

**Labor Market Assessment for Program Recommendation**  
**Certified Hospitality Entrepreneur (Certificate) 1307.00**  
**Culinary Operations and Entrepreneurship (Associate Degree and Certificate) 1306.30**  
 Los Angeles/Orange County Center of Excellence, February 2022

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**Summary**

<b>Program Endorsement:</b>	<b>Endorsed:</b> All Criteria Met <input type="checkbox"/>	<b>Endorsed:</b> Some Criteria Met <input checked="" type="checkbox"/>	<b>Not</b> Endorsed <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage:</b> (Entry-Level, 25 <sup>th</sup> )	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
<b>Education:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Emerging Occupation(s)</b>			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations:

- *Food service managers (11-9051);*
- *Lodging managers (11-9081);*
- *Chefs and head cooks (35-1011); and*
- *First-line supervisors of food preparation and serving workers (35-1012).*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>1</sup> This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Self-employment data is used in this report as a proxy for demand for individuals who may utilize entrepreneurial skills. **NOTE:** Job posting information is not available for self-employment.

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<sup>1</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Based on the available data, there appears to be a supply gap for the occupations of interest in the region. Although all four occupations have entry-level wages below the self-sufficiency standard wage in both Los Angeles and Orange counties, national-level educational attainment data indicates that between 33% and 38% of incumbent workers have completed some college or an associate degree. **Due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** – Over the next five years, there is projected to be **6,277 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 1,644 awards conferred annually** by educational institutions in the region.
  - **Overall, 17% of jobs in the region for these four occupations are held by self-employed workers.** This is greater than the average rate of self-employment across all occupations in the LA/OC region of 10%.
- **Living Wage Criteria** – In Los Angeles County, all four occupations have entry-level wages **below** the self-sufficiency standard hourly wage (\$18.10/hour).<sup>2</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **high school diploma or equivalent** as the **typical entry-level education** for the occupations in this report.
  - However, national-level educational attainment data indicates that **between 33% and 38% of workers in the field have completed some college or an associate degree.**

**Supply:**

- Between 2017 and 2020, **23 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **1,552 awards**.
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **92 awards in relevant programs**.

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Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the four occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 2% through 2025. However, there will be nearly 6,300 job openings per year through 2025 due to retirements and workers leaving the field.

*This report includes employment projection data by Emsi which uses EDD information. 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. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.*

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	38,167	37,097	(1,070)	(3%)	4,577
Orange	13,788	13,608	(180)	(1%)	1,701
<b>Total</b>	<b>51,956</b>	<b>50,705</b>	<b>(1,250)</b>	<b>(2%)</b>	<b>6,277</b>

Exhibit 2 displays the 2020 job counts for self-employed and all workers in each occupation, as well as the percentage of self-employed workers. Overall, 17% of jobs in the region for these four occupations are held by self-employed workers, which is greater than the average rate of self-employment across all occupations in the LA/OC region of 10%.

**Exhibit 2: Self-Employment Rates in Los Angeles/Orange County**

Occupation	Self-Employed 2020 Jobs	Employed and Self-Employed 2020 Jobs	% Self-Employed 2020
Food Service Managers	5,939	16,772	35%
Lodging Managers	444	1,327	34%
Chefs and Head Cooks	1,351	6,724	20%
First-Line Supervisors of Food Preparation and Serving Workers	954	27,133	4%
<b>Total</b>	<b>8,688</b>	<b>51,956</b>	<b>17%</b>

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

## **Wages**

The labor market endorsement in this report considers the hourly wages for the four occupations in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County**—All four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$14.85 and \$17.25. Experienced workers can expect to earn wages between \$24.81 and \$37.69, which are above the self-sufficiency standard wage estimate.

**Los Angeles County—Self-Employed:** All four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$7.67 and \$8.21. Experienced workers can expect to earn wages between \$24.13 and \$47.70, which are above the self-sufficiency standard wage estimate.

**Orange County**—All four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$13.91 and \$18.54. Experienced workers can expect to earn wages between \$23.16 and \$36.72, which are above the self-sufficiency standard wage estimate.

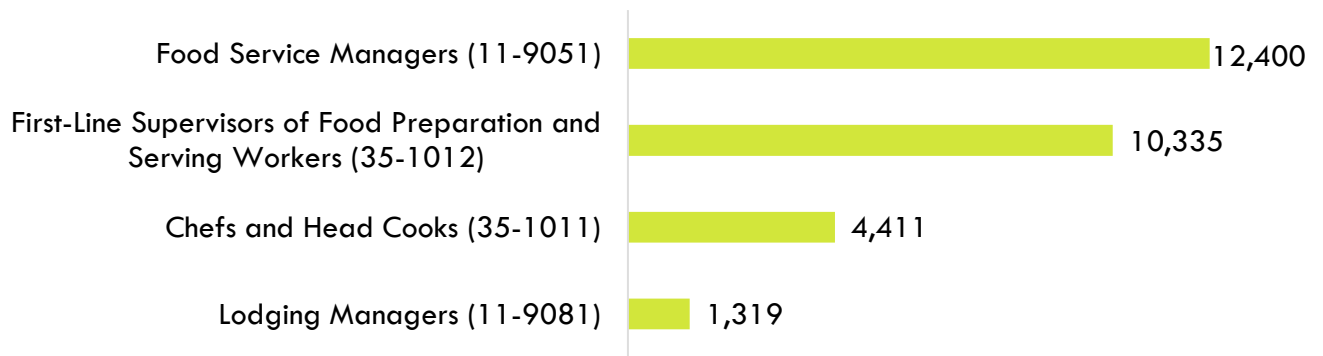
**Orange County—Self-Employed:** All four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$7.67 and \$8.22. Experienced workers can expect to earn wages between \$24.15 and \$47.49, which are above the self-sufficiency standard wage estimate.

### Job Postings

Over the past 12 months, there have been 28,465 online job postings related to the four occupations in this report. Exhibit 3 displays the number of job postings by occupation. The majority of job postings (44%) were for *food service managers*, followed by *first-line supervisors of food preparation and serving workers* (36%). The highest number of job postings were for general managers, shift leaders, assistant managers, assistant general managers, and restaurant managers. The top skills were scheduling, cooking, restaurant management, customer service, and guest services. The top employers, by number of job postings, in the region were Starbucks Coffee Company, Marriott International, and Raising Cane's.

*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

**Exhibit 3: Job postings by occupation (last 12 months)**



### Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for each of the four occupations in this report. However, national-level educational attainment data indicates that between 33 and 38% of workers in the field have completed some college or an associate degree.

## Educational Supply

**Community College Supply**—Exhibit 4 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are: Coastline, Cypress, and LA Mission.

**Exhibit 4: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0506.30	Management Development and Supervision	Cerritos	8	14	32	18
		LA Pierce	6	4	4	5
		LA Southwest	16	12	9	12
		LA Trade-Tech	18	5	4	9
		LA Valley	18	23	20	20
		Pasadena	7	3	3	4
		Rio Hondo	63	20	23	35
		Santa Monica	17	6	19	14
		<b>LA Subtotal</b>	<b>153</b>	<b>87</b>	<b>114</b>	<b>118</b>
		Coastline	312	355	247	305
		Saddleback	23	34	27	28
		Santa Ana	13	4	11	9
		Santiago Canyon	2	-	2	1
		<b>OC Subtotal</b>	<b>350</b>	<b>393</b>	<b>287</b>	<b>343</b>
		<b>Supply Subtotal/Average</b>			<b>503</b>	<b>480</b>
1306.00	Nutrition, Foods, and Culinary Arts	East LA	7	14	23	15
		Glendale	4	3	6	4
		LA City	-	-	1	0
		LA Mission	3	4	4	4
		Long Beach	2	8	8	6
		Mt San Antonio	10	15	15	13
		Pasadena	-	2	2	1
		Rio Hondo	-	-	1	0
		Santa Monica	5	3	5	4
		West LA	1	4	2	2
		<b>LA Subtotal</b>	<b>32</b>	<b>53</b>	<b>67</b>	<b>51</b>
		Cypress	-	-	2	1
		Fullerton	9	6	8	8
		Orange Coast	9	17	20	15

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Saddleback	23	26	19	23
		Santa Ana	3	3	3	3
		<b>OC Subtotal</b>	<b>44</b>	<b>52</b>	<b>52</b>	<b>49</b>
		<b>Supply Subtotal/Average</b>	<b>76</b>	<b>105</b>	<b>119</b>	<b>100</b>
1306.20	Dietetic Services and Management	Glendale	7	14	16	12
		LA City	7	7	7	7
		Long Beach	12	8	5	8
		<b>LA Subtotal</b>	<b>26</b>	<b>29</b>	<b>28</b>	<b>28</b>
		Orange Coast	3	11	3	6
		<b>OC Subtotal</b>	<b>3</b>	<b>11</b>	<b>3</b>	<b>6</b>
		<b>Supply Subtotal/Average</b>	<b>29</b>	<b>40</b>	<b>31</b>	<b>33</b>
1306.30	Culinary Arts	Cerritos	77	69	86	77
		Glendale	-	1	-	0
		LA Harbor	10	61	14	28
		LA Mission	158	146	151	152
		LA Trade-Tech	139	144	80	121
		Long Beach	35	48	44	42
		Mt San Antonio	13	16	15	15
		<b>LA Subtotal</b>	<b>432</b>	<b>485</b>	<b>390</b>	<b>436</b>
		Cypress	97	99	61	86
		Orange Coast	97	76	82	85
		Saddleback	26	32	23	27
		Santiago Canyon	4	89	55	49
		<b>OC Subtotal</b>	<b>224</b>	<b>296</b>	<b>221</b>	<b>247</b>
		<b>Supply Subtotal/Average</b>	<b>656</b>	<b>781</b>	<b>611</b>	<b>683</b>
1307.00	Hospitality	Glendale	23	27	11	20
		Mt San Antonio	28	31	35	31
		Pasadena	9	11	10	10
		Rio Hondo	-	-	2	1
		West LA	13	36	29	26
		<b>LA Subtotal</b>	<b>73</b>	<b>105</b>	<b>87</b>	<b>88</b>
		Cypress	5	2	32	13
		Orange Coast	8	4	6	6
		<b>OC Subtotal</b>	<b>13</b>	<b>6</b>	<b>38</b>	<b>19</b>
		<b>Supply Subtotal/Average</b>	<b>86</b>	<b>111</b>	<b>125</b>	<b>107</b>

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1307.10	Restaurant and Food Services and Management	Cerritos	2	5	6	4
		LA Mission	34	26	40	33
		LA Trade-Tech	8	12	11	10
		Mt San Antonio	19	13	8	13
		<b>LA Subtotal</b>	<b>63</b>	<b>56</b>	<b>65</b>	<b>61</b>
		Cypress	63	59	41	54
		Orange Coast	5	2	-	2
		<b>OC Subtotal</b>	<b>68</b>	<b>61</b>	<b>41</b>	<b>57</b>
<b>Supply Subtotal/Average</b>			<b>131</b>	<b>117</b>	<b>106</b>	<b>118</b>
1307.20	Lodging Management	Cypress	38	34	61	44
		Orange Coast	9	4	3	5
		<b>OC Subtotal</b>	<b>47</b>	<b>38</b>	<b>64</b>	<b>50</b>
<b>Supply Subtotal/Average</b>			<b>47</b>	<b>38</b>	<b>64</b>	<b>50</b>
<b>Supply Total/Average</b>			<b>1,528</b>	<b>1,672</b>	<b>1,457</b>	<b>1,552</b>



**Non-Community College Supply**—For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training programs for the occupations of interest. Exhibit 5 shows the annual and three-year average number of awards conferred in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 92 awards.

**Exhibit 5: Regional non-community college awards, 2016-2019**

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
12.0501	Baking and Pastry Arts/Baker/Pastry Chef	Institute of Culinary Education	-	-	30	10
12.0503	Culinary Arts/Chef Training	Hacienda La Puente Adult Education	23	19	6	16
		Institute of Culinary Education	-	-	86	29
12.0504	Restaurant, Culinary, and Catering Management/ Manager	Institute of Culinary Education	-	-	21	7
12.0505	Food Preparation/ Professional Cooking/ Kitchen Assistant	Baldwin Park Adult & Community Education	25	21	25	24
19.0501	Foods, Nutrition, and Wellness Studies, General	Brandman University	8	1	3	4
52.0901	Hospitality Administration/ Management, General	University of Phoenix - California	-	7	2	3
<b>Supply Total/Average</b>			<b>56</b>	<b>48</b>	<b>173</b>	<b>92</b>

**Appendix A: Occupational demand and wage data by county**

**Exhibit 6. Los Angeles County – All Employees**

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Food Service Managers (11-9051)	12,525	11,857	(668)	(5%)	1,194	\$15.94	\$24.05	\$35.65
Lodging Managers (11-9081)	918	835	(83)	(9%)	83	\$17.25	\$23.43	\$37.69
Chefs and Head Cooks (35-1011)	4,977	4,500	(476)	(10%)	544	\$14.85	\$24.19	\$36.02
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	19,747	19,904	157	1%	2,757	\$14.85	\$18.09	\$24.81
<b>Total</b>	<b>38,167</b>	<b>37,097</b>	<b>(1,070)</b>	<b>(3%)</b>	<b>4,577</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 7. Los Angeles County – Self-Employed**

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Food Service Managers (11-9051)	4,806	4,546	(259)	(5%)	459	\$7.67	\$14.99	\$27.23
Lodging Managers (11-9081)	347	341	(6)	(2%)	33	\$7.72	\$17.28	\$47.70
Chefs and Head Cooks (35-1011)	1,092	1,111	19	2%	129	\$8.21	\$15.02	\$24.13
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	775	704	(71)	(9%)	102	\$7.69	\$13.34	\$27.71
<b>Total</b>	<b>7,020</b>	<b>6,702</b>	<b>(318)</b>	<b>(5%)</b>	<b>723</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 8. Orange County – All Employees**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25th Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75th Percentile)</b>
Food Service Managers (11-9051)	4,247	4,084	(163)	(4%)	409	\$16.38	\$24.18	\$34.26
Lodging Managers (11-9081)	409	348	(61)	(15%)	36	\$18.54	\$23.84	\$36.72
Chefs and Head Cooks (35-1011)	1,747	1,600	(148)	(8%)	192	\$14.86	\$23.74	\$34.69
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	7,386	7,577	191	3%	1,064	\$13.91	\$16.93	\$23.16
<b>Total</b>	<b>13,788</b>	<b>13,608</b>	<b>(180)</b>	<b>(1%)</b>	<b>1,701</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 9. Orange County – Self-Employed**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25th Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75th Percentile)</b>
Food Service Managers (11-9051)	1,133	1,088	(45)	(4%)	109	\$7.67	\$15.00	\$27.25
Lodging Managers (11-9081)	98	94	(3)	(3%)	9	\$7.69	\$17.20	\$47.49
Chefs and Head Cooks (35-1011)	259	269	10	4%	32	\$8.22	\$15.03	\$24.15
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	178	162	(17)	(9%)	23	\$7.68	\$13.32	\$27.68
<b>Total</b>	<b>1,668</b>	<b>1,613</b>	<b>(55)</b>	<b>(3%)</b>	<b>174</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 10. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Food Service Managers (11-9051)	16,772	15,942	(830)	(5%)	1,602	HS diploma or equivalent
Lodging Managers (11-9081)	1,327	1,183	(144)	(11%)	119	HS diploma or equivalent
Chefs and Head Cooks (35-1011)	6,724	6,100	(624)	(9%)	735	HS diploma or equivalent
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	27,133	27,481	348	1%	3,821	HS diploma or equivalent
<b>Total</b>	<b>51,956</b>	<b>50,705</b>	<b>(1,250)</b>	<b>(2%)</b>	<b>6,277</b>	<b>-</b>

**Exhibit 11. Los Angeles and Orange Counties – Self-Employed**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Food Service Managers (11-9051)	5,939	5,635	(304)	(5%)	569	HS diploma or equivalent
Lodging Managers (11-9081)	444	435	(9)	(2%)	42	HS diploma or equivalent
Chefs and Head Cooks (35-1011)	1,351	1,380	29	2%	161	HS diploma or equivalent
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	954	866	(88)	(9%)	125	HS diploma or equivalent
<b>Total</b>	<b>8,688</b>	<b>8,315</b>	<b>(373)</b>	<b>(4%)</b>	<b>897</b>	<b>-</b>

## Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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