



Labor Market Analysis for Program Recommendation

Hospitality Management Occupations

Santa Rosa Junior College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Hospitality Management workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 1,069 students in the Bay region and 221 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1307.00 Hospitality programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Hospitality Management Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Hospitality Management: Meeting and Event Planning program at Santa Rosa Junior College.

- **Food Service Managers (11-9051):** Plan, direct, or coordinate activities of an organization or department that serves food and beverages. Excludes “Chefs and Head Cooks” (35-1011).
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 36%

- **Lodging Managers (11-9081):** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. Excludes “Food Service Managers” (11-9051) in lodging establishments.
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%

Occupational Demand

Table 1. Employment Outlook for Hospitality Management Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	11,919	11,445	-474	-4.0%	6,553	1,311	\$20	\$28
Lodging Managers	1,122	1,130	8	0.7%	672	134	\$25	\$36

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Total	13,041	12,575	-466	-4%	7,225	1,445		

Source: EMSI 2021.4

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Hospitality Management Occupations in North Bay Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	1,822	1,815	-7	-0.4%	1,037	207	\$19	\$28
Lodging Managers	176	170	-6	-3.6%	103	21	\$18	\$34
Total	1,999	1,985	-466	-1%	1,141	228		

Source: EMSI 2021.4

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)

Occupation	Bay Region	North Bay
Food Service Managers	12,084	2,228
Lodging Managers	1,743	417

Source: Burning Glass

Table 4a. Top Job Titles for Hospitality Management Occupations for latest 12 months (Apr 2021 - Mar 2022)
Bay Region

Title	Bay	Title	Bay
General Manager	1,366	Store Manager	115
Assistant Manager	1,169	Assistant Restaurant Manager	109
Restaurant Manager	674	In-Warehouse Food Sample Team Manager	105
Assistant General Manager	578	Cafe Manager	99
Manager	261	Food & Beverage Manager	99
Restaurant General Manager	244	Food And Beverage Manager	98
Shift Manager	235	Catering Manager	90
Food Sample Shift Manager	151	In-Warehouse Food Sample/Demo Team Manager	84

Title	Bay	Title	Bay
Kitchen Manager	140	Bar Manager	83

Source: Burning Glass

Table 4b. Top Job Titles for Hospitality Management Occupations for latest 12 months (Apr 2021 - Mar 2022) North Bay Sub-Region

Title	North Bay	Title	North Bay
General Manager	269	Department Manager	26
Assistant Manager	263	Food & Beverage Manager	25
Restaurant Manager	128	Guest Services Manager	24
Assistant General Manager	96	Food Sample Shift Manager	23
Shift Manager	48	Assistant Restaurant Manager	22
Manager	42	Front Of House Manager	20
Restaurant General Manager	37	Wine Club Manager	20
Team Manager	33	In-Warehouse Food Sample Team Manager	19
Food And Beverage Manager	29	Store Manager	19

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Hospitality Management Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Limited-Service Restaurants	2,679	-2	21%	3%
Full-Service Restaurants	2,558	-602	20%	2%
Food Service Contractors	1,395	12	11%	10%
Caterers	1,266	21	10%	17%
Snack and Nonalcoholic Beverage Bars	962	74	7%	3%
Hotels (except Casino Hotels) and Motels	1,073	-139	8%	3%
Mobile Food Services	675	111	5%	25%
Corporate, Subsidiary, and Regional Managing Offices	429	-47	3%	1%
All Other Traveler Accommodation	87	149	1%	3%
Office Administrative Services	152	-3	1%	1%

Source: EMSI 2021.4

Table 6. Top Employers Posting Hospitality Management Occupations in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)

Employer	Bay	Employer	North Bay
Club Demonstration Services	394	McDonald's	65
Shake Shack	357	Club Demonstration Services	62
Burger King	249	Taco Bell	54
Marriott International Incorporated	223	Panera Bread	49
Compass Group North America	222	Hyatt	44
Restaurant Depot	188	Burger King	43
McDonald's	180	Shake Shack	41
Taco Bell	175	Auberge Resorts	34
Starbucks Coffee Company	163	Starbucks Coffee Company	30
Five Guys Burgers	145	Five Guys Burgers	30

Source: Burning Glass

Educational Supply

There are five (5) community colleges in the Bay Region issuing 35 awards on average annually (last 3 years ending 2018-19) on TOP 1307.00 Hospitality. In the North Bay Sub-Region, there is one (1) community college that issued seven (7) awards on average annually (last 3 years) on this TOP code.

There are a five (5) other CTE educational institutions in the Bay Region issuing 283 awards on average annually (last 3 years ending 2016-17) on TOP 1307.00 Hospitality. There are no other CTE educational institution in the North Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There are two (2) four-year institutions in the Bay Region issuing 58 Bachelor's degrees on average annually (last 3 years ending 2016-17) on TOP 1307.00 Hospitality. There are no four-year institutions in the North Bay Sub-Region issuing Bachelor's degrees on this TOP code.

Table 7a. Community College Awards on TOP 1307.00 Hospitality in Bay Region

College	Subregion	Associate	Certificate Low	Total
Diablo Valley	East Bay	6	0	6
Mission	Silicon Valley	8	0	8
Monterey	SC-Monterey	4	6	10
Napa	North Bay	3	4	7
Skyline	Mid-Peninsula	0	4	4
Total		21	14	35

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other CTE Institutions Awards on TOP 1307.00 Hospitality in Bay Region

College	Subregion	Bachelor's Degree	Total
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	10	10
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	6	6
San Francisco State University	Mid-Peninsula	138	138
San Jose State University	Silicon Valley	102	102
University of San Francisco	Mid-Peninsula	27	27
Total		283	283

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7c. Bachelor's Degree Awards on TOP 1307.00 Hospitality in Bay Region

College	Subregion	Bachelor's Degree	Total
California State University-East Bay	East Bay	50	50
California State University-Monterey Bay	SC-Monterey	8	8
Total		58	58

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,445 annual openings for the Hospitality Management occupational cluster and 376 annual (3-year average) awards for an annual undersupply of 1,069 students. In the North Bay Sub-Region, there is also a gap with 228 annual openings and 7 annual (3-year average) awards for an annual undersupply of 221 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.00 Hospitality

Metric Outcomes	Bay All CTE Programs	Santa Rosa All CTE Programs	State 1307.00	Bay 1307.00	North Bay 1307.00	Santa Rosa 1307.00
Students with a Job Closely Related to Their Field of Study	74%	74%	73%	68%	43%	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$42,405	\$28,185	\$33,623	\$33,365	\$33,075
Median Change in Earnings for SWP Exiting Students	23%	29%	28%	25%	44%	78%

Metric Outcomes	Bay All CTE Programs	Santa Rosa All CTE Programs	State 1307.00	Bay 1307.00	North Bay 1307.00	Santa Rosa 1307.00
Exiting Students Who Attained the Living Wage	52%	58%	34%	32%	46%	42%

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills, Certifications and Education

Table 9. Top Skills for Hospitality Management Occupations in Bay Region (Apr 2021 - Mar 2022)

Skill	Posting	Skill	Posting
Scheduling	4,204	Customer Contact	1,023
Restaurant Management	3,674	Sales	929
Budgeting	3,168	Cooking	903
Guest Services	2,584	Restaurant Operations	897
Staff Management	2,505	Repair	872
Customer Service	2,473	Purchasing	819
Cost Control	2,272	Inventory Management	812
Food Safety	1,827	Food Preparation	810
Restaurant Experience	1,617	Performance Analysis	802
Cleaning	1,359	Accounting	737
Retail Industry Knowledge	1,237	Employee Training	676
Cash Handling	1,236	Point of Sale System	653
Food Service Experience	1,053	Quality Management	649
Supervisory Skills	1,034	Operations Management	613

Source: Burning Glass

Table 10. Certifications for Hospitality Management Occupations in Bay Region (Apr 2021 - Mar 2022)

Certification	Posting	Certification	Posting
ServSafe	1,886	Alcohol Server Certification	35
Driver's License	1,866	Hazard Analysis and Critical Control Point (HACCP) Certification	16
Food Handler Certification	639	Certified Health Education Specialist	12
Food Service Certification	440	Leadership In Energy And Environmental Design (LEED) Certified	11
Certified Dietary Manager	171	Cash Handling Certification	9
First Aid Cpr Aed	101	Alcohol Safety	8

Certification	Posting	Certification	Posting
Registered Dietitian	81	Abc Certified	8
Training For Intervention Procedures (TIPS) Certification	76	Automotive Service Excellence (ASE) Certification	7
Food Safety Manager Certification	72	Teachers of English To Speakers of Other Languages (TESOL)	6
Alcohol Awareness Certification	52	Global Food Safety Initiative (GFSI)	6

Source: Burning Glass

Note: 71% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Hospitality Management Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	4,662	66%
Associate's degree	712	10%
Bachelor's degree and higher	1,671	24%

Source: Burning Glass

Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

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