



# Labor Market Analysis for Program Recommendation

## Hospitality Management Occupations

### Mission 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 Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 6,235 students in the Bay region and 1,315 students in the Silicon Valley 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 Mission College and in the region.

This report profiles Hospitality Management Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Mission 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%
- **Meeting, Convention, and Event Planners (13-1121):** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 20%
- **First-Line Supervisors of Office and Administrative Support Workers (43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
- **Hotel, Motel, and Resort Desk Clerks (43-4081):** Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guests’ accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 45%

## 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	11,019	10,730	-288	-3%	6,790	1,358	\$20	\$29
Meeting, Convention, and Event Planners	4,920	4,420	-500	-10%	2,494	499	\$25	\$33
First-Line Supervisors of Office and Administrative Support Workers	36,864	36,339	-525	-1%	18,284	3,657	\$27	\$34
Hotel, Motel, and Resort Desk Clerks	5,125	4,721	-404	-8%	4,874	975	\$15	\$17
<b>Total</b>	<b>57,929</b>	<b>56,211</b>	<b>-1,718</b>	<b>-3%</b>	<b>32,442</b>	<b>6,489</b>		

Source: EMSI 2022.3

**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 Silicon Valley 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	2,349	2,213	-136	-6%	1,339	268	\$21	\$27
Meeting, Convention, and Event Planners	1,105	955	-151	-14%	551	110	\$27	\$35
First-Line Supervisors of Office and Administrative Support Workers	9,026	8,841	-185	-2%	4,402	880	\$29	\$36
Hotel, Motel, and Resort Desk Clerks	969	629	-341	-35%	714	143	\$17	\$17
<b>Total</b>	<b>13,450</b>	<b>12,638</b>	<b>-812</b>	<b>-6%</b>	<b>7,007</b>	<b>1,401</b>		

Source: EMSI 2022.3

**Silicon Valley Sub-Region includes:** Santa Clara County

**Job Postings in Bay Region and Silicon Valley Sub-Region**

**Table 3. Number of Job Postings by Occupation for latest 12 months**

Occupation	Bay Region	Silicon Valley
Food Service Managers	13,542	2,942
First-Line Supervisors of Office and Administrative Support Workers	12,468	2,849
Hotel, Motel, and Resort Desk Clerks	8,730	2,206
Meeting, Convention, and Event Planners	3,980	1,174

Source: Burning Glass

**Table 4a. Top Job Titles for Hospitality Management Occupations for latest 12 months - Bay Region**

Title	Bay	Title	Bay
Office Manager	1,744	Front Desk Associate	397
Assistant Manager	1,472	Restaurant General Manager	384
General Manager	1,376	Guest Services Agent	379
Front Desk Agent	1,084	Event Coordinator	320
Night Auditor	843	Payroll Manager	311
Customer Success Manager	719	Manager	300
Restaurant Manager	716	Shift Manager	287
Assistant General Manager	678	Event Manager	272
Guest Services Representative	547	Front Office Manager	264

Source: Burning Glass

**Table 4b. Top Job Titles for Hospitality Management Occupations for latest 12 months - Silicon Valley Sub-Region**

Title	Silicon Valley	Title	Silicon Valley
Office Manager	377	Front Desk Associate	119
Assistant Manager	353	Front Supervisor	104
General Manager	272	Manager	94
Front Desk Agent	322	Guest Services Agent	84
Night Auditor	286	Event Coordinator	81
Customer Success Manager	165	Restaurant General Manager	78
Restaurant Manager	143	Payroll Manager	71
Assistant General Manager	104	Front Office Manager	67

Guest Services Representative	125	Event Manager	55
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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)
Hotels (except Casino Hotels) and Motels	5,421	4,584	-15%	10%
Full-Service Restaurants	2,791	3,045	9%	6%
Limited-Service Restaurants	2,446	2,377	-3%	4%
Local Government, Excluding Education and Hospitals	2,132	2,151	1%	4%
Food Service Contractors	1,416	1,321	-7%	3%
Corporate, Subsidiary, and Regional Managing Offices	1,652	1,314	-20%	2%
Internet Publishing and Broadcasting and Web Search Portals	1,877	1,489	-21%	2%
Caterers	1,215	1,189	-2%	2%
Commercial Banking	1,378	1,109	-19%	2%
Offices of Dentists	860	1,197	39%	2%

Source: EMSI 2022.3

**Table 6. Top Employers Posting Hospitality Management Occupations in Bay Region and Silicon Valley Sub-Region**

Employer	Bay	Employer	Silicon Valley
Marriott International Inc.	1,051	Marriott International Inc.	251
Hilton Hotel Corporation	561	Hilton Hotel Corporation	204
Taco Bell	420	Compass Group North America	151
Shake Shack	404	Stanford University	144
Hyatt	398	Shake Shack	89
Burger King	304	Hyatt	83
Compass Group North America	283	Residence Inn	69
Extended Stay Hotels	222	Deloitte	68
The Home Depot Incorporated	221	Apple	61
University Of California	198	Springhill Suites	57

## 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 Silicon Valley Sub-Region, there is one (1) community college that issued nine (9) awards on average annually (last 3 years) on this TOP code.

There are a three (3) other CTE educational institutions in the Bay Region issuing 199 awards on average annually (last 3 years ending 2019-20) on TOP 1307.00 Hospitality. There is one (1) other CTE educational institution in the Silicon Valley Sub-Region issuing 77 awards on average annually (last 3 years) on this TOP code.

There is one (1) four-year institution in the Bay Region issuing 20 Bachelor's degrees on average annually (last 3 years ending 2019-20) on TOP 1307.00 Hospitality. There are no four-year institutions in the Silicon Valley Sub-Region issuing Bachelor's degrees on this TOP code.

**Table 7a. Community College Awards on TOP 1307.00 Hospitality and CIP 52.0901 in Bay Region**

College	Subregion	Associate Degree	Award < 1 academic yr.	Total
Diablo Valley College	East Bay	7	0	7
Mission College	Silicon Valley	9	0	9
Monterey Peninsula College	SC-Monterey	3	4	7
Napa Valley College	North Bay	2	4	6
Skyline College	Mid-Peninsula	0	6	6
<b>Total</b>		<b>21</b>	<b>14</b>	<b>35</b>

Note: The annual average for awards is 2017-18 to 2019-20.

**Table 7b. Other CTE Institution Awards on TOP 1307.00 Hospitality and CIP 52.0901 in Bay Region**

College	Subregion	Bachelor's degree	Total
San Francisco State University	Mid-Peninsula	97	97
San Jose State University	Silicon Valley	77	77
University of San Francisco	Mid-Peninsula	25	25
<b>Total</b>		<b>199</b>	<b>199</b>

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

**Table 7c. Bachelor's Degree Awards on TOP 1307.00 Hospitality and CIP 52.0901 in Bay Region**

College	Subregion	Bachelor's degree	Total
California State University-Monterey Bay	SC-Monterey	20	20
<b>Total</b>		<b>20</b>	<b>20</b>

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 6,489 annual openings for the Hospitality Management occupational cluster and 254 annual (3-year average) awards for an annual undersupply of 6,235 students. In the Silicon Valley Sub-Region, there is also a gap with 1,401 annual openings and 86 annual (3-year average) awards for an annual undersupply of 1,315 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	Mission College All CTE Programs	State 1307.00	Bay 1307.00	Silicon Valley 1307.00	Mission College 1307.00
Students with a Job Closely Related to Their Field of Study	74%	74%	73%	68%	100%	100%
Median Annual Earnings for SWP Exiting Students	\$47,419	\$54,792	\$28,185	\$33,623	\$43,240	\$43,240
Median Change in Earnings for SWP Exiting Students	23%	19%	28%	25%	46%	67%
Exiting Students Who Attained the Living Wage	52%	51%	34%	32%	N/A	N/A

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**

Skill	Posting	Skill	Posting
Scheduling	10,039	Onboarding	2,599
Customer Service	9,532	Event Planning	2,486
Guest Services	7,585	Cleaning	2,314
Budgeting	6,828	Food Safety	2,275
Staff Management	4,852	Retail Industry Knowledge	2,147
Restaurant Management	4,189	Vaccination	2,067
Sales	3,811	Customer Billing	2,050
Front Office	3,545	Supervisory Skills	1,933
Customer Contact	3,161	Customer Checkout	1,838
Cash Handling	3,038	Restaurant Experience	1,774
Office Management	2,951	Upselling Products and Services	1,653
Accounting	2,937	Administrative Functions	1,609
Cost Control	2,847	Repair	1,555
Project Management	2,736	Administrative Support	1,504

Source: Burning Glass

**Table 10. Certifications for Hospitality Management Occupations in Bay Region**

Certification	Posting	Certification	Posting
Driver's License	3,374	Food Safety Manager Certification	130
ServSafe	2,440	Registered Dietitian	102
Food Handler Certification	796	Project Management Professional (PMP)	101
Food Service Certification	614	Leadership In Energy And Environmental Design (LEED) Certified	89
First Aid Cpr Aed	361	IT Infrastructure Library (ITIL) Certification	83
Training For Intervention Procedures (TIPS) Certification	209	Certified Meeting Professional (CMP)	80
Certified Payroll Professional (CPP)	209	Cosmetology License	63
Project Management Certification	184	Certified Meeting Planner	61
Certified Dietary Manager	170	Alcohol Awareness Certification	51
Certified Protection Professional (CPP)	152	Security Clearance	45

Source: Burning Glass

Note: 80% 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	11,686	56%
Associate's degree	1,387	7%
Bachelor's degree and higher	7,822	37%

Source: Burning Glass

Note: 46% 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 CCCCO Data Mart.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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