

## Labor Market Analysis: 1307.00/Hospitality

**First Time Hospitality Manager** - Certificate requiring 8 to fewer than 16 semester units

**Foodservice Apprentice** - Certificate requiring 8 to fewer than 16 semester units

Los Angeles Center of Excellence, October 2023

### 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 Endorsed</b>	<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 Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to three middle-skill occupations:

- **Food Service Managers (11-9051)** Plan, direct, or coordinate activities of an organization or department that serves food and beverages.<sup>1</sup>
- **Lodging Managers (11-9081)** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.<sup>2</sup>
- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012)** Directly supervise and coordinate activities of workers engaged in preparing and serving food.<sup>3</sup>

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>4</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.

Based on the available data, there appears to be a supply gap for these middle-skill hospitality occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, approximately one-third of current workers in the field have completed some college or an

<sup>1</sup> [Food Service Managers \(bls.gov\)](https://www.bls.gov/occupations/11-9051)

<sup>2</sup> [Lodging Managers \(bls.gov\)](https://www.bls.gov/occupations/11-9081)

<sup>3</sup> [First-Line Supervisors of Food Preparation and Serving Workers \(bls.gov\)](https://www.bls.gov/occupations/35-1012)

<sup>4</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.

associate degree. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** – Over the next five years, **12,729 jobs** are projected to be available annually in the region due to new job growth and replacements, which is **more** than the three-year average of **1,728 awards** conferred by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, the **majority (78%) of annual job openings** for these middle-skill hospitality occupations have **entry-level wages below the self-sufficiency standard hourly wage** (\$18.10/hour).<sup>5</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **high school diploma** or equivalent as the **typical entry-level education** for the hospitality occupations in this report.
  - However, the national-level educational attainment data indicates **between 33% and 38% of workers in the field have completed some college or an associate degree.**

**Supply:**

- There are **25 community colleges** in the greater LA/OC region that issue awards related to hospitality, conferring an average of **1,417 awards annually** between 2019 and 2022.
- Between 2019 and 2021, there was an average of **311 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

**Occupational Demand**

Exhibit 1 shows the five-year occupational demand projections for these middle-skill hospitality occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 14% through 2026. There will be more than 12,700 job openings per year through 2027 due to job growth and replacements.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>6</sup>**

<b>Geography</b>	<b>2022 Jobs</b>	<b>2027 Jobs</b>	<b>2022-2027 Change</b>	<b>2022-2027 % Change</b>	<b>Annual Openings</b>
Los Angeles	50,268	56,873	6,605	13%	9,218
Orange	18,786	21,517	2,731	15%	3,511
<b>Total</b>	<b>69,054</b>	<b>78,390</b>	<b>9,336</b>	<b>14%</b>	<b>12,729</b>

<sup>5</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

<sup>6</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 entry-level hourly wages for these middle-skill hospitality 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 greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

### Los Angeles County

The majority (78%) of annual openings for these middle-skill hospitality 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 \$17.64 and \$19.73. Two occupations in this report have entry-level wages above the county's self-sufficiency standard wage: *lodging managers* (\$19.73) and *food service managers* (\$19.14). Experienced workers can expect to earn wages between \$22.40 and \$43.54, which are higher than the self-sufficiency standard.

**Exhibit 2: Earnings for Occupations in LA County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Food Service Managers (11-9051)	\$19.14	\$27.53	\$36.29	\$57,300
Lodging Managers (11-9081)	\$19.73	\$28.55	\$43.54	\$59,400
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$17.64	\$20.20	\$22.40	\$42,000

\*Rounded to the nearest \$100

### Orange County

All three 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 \$16.73 and \$19.80. Experienced workers can expect to earn wages between \$21.22 and \$41.93, which are higher than the self-sufficiency standard.

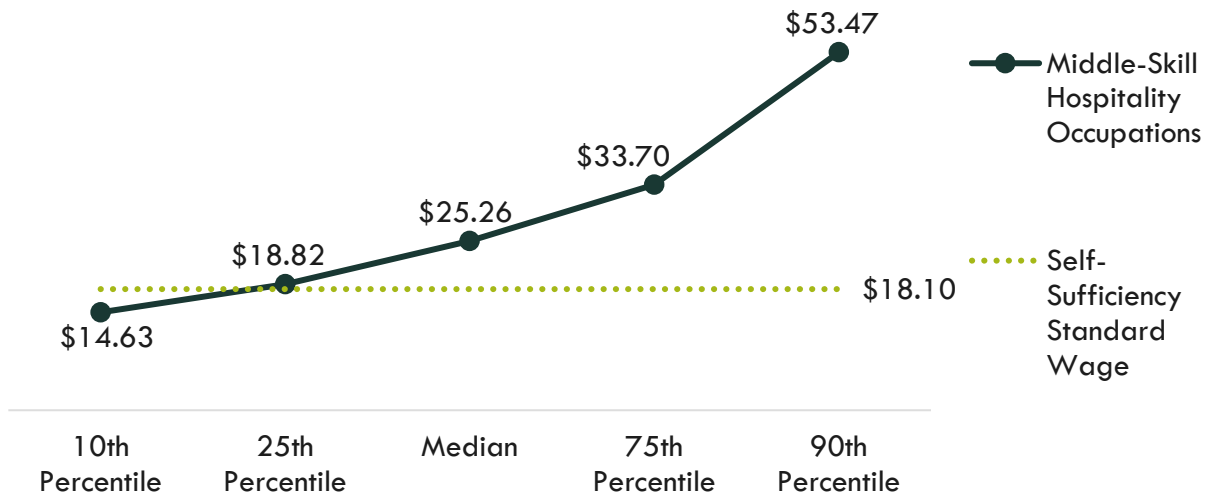
**Exhibit 3: Earnings for Occupations in Orange County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Food Service Managers (11-9051)	\$19.69	\$27.44	\$34.86	\$57,100
Lodging Managers (11-9081)	\$19.80	\$28.29	\$41.93	\$58,900
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$16.73	\$19.16	\$21.22	\$39,800

\*Rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$18.82; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

**Exhibit 4: Average Hourly Earnings for Middle-Skill Hospitality Occupations in LA/OC**



### Job Postings

There were 28,512 online job postings related to hospitality listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (56%) were for *food service managers*, followed by *first-line supervisors of food preparation and serving workers* (37%) and *lodging managers* (7%). The highest number of job postings were for general managers, shift leaders, assistant managers, restaurant managers, and assistant general managers. The top skills were restaurant operation, food safety and sanitation, restaurant management, marketing, and cash handling. The top three employers, by number of job postings, in the region were Domino's Pizza, Taco Bell, and Starbucks.

**Exhibit 5: 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 all three occupations in this report. However, the national-level educational attainment data indicates between 33% and 38% of workers in the field have completed some college or an associate degree. Of the 39% of middle-skill hospitality job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 69% (7,590)

requested high school or vocational training, 8% (921) requested an associate degree, and 23% (2,502) requested a bachelor's degree.

## Educational Supply

### Community College Supply

Exhibit 6 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 Cypress, LA Mission, and Coastline.

**Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022**

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0506.30	Management Development and Supervision	Cerritos	32	50	59	47
		LA Pierce	4	5	11	7
		LA Southwest	9	15	21	15
		LA Trade-Tech	4	8	12	8
		LA Valley	20	18	17	18
		Pasadena	3	10	6	6
		Rio Hondo	25	18	16	20
		Santa Monica	19	19	30	23
		<b>LA Subtotal</b>	<b>116</b>	<b>143</b>	<b>172</b>	<b>144</b>
		Coastline	247	7	142	132
		Cypress	-	1	11	4
		Irvine	-	3	-	1
		Saddleback	27	53	38	39
		Santa Ana	11	9	9	10
		Santiago Canyon	2	1	1	1
		<b>OC Subtotal</b>	<b>287</b>	<b>74</b>	<b>201</b>	<b>187</b>
<b>Supply Subtotal/Average</b>			<b>403</b>	<b>217</b>	<b>373</b>	<b>331</b>
1306.00	Nutrition, Foods, and Culinary Arts	Citrus	-	4	6	3
		East LA	23	18	21	21
		Glendale	6	-	6	4
		LA City	1	-	4	2
		LA Harbor	-	-	3	1
		LA Mission	4	7	4	5
		LA Southwest	-	2	2	1
		LA Trade-Tech	-	-	3	1
		Long Beach	8	19	16	14
		Mt San Antonio	15	19	25	20

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Pasadena	2	10	3	5
		Rio Hondo	1	3	1	2
		Santa Monica	5	9	11	8
		West LA	2	4	5	4
		<b>LA Subtotal</b>	<b>67</b>	<b>95</b>	<b>110</b>	<b>91</b>
		Cypress	2	1	3	2
		Fullerton	8	17	13	13
		Orange Coast	20	17	11	16
		Saddleback	19	24	12	18
		Santa Ana	3	1	2	2
		<b>OC Subtotal</b>	<b>52</b>	<b>60</b>	<b>41</b>	<b>51</b>
		<b>Supply Subtotal/Average</b>	<b>119</b>	<b>155</b>	<b>151</b>	<b>142</b>
1306.20	Dietetic Services and Management	Glendale	16	12	23	17
		LA City	7	8	6	7
		Long Beach	5	8	23	12
		<b>LA Subtotal</b>	<b>28</b>	<b>28</b>	<b>52</b>	<b>36</b>
		Orange Coast	3	6	3	4
		<b>OC Subtotal</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>4</b>
		<b>Supply Subtotal/Average</b>	<b>31</b>	<b>34</b>	<b>55</b>	<b>40</b>
1306.30	Culinary Arts	Cerritos	86	68	54	69
		LA Harbor	14	40	83	46
		LA Mission	151	74	108	111
		LA Trade-Tech	80	71	132	94
		Long Beach	44	46	28	39
		Mt San Antonio	15	3	20	13
		Pasadena	-	-	1	0
		<b>LA Subtotal</b>	<b>390</b>	<b>302</b>	<b>426</b>	<b>373</b>
		Cypress	61	58	89	69
		Orange Coast	82	60	88	77
		Saddleback	23	28	18	23
		Santa Ana	-	1	5	2
		Santiago Canyon	55	67	128	83
		<b>OC Subtotal</b>	<b>221</b>	<b>214</b>	<b>328</b>	<b>254</b>
		<b>Supply Subtotal/Average</b>	<b>611</b>	<b>516</b>	<b>754</b>	<b>627</b>

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
1307.00	Hospitality	Cerritos	-	6	7	4
		East LA	-	-	2	1
		Glendale	11	14	14	13
		LA City	-	14	8	7
		LA Pierce	-	1	3	1
		Long Beach	-	-	2	1
		Mt San Antonio	35	37	29	34
		Pasadena	10	10	12	11
		Rio Hondo	2	5	3	3
		West LA	29	10	18	19
		<b>LA Subtotal</b>	<b>87</b>	<b>97</b>	<b>98</b>	<b>94</b>
		Cypress	32	30	30	31
		Orange Coast	6	10	19	12
		<b>OC Subtotal</b>	<b>38</b>	<b>40</b>	<b>49</b>	<b>42</b>
<b>Supply Subtotal/Average</b>			<b>125</b>	<b>137</b>	<b>147</b>	<b>136</b>
1307.10	Restaurant and Food Services and Management	Cerritos	6	11	10	9
		LA Mission	40	15	18	24
		LA Trade-Tech	11	5	13	10
		Mt San Antonio	8	1	5	5
		<b>LA Subtotal</b>	<b>65</b>	<b>32</b>	<b>46</b>	<b>48</b>
		Cypress	41	15	26	27
		Orange Coast	-	1	-	0
<b>OC Subtotal</b>	<b>41</b>	<b>16</b>	<b>26</b>	<b>28</b>		
<b>Supply Subtotal/Average</b>			<b>106</b>	<b>48</b>	<b>72</b>	<b>75</b>
1307.20	Lodging Management	West LA	-	21	71	31
		<b>LA Subtotal</b>	<b>-</b>	<b>21</b>	<b>71</b>	<b>31</b>
		Cypress	61	24	13	33
		Orange Coast	3	-	4	2
<b>OC Subtotal</b>	<b>64</b>	<b>24</b>	<b>17</b>	<b>35</b>		
<b>Supply Subtotal/Average</b>			<b>64</b>	<b>45</b>	<b>88</b>	<b>66</b>
<b>Supply Total/Average</b>			<b>1,459</b>	<b>1,152</b>	<b>1,640</b>	<b>1,417</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 provide training programs for middle-skill hospitality occupations.

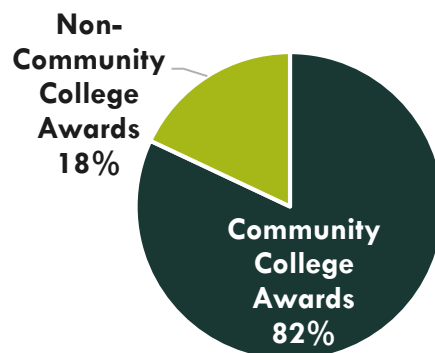
Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 311 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards.

**Exhibit 7: Regional non-community college awards, 2019-2021**

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
12.0501	Baking and Pastry Arts/Baker/Pastry Chef	Institute of Culinary Education	47	52	50
12.0503	Culinary Arts/Chef Training	Hacienda La Puente Adult Education	9	4	7
		Institute of Culinary Education	164	195	180
12.0504	Restaurant, Culinary, and Catering Management/Manager	Institute of Culinary Education	65	45	55
12.0505	Food Preparation/Professional Cooking/Kitchen Assistant	Baldwin Park Adult & Community Education	19	14	17
19.0501	Foods, Nutrition, and Wellness Studies, General	University of Massachusetts Global	4	4	4
<b>Supply Total/Average</b>			<b>308</b>	<b>314</b>	<b>311</b>

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Approximately four of five awards conferred in these programs are awarded by community colleges in the LA/OC region.

**Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average**





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

**Exhibit 9. Los Angeles County**

<b>Occupation (SOC)</b>	<b>2022 Jobs</b>	<b>2027 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Food Service Managers (11-9051)	12,815	13,789	974	8%	1,865	\$19.14	\$27.53	\$36.29
Lodging Managers (11-9081)	1,214	1,302	87	7%	167	\$19.73	\$28.55	\$43.54
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	36,239	41,783	5,544	15%	7,185	\$17.64	\$20.20	\$22.40
<b>Total</b>	<b>50,268</b>	<b>56,873</b>	<b>6,605</b>	<b>13%</b>	<b>9,218</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 10. Orange County**

<b>Occupation (SOC)</b>	<b>2022 Jobs</b>	<b>2027 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Food Service Managers (11-9051)	4,338	4,772	434	10%	653	\$19.69	\$27.44	\$34.86
Lodging Managers (11-9081)	627	714	87	14%	94	\$19.80	\$28.29	\$41.93
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	13,821	16,032	2,211	16%	2,765	\$16.73	\$19.16	\$21.22
<b>Total</b>	<b>18,786</b>	<b>21,517</b>	<b>2,731</b>	<b>15%</b>	<b>3,511</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Exhibit 11. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2022 Jobs</b>	<b>2027 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>% Age 55 and older*</b>	<b>Typical Entry-Level Education</b>
Food Service Managers (11-9051)	17,153	18,560	1,407	8%	2,518	27%	HS diploma or equivalent
Lodging Managers (11-9081)	1,841	2,015	174	9%	261	33%	HS diploma or equivalent
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	50,060	57,814	7,755	15%	9,950	20%	HS diploma or equivalent
<b>Total</b>	<b>69,054</b>	<b>78,390</b>	<b>9,336</b>	<b>14%</b>	<b>12,729</b>	<b>-</b>	<b>-</b>

\*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. *Lodging managers* have a larger share of older workers, which typically indicates greater replacements needs to offset the amount of impending retirements.

**Appendix B: Sources**

- O\*NET Online
- Lightcast (formerly 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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