 - Data for this occupation is EMSI's grouping for Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (11-9198)
- Lodging Managers (11-9081)
- Meeting, Convention, and Event Planners (13-1121)

A review of related programs revealed the following program(s) and Taxonomy of Programs (TOP) code(s) are appropriate for inclusion in this report:

- Hospitality (1307.00)
- Restaurant and Food Services and Management (1307.10)
- Lodging Management (1307.20)
- Resort and Club Management (1307.30)

The corresponding Classification of Instructional Programs (CIP) code(s) are:

- Hospitality Administration/Management, General (52.0901)
- Meeting and Event Planning (52.0907)
- Hotel, Motel, and Restaurant Management (52.0909)
- Restaurant/Food Services Management (52.0905)
- Restaurant, Culinary, and Catering Management/Manager (12.0504)
- Brewery/Brewpub Operations/Management (52.0910)
- Hotel/Motel Administration/Management (52.0904)
- Resort Management (52.0906)
- Casino Management (52.0908)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for the selected occupations in the North (Greater Sacramento) selected occupations, North/Far North, and California.

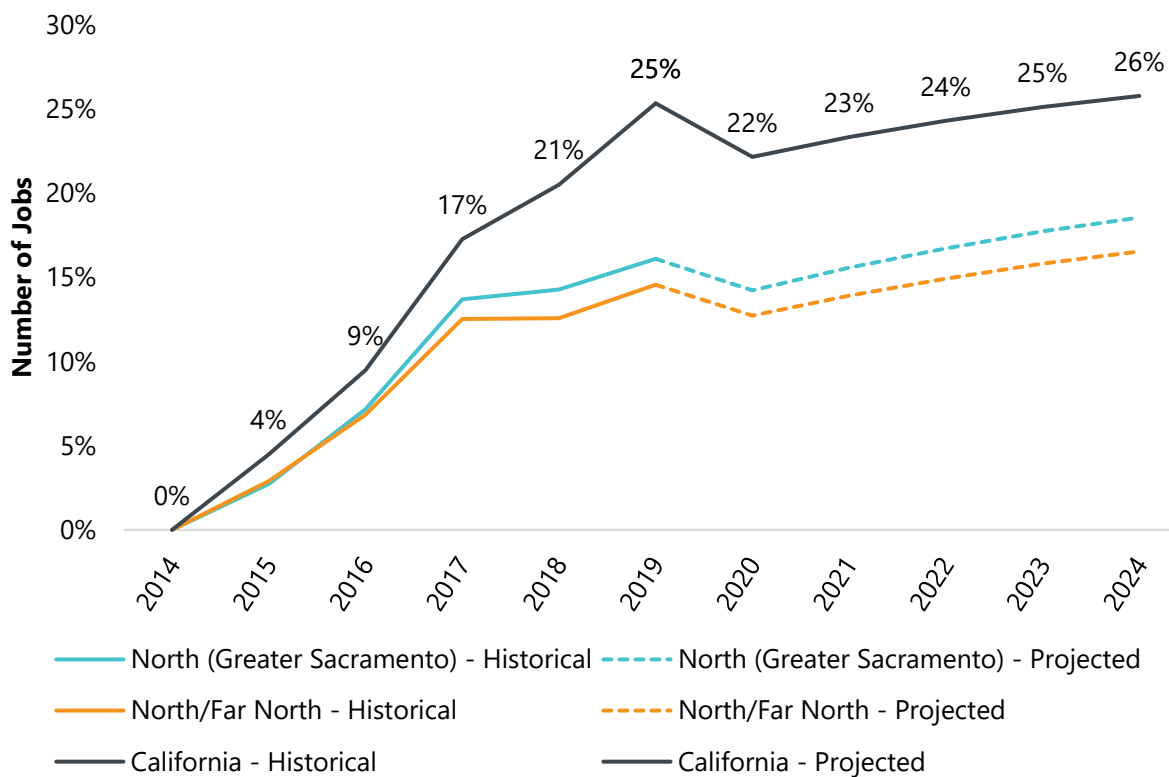
Exhibit 1. Occupational employment and projected demand, 2019-2024

Occupation	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Food Service Managers	3,050	2,984	(66)	(2%)	315
Gambling Managers	73	78	5	7%	9
Lodging Managers	306	285	(20)	(7%)	30
Personal Service Managers/ Entertainment and Recreation Managers/Managers, All Other	7,702	8,012	310	4%	573
Meeting, Convention, and Event Planners	983	1,010	27	3%	109
North (Greater Sacramento)	12,114	12,369	256	2%	1,036
Food Service Managers	3,835	3,708	(127)	(3%)	390
Gambling Managers	133	137	4	3%	15
Lodging Managers	563	520	(43)	(8%)	55
Personal Service Managers/ Entertainment and Recreation Managers/Managers, All Other	10,105	10,496	391	4%	755
Meeting, Convention, and Event Planners	1,190	1,238	48	4%	136
North/Far North	15,826	16,099	273	2%	1,351
Food Service Managers	55,360	52,453	(2,907)	(5%)	5,482
Gambling Managers	1,015	1,016	1	0%	116

Occupation	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Lodging Managers	5,569	5,165	(404)	(7%)	520
Personal Service Managers/ Entertainment and Recreation Managers/Managers, All Other	140,852	144,625	3,773	3%	10,194
Meeting, Convention, and Event Planners	19,636	19,960	324	2%	2,141
California	222,432	223,219	787	0%	18,453

Exhibit 2 compares the percent change in jobs between 2014 through 2019 and the projected changes through 2024. The rate of change is indexed to the total number of jobs in 2014.

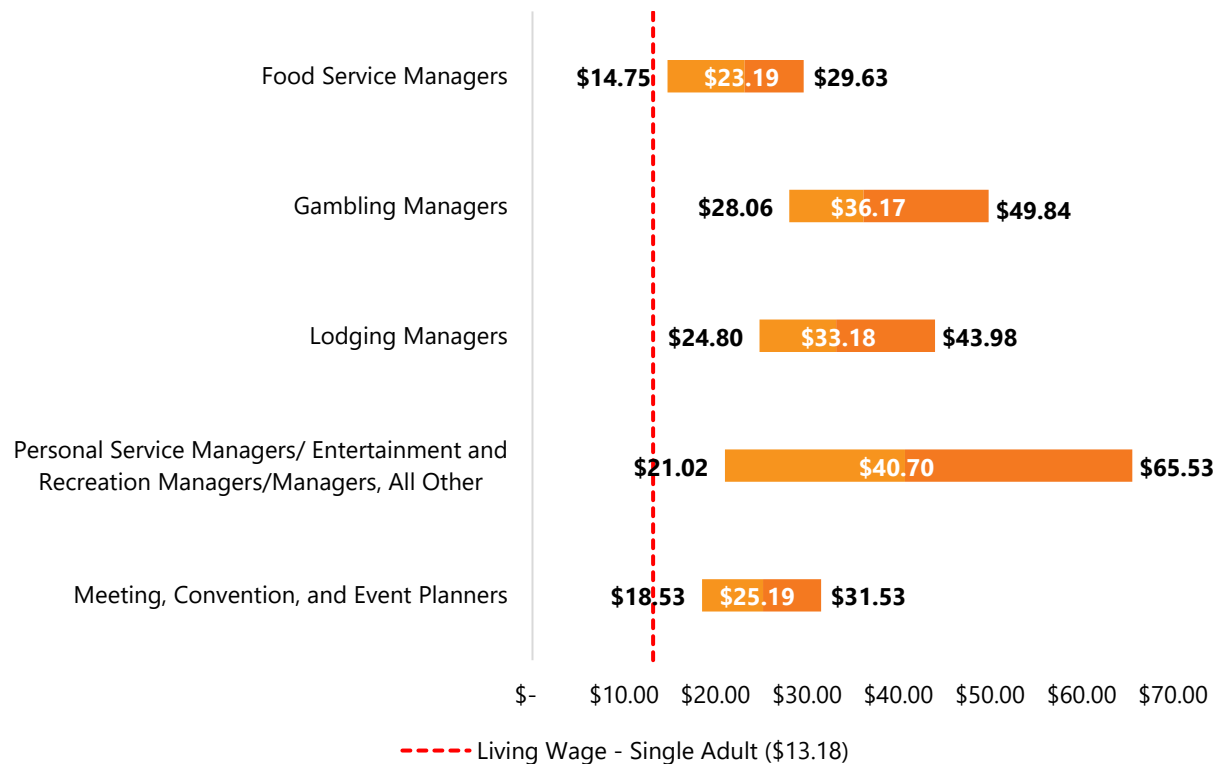
Exhibit 2. Changes in employment, 2014-2024



WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the North (Greater Sacramento) living wage for a single adult - \$13.18 per hour.¹

Exhibit 3. Comparison of wages by occupation, 2019



JOB POSTINGS

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The NFN COE identified 2,323 new online job postings for the selected occupations in the North (Greater Sacramento) region. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from June 1, 2020, to May 31, 2021.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

¹ Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Food Service Managers	1,851	80%
Lodging Managers	240	10%
Personal Service Managers/Entertainment and Recreation Managers/Managers, All Other	136	6%
Meeting, Convention, and Event Planners	96	4%
Total Job Postings	2,323	100%

Exhibit 5 shows the most common job titles for each occupation. All job postings included a job title.

Exhibit 5. Top jobs titles

Job Title by Occupation	Job Postings	Share of Job Postings
Assistant Manager	298	13%
General Manager	267	11%
Assistant General Manager	114	5%
Restaurant Manager	104	4%
Shift Manager	98	4%
Restaurant General Manager	48	2%
Catering Coordinator	44	2%
Department Manager	42	2%
Manager	34	1%
Restaurant Shift Manager	18	1%

Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations.

Eight percent (n = 197) of job postings did not include an employer.

Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Panera Bread	104	4%
Taco Bell	101	4%
McDonald's	99	4%
Domino's Pizza	76	3%
Restaurant Depot	55	2%
Burger King	45	2%
Del Taco	40	2%
Pizza Hut	38	2%
Buffalo Wild Wings	38	2%
Marriott International Incorporated	37	2%

Certifications and Skills

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations. Seventy percent (n = 1,821) of job postings did not include certification information.

Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
ServSafe	272	12%
Food Handler Certification	75	3%
Casino Gaming License	46	2%
Food Service Certification	45	2%
Alcohol Awareness Certification	21	1%

Certification	Job Postings	Share of Job Postings
First Aid/CPR/AED	20	1%
Cash Handling Certification	8	0%
Training For Intervention Procedures (TIPS) Certification	7	0%
Alcohol Safety	7	0%
Guest Services Staff	5	0%

Exhibit 8 shows the specialized skills most requested by employers for the selected occupations.

Exhibit 8. Most in-demand specialized skills

Specialized Skills by Occupation	Job Postings	Share of Job Postings
Scheduling	785	34%
Restaurant Management	701	30%
Guest Services	519	22%
Cost Control	485	21%
Budgeting	483	21%
Customer Service	382	16%
Restaurant Experience	320	14%
Staff Management	312	13%
Cleaning	301	13%
Food Safety	279	12%

Exhibit 9 shows the minimum level of education required by employers for job postings for the selected occupations. Forty-eight percent (n = 1,125) of job postings did not include a preferred education level.

Exhibit 9. Employer-preferred minimum education levels

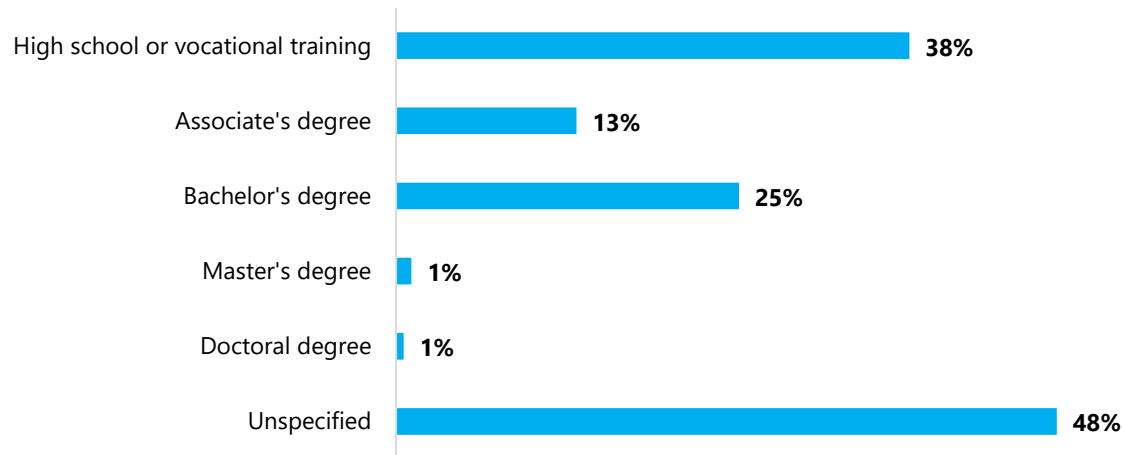
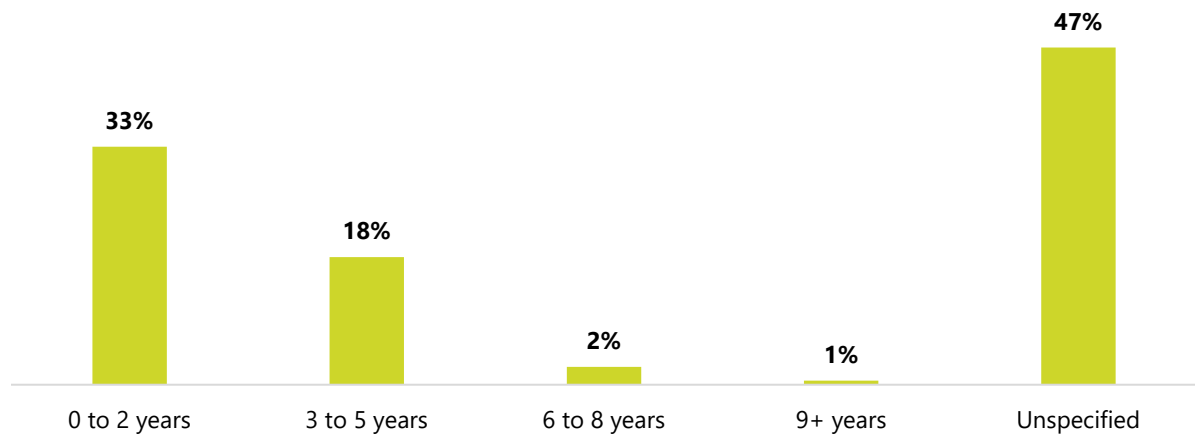


Exhibit 10 shows the distribution of experience required by employers for job postings for the selected occupations. Forty-seven percent (n = 1,081) of job postings did not include a preferred education level.

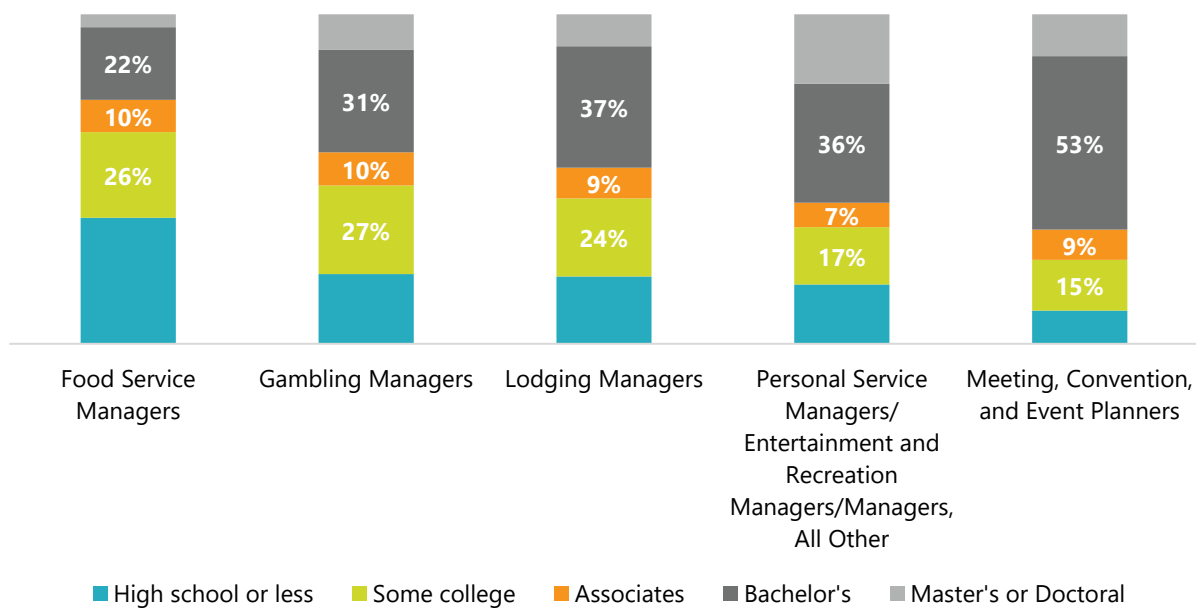
Exhibit 10. Employer-preferred experience levels



EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collected data on education achieved by workers employed in occupations. Exhibit 11 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 11. National worker educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 12 shows the skill level and entry-level job requirements for the selected occupations.

Exhibit 12. Typical education, work experience, and on-the-job training requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Food Service Managers	High school diploma or equivalent	Less than five years	None
Gambling Managers	High school diploma or equivalent	Less than five years	None
Lodging Managers	High school diploma or equivalent	Less than five years	None

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Personal Service Managers/ Entertainment and Recreation Managers/Managers, All Other	Bachelor's degree	Less than five years	None
Meeting, Convention, and Event Planners	Bachelor's degree	None	None

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Hospitality (1307.00)	Hospitality Administration/Management, General (52.0901) Meeting and Event Planning (52.0907) Hotel, Motel, and Restaurant Management (52.0909)
Restaurant and Food Services and Management (1307.10)	Restaurant/Food Services Management (52.0905) Restaurant, Culinary and Catering Management/Manager (12.0504) Brewery/Brewpub Operations/Management (52.0910)
Lodging Management (1307.20)	Hotel/Motel Administration/Management (52.0904)
Resort and Club Management (1307.30)	Resort Management (52.0906) Casino Management (52.0908)

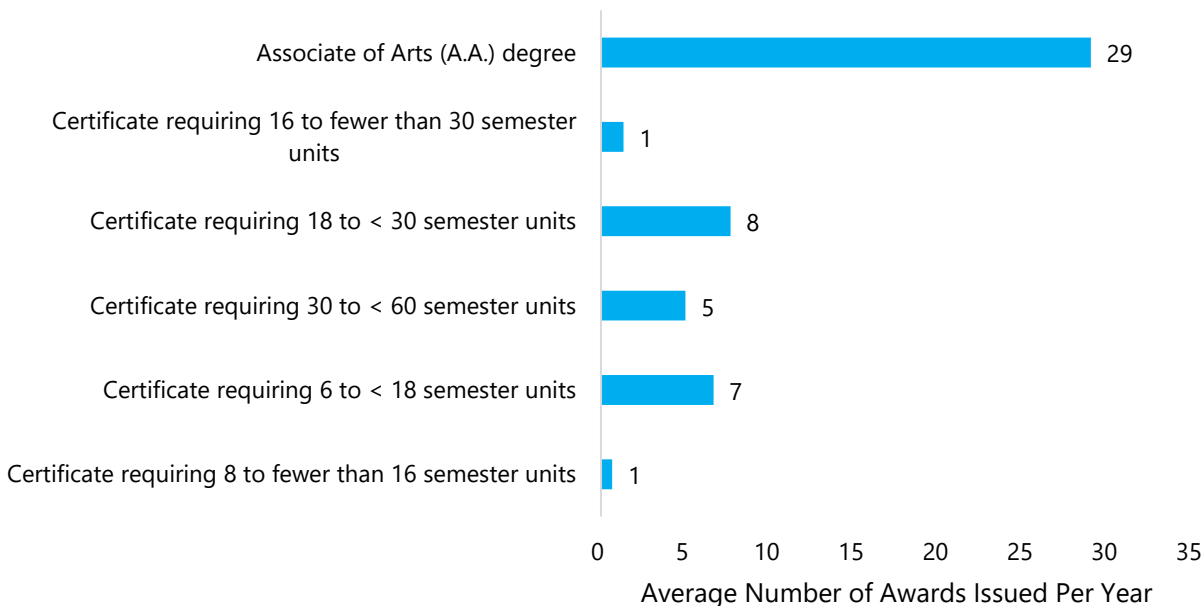
Community College Supply

Exhibits 14 and 15 compare the average number of certificates and degrees conferred in selected community college programs over the last three academic years.

Exhibit 14. Annual average community college awards by program, 2017-18 through 2019-20

Program - TOP Code	College	Annual Awards 2017-18	Annual Awards 2018-19	Annual Awards 2019-20	3-Yr Annual Awards Average
Restaurant and Food Services and Management (1307.10)	American River	63	28	22	38
	Cosumnes River	17	11	10	13
	Subtotal	80	39	32	50
	Grand Total	80	39	32	50

Exhibit 15. Annual average community college awards by type, 2017-18 through 2019-20



Other Postsecondary Supply

No other postsecondary training providers in the North (Greater Sacramento) subregion offer training related to the selected occupations. The North (Greater Sacramento) Center of Excellence could not identify similarly related training programs in the area.

FINDINGS

- The North (Greater Sacramento) region held 12,114 hospitality management jobs in 2019. Approximately 64% (n = 12,114) of these jobs fell into the Personal Service Managers/Entertainment and Recreation Managers/Managers, All Other occupation - a catch-all category representing a broad range of employment.
- Greater Sacramento hospitality management jobs are projected to increase by 2% over the next five years. Hospitality management jobs are projected to add 256 new jobs to the subregion.
- Over the next five years, hospitality management occupations are projected to have 1,036 annual openings in the North (Greater Sacramento) region. Slightly over half of the projected openings will be in the Personal Service Managers/Entertainment and Recreation Managers/Managers, All Other occupation (n = 573). Food Service Managers hold the second-highest number of annual job openings (n = 315).
- Wage data shows that hospitality management occupations earn \$1 to \$15 above the subregion's living wage of \$13.18 per hour. Entry-level wages are lowest for Food Service Managers (\$14.75 per hour) and highest for Gambling Managers (\$28.06 per hour).
- According to real-time labor market information, there were about 2,323 online job postings for the selected hospitality management occupations between June 1, 2020, and May 31, 2021. Eighty percent of job postings (n = 1,851) were for Food Service Managers.
- Food and Drinking Places (NAICS 722) represented nearly 78% of job postings (n = 1,803), ranging from fast-food restaurants to full-service restaurants within hotels and casinos.
- Specialized skills are heavily weighted towards food services, such as restaurant management (n = 701 skill postings), restaurant experience (n = 320), food safety (n = 279), restaurant operations (n = 221), and food service experience (n = 140). Please contact the North (Greater Sacramento) Center of Excellence for a full list of specialized skills.
- In-demand certifications also hint towards the need for workers to have experience in foodservice. ServSafe, Food Handler, Food Service, Alcohol Safety and Awareness, and Dietary Manager certifications have significant demand among North (Greater Sacramento) employers.
- While nearly half of the job postings did not specify a minimum educational level, 51% of job postings required, at most, an associate's degree. Another 25% of job postings required a bachelor's degree.

- In one-third of job postings, employers sought workers with zero to two years of experience in related jobs. Another 18% of job postings had a requirement of three to five years of related job experience.
- Between 24% and 37% of incumbent hospitality managers have education levels consistent with community college offerings (some college or associate degrees). Bachelor's degrees seem to be more common in the Meeting, Convention, and Event Planners occupation as more than half of incumbent workers hold a four-year degree.
- Two North (Greater Sacramento) community colleges offer degrees and certificates in programs related to hospitality management. The programs are organized in the following TOP codes: Restaurant and Food Services and Management (1307.10).
- Analysis of awards data shows that North (Greater Sacramento) community colleges conferred an average of 50 awards (certificates and associate degrees) in related hospitality management programs over the last three academic years.

RECOMMENDATIONS

- Based on a three-year average of annual awards in North (Greater Sacramento) region hospitality programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for new training programs.
 - Community college programs issued an average of 50 awards over the last three years. There are 1,036 projected annual openings for hospitality management occupations.
- Job postings data seems to suggest a need for training related explicitly to food service management. The North/Far North Center of Excellence recommends working with the Regional Director of Retail, Hospitality, and Tourism to understand better the regional employer's needs regarding this type of training.
- The North/Far North Center of Excellence recommends moving forward with the program.

COE Recommendation		
Move forward with the program	Proceed with caution/More information Needed	Program is not recommended
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

Occupations in this report were identified using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Cal-PASS Plus LaunchBoard. California Community Colleges Chancellor's Office.

<https://www.calpassplus.org/LaunchBoard/Home.aspx>.

Emsi. <https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017. Bureau of Labor Statistics. <https://www.bls.gov/emp/tables/educational-attainment.htm#>.

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"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition.

<https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. November 2015 Edition.

<http://coecc.net/>

COVID-19 Statement: This report includes employment projection data by EMSI. EMSI's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
Workforce Development Program



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