January 2022

Labor Market Analysis

Restaurant and Food Service, Food Service Management, and Hospitality Management

POWERED BY

California Community Colleges

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CENTERS OF EXCELLENCE
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Prepared by the Central Valley/Mother Lode Center of Excellence

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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.

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Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for restaurant and food service, food service management, and hospitality management. Three occupations related to restaurant and food service, food service management, and hospitality management were identified for Columbia College:

- 11-9051, Food Service Managers
- 35-1011, Chefs and Head Cooks
- 35-1012, First-Line Supervisors of Food Preparation and Serving Workers

Key findings:
- **Occupational demand —** More than 4,800 workers were employed in jobs related to restaurant and food service, food service management, and hospitality management in 2020 in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. The largest occupation is first-line supervisors of food preparation and serving workers with 2,847 workers in 2020, with a projected increase in employment of 14% over the next five years, and 527 annual openings.

- **Wages —** Food service managers earn the highest entry-level wage, $15.98/hour in the subregion and $15.96/hour in the region.

- **Employers —** Employers with the most job postings in the subregion are Starbucks Coffee Company, McDonald's, and Taco Bell.

- **Occupational titles —** The most common occupational title in job postings in the subregion is food service managers. The most common job title is assistant manager.

- **Skills and certifications —** The top baseline skill is communication, the top specialized skill is scheduling, and the top software skill is Microsoft Excel. The most in-demand certification is a driver's license.

- **Education —** A high school diploma or equivalent is typically required for all three occupations for restaurant and food service, food service management, and hospitality management.

- **Supply —** Analysis of postsecondary completions in the region shows that on average 282 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 708 trained workers in the subregion and 1,842 workers in the region. The Center of Excellence recommends that Columbia College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Columbia College to provide labor market information for restaurant and food service, food service management, and hospitality management. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the NCV/NML subregion is $12.65/hour.[1] Analysis of the program and occupational data related to restaurant and food service, food service management, and hospitality management resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 11-9051, Food Service Managers
- 35-1011, Chefs and Head Cooks
- 35-1012, First-Line Supervisors of Food Preparation and Serving Workers

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Food Service Managers
Job Description: Plan, direct, or coordinate activities of an organization or department that serves food and beverages.
Knowledge: Customer and Personal Service, Administration and Management, English Language, Personnel and Human Resources, Education and Training
Skills: Service Orientation, Active Listening, Management of Personnel Resources, Monitoring, Speaking

Chefs and Head Cooks
Job Description: Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.
Knowledge: Food Production, Customer and Personal Service, Administration and Management, Production and Processing, Personnel and Human Resources
Skills: Coordination, Monitoring, Speaking, Time Management, Active Listening

First-Line Supervisors of Food Preparation and Serving Workers
Job Description: Directly supervise and coordinate activities of workers engaged in preparing and serving food.
Knowledge: Customer and Personal Service, Food Production, Production and Processing, Administration and Management, English Language
Skills: Coordination, Monitoring, Monitoring, Monitoring, Service Orientation

Occupational Demand

The North Central Valley/Northern Mother Lode subregion employed 4,875 workers in restaurant and food service, food service management, and hospitality management occupations in 2020 (Exhibit 1). The largest occupation is first-line supervisors offood preparation and serving workers with 2,847 workers in 2020. This occupation is projected to increase by 14% over the next five years and has the greatest number of projected annual openings, 527.

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[1] The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/.
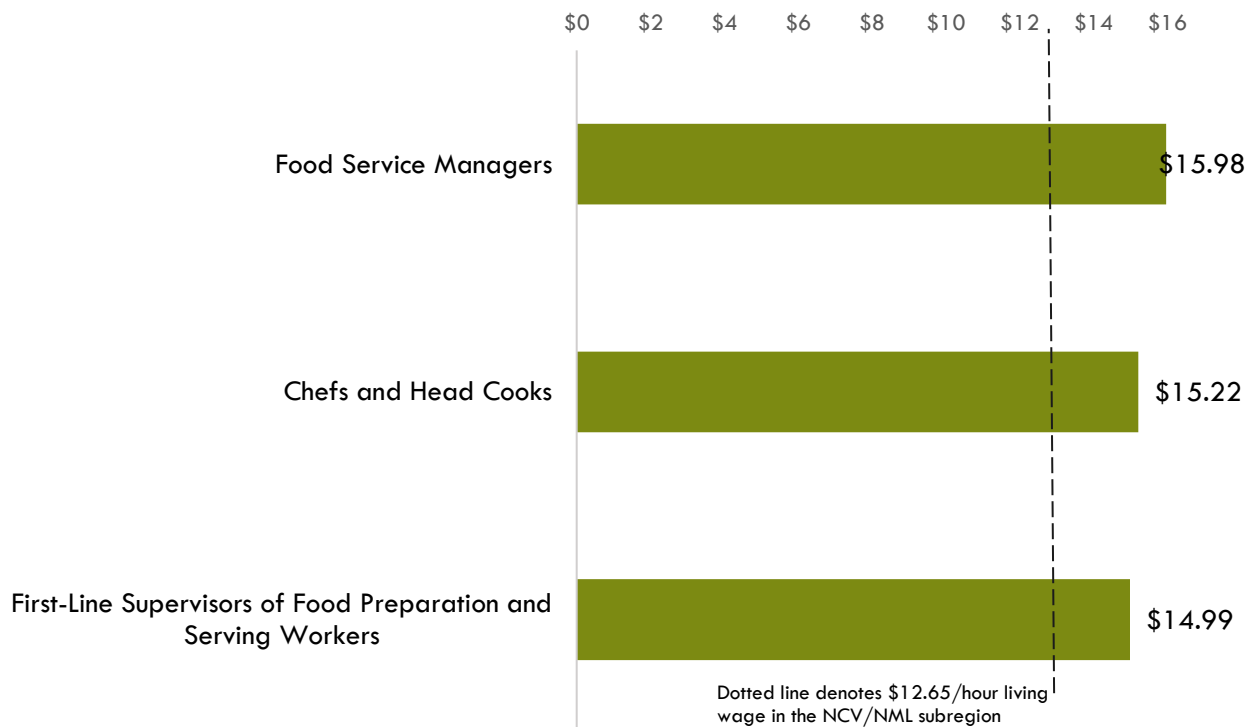
Exhibit 1. Restaurant and food service, food service management, and hospitality management employment and occupational projections in the NCV/NML subregion

Occupation	2020 Jobs	2025 Jobs	5-Year Change	5-Year % Change	Annual Openings
First-Line Supervisors of Food Preparation and Serving Workers	2,847	3,257	411	14%	527
Food Service Managers	1,370	1,485	115	8%	180
Chefs and Head Cooks	659	723	64	10%	100
TOTAL	**4,875**	**5,465**	**590**	**12%**	**807**

Wages

Exhibit 2 shows the entry-level hourly wages of restaurant and food service, food service management, and hospitality management occupations. Food service managers workers earn the highest entry-level wage, $15.98/hour in the subregion. Entry-level wages are derived from the 25th percentile.

Exhibit 2. Restaurant and food service, food service management, and hospitality management entry-level wages in the NCV/NML subregion

	Wage
Food Service Managers	$15.98
Chefs and Head Cooks	$15.22
First-Line Supervisors of Food Preparation and Serving Workers	$14.99

Dotted line denotes $12.65/hour living wage in the NCV/NML subregion

Job Postings

There were 1,353 job postings for the four occupations in the NCV/NML subregion from June 2021 to November 2021.[2] The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of restaurant and food service, food service management, and hospitality management by number of job postings

Employer	Job Postings	% Job Postings
Starbucks Coffee Company	98	8%
McDonald's	54	4%
Taco Bell	54	4%
Wingstop	47	4%
Burger King	38	3%
Advantage Sales & Marketing	35	3%
Jack in the Box	28	2%
Club Demonstration Services	27	2%
Domino's Pizza	25	2%
Qsr West, Inc	25	2%

Exhibit 4 shows how job postings for the targeted occupations in the NCV/NML subregion are distributed across four O*NET OnLine occupations. The occupational title food service managers is listed in 717 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Assistant Manager in 117 job postings, General Manager in 88 job postings, and Shift Leader in 47 job postings.

Exhibit 4. Top occupational titles in job postings for restaurant and food service, food service management, and hospitality management

Occupational Title	Job Postings	% of Job Postings
Food Service Managers	717	53%
First-Line Supervisors of Food Preparation and Serving Workers	539	40%
Chefs and Head Cooks	97	7%

Salaries

Exhibit 5 shows the "Market Salaries" for restaurant and food service, food service management, and hospitality management that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

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[2] Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Exhibit 5. Salaries for restaurant and food service, food service management, and hospitality management

Market Salary Percentile	Salary Amount
10th Percentile	$25,492
25th Percentile	$28,459
50th Percentile	$32,840
75th Percentile	$41,063
90th Percentile	$50,805

Education

Of the 1,353 job postings, 643 listed an education level preferred for the positions being filled. Among those, 78% requested high school or vocational training, 29% requested a bachelor's degree, and 20% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.
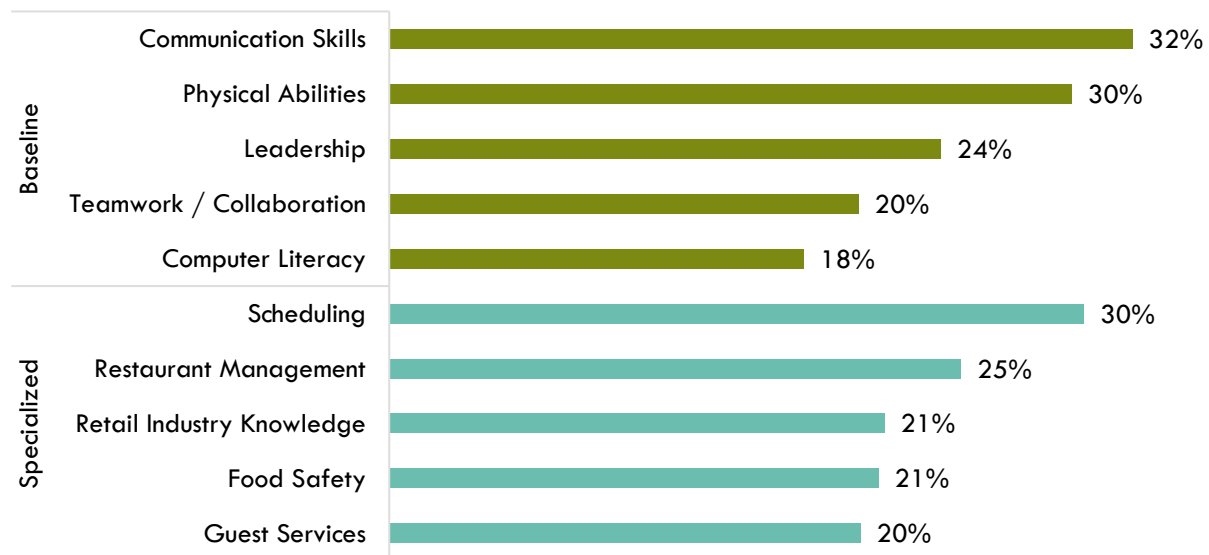
Exhibit 6. Education levels requested in job postings for restaurant and food service, food service management, and hospitality management

Education Level	Job Postings	% of Job Postings
High school or vocational training	504	78%
Bachelor's degree	188	29%
Associate's degree	130	20%
Master's degree	22	3%
Doctoral degree	9	1%

Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 32% of job postings, physical abilities, 30%, and leadership, 24%. The top three specialized skills are scheduling, 30% of job postings, restaurant management, 25%, and retail industry knowledge, 21%.

Exhibit 7. In-demand baseline and skills for restaurant and food service, food service management, and specialized hospitality management

Baseline
- Communication Skills — 32%
- Physical Abilities — 30%
- Leadership — 24%
- Teamwork / Collaboration — 20%
- Computer Literacy — 18%

Specialized
- Scheduling — 30%
- Restaurant Management — 25%
- Retail Industry Knowledge — 21%
- Food Safety — 21%
- Guest Services — 20%

Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

Exhibit 8. In-demand software skills for restaurant and food service, food service management, and hospitality management

Microsoft Excel	Microsoft Office	Microsoft Word	Microsoft Outlook	Lotus Domino
14%	9%	6%	1%	1%
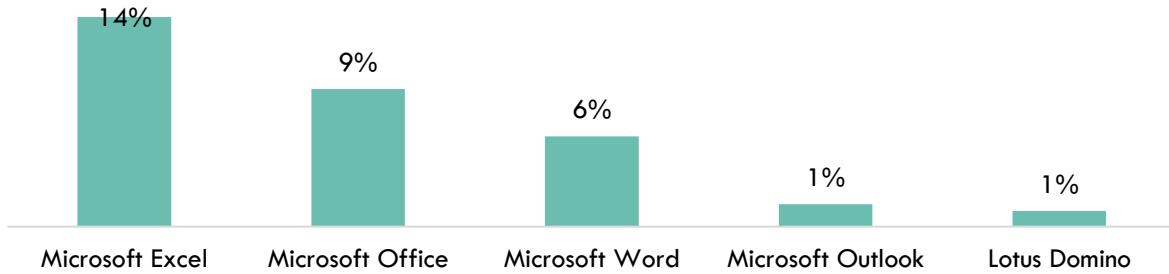
Certifications

Of the 1,353 job postings, 346 contained certification data. Among those, 48% indicated a need for a driver's license. The next top certifications are ServSafe and food handler (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

Exhibit 9. Top certifications requested in job postings for restaurant and food service, food service management, and hospitality management

Driver's License	ServSafe	Food Handler Certification	Food Service Certification	Training For Intervention Procedures (TIPS) Certification
48%	42%	12%	12%	7%

Education, Work Experience & Training

A high school diploma or equivalent is typically required for all three occupations for restaurant and food service, food service management, and hospitality management (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for restaurant and food service, food service management, and hospitality management[3]

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Food Service Managers	High school diploma or equivalent	Less than 5 years	None	35.8%
First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	Less than 5 years	None	36.7%
Chefs and Head Cooks	High school diploma or equivalent	5 years or more	None	35.8%

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[3] "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, https://www.bls.gov/cps/.

Supply

Analysis of program data from the California Community Colleges Chancellor's Office Data Mart included the TOP and CIP codes and titles: 12.0501 - Restaurant and food service, food service management, and hospitality management/Baker/Pastry Chef, 12.0503 - Culinary Arts/Chef Training, 130630 - Culinary Arts, and 130710 - Restaurant and Food Services and Management. Analysis of the last three years of data shows that, on average, 282 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11. Postsecondary supply for restaurant and food service, food service management, and hospitality management occupations in the region

TOP/CIP Codes- Titles	Row Labels	Associate Degree	Award < 1 Academic Year	Award 1 < 2 Academic Years	Certificate 16 < 30 Semester Units	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Credit Award, < 6 Semester Units	Subtotal
12.0501 - Baking and Pastry Arts/Baker/Pastry Chef	Institute of Technology			43						43
12.0503 - Culinary Arts/Chef Training	Institute of Technology	49	13	9						71
130630 - Culinary Arts	Bakersfield	17					7			24
	Columbia	6			1	3	5	0		15
	Merced	5			2	4				11
	Modesto	1								1
	San Joaquin Delta	26				17	9			51
	Sequoias				1	2		5		7
130710 - Restaurant and Food Services and Management	Bakersfield	0								0
	Columbia	2					2	9	8	20
	Fresno City	2					2			4
	West Hills Lemoore				2	6		26		34
TOTAL		**108**	**13**	**52**	**5**	**31**	**25**	**40**	**8**	**282**

There is an undersupply of 708 restaurant and food service, food service management, and hospitality management workers in the NCV/NML subregion and 1,842workers in the region (Exhibit 12).

Exhibit 12. Restaurant and food service, food service management, and hospitality management workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the NCV/NML subregion and region
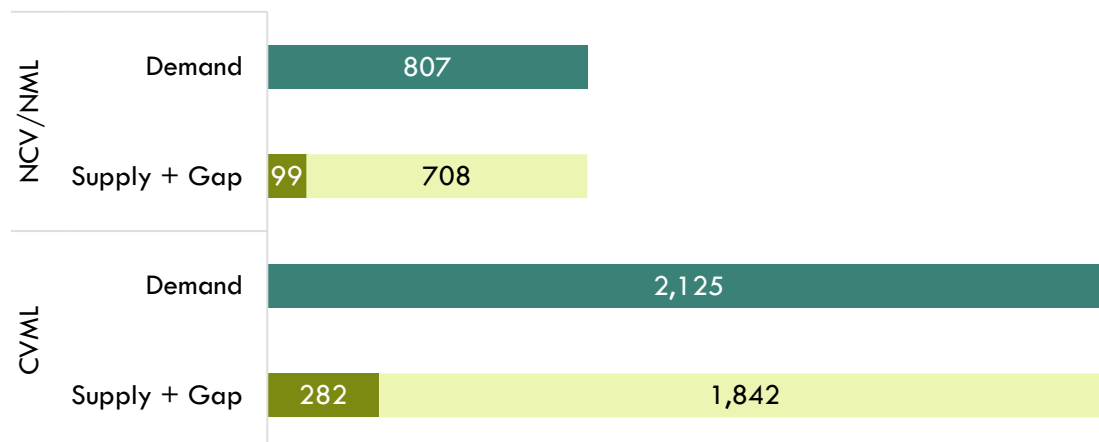
Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to restaurant and food service, food service management, and hospitality management. Of note, there were 51 restaurant food services and management students who received a degree or certificate or attained apprenticeship journey status and 53 who transferred; 78% of students obtained a job closely related to their field of study; a 30% median change in earnings was reported; and 66% of students attained a living wage.

Exhibit 13. Regional metrics for the TOP code related to restaurant and food service, food service management, and hospitality management

Metric	Restaurant and Food Services and Management 130710	Culinary Arts 130630
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	51	53
Number of Students Who Transferred	53	14
Job Closely Related to Field of Study	78%	67%
Median Change in Earnings	30%	35%
Attained a Living Wage	66%	49%
* denotes data not available.		

Conclusion

The entry-level wages of the three occupations exceed the NCV/NML subregion's average living wage. There were 1,353 job postings in the past six months for occupations related to restaurant and food service, food service management, and hospitality management in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is scheduling.
- The top software skill is Microsoft Excel.
- The top certification is a driver's license.

There is an undersupply of trained workers, a shortage of 708 in the NCV/NML subregion and 1,842 in the region.

Recommendation

Based on these findings, it is recommended that Columbia College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of restaurant and food service, food service management, and hospitality management workers in the region.

Appendix A: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). 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). Occupational wage estimates also affected by county-level EMSI earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm.
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov.
Job Posting and Skills Data	Burning Glass: burning-glass.com/.
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org.

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.