**Bakers**

**Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Bakers compared to the demand for this occupation in the Bay region and in the Santa Cruz-Monterey sub-region (Monterey, San Benito and Santa Cruz Counties). There is a projected annual gap of about 882 students in the Bay region and 77 students in the Santa Cruz-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1306.30 - Culinary Arts 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 Monterey Peninsula College and in the region.

# Introduction

This report profiles Bakers in the 12 county Bay region and in the Santa Cruz-Monterey sub-region for a proposed new Culinary Arts program at Monterey Peninsula College.

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| --- |
| * **Bakers (SOC 51-3011):** Mix and bake ingredients to produce breads, rolls, cookies, cakes, pies, pastries, or other baked goods. Pastry chefs in restaurants and hotels are included with "Chefs and Head Cooks" (35-1011). |
| Entry-Level Educational Requirement: No formal *educational credential* |
| Training Requirement: Long-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 29% |

# Occupational Demand

**Table 1. Employment Outlook for Bakers in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Bakers | 7,814 | 8,178 | 363 | 5% | 5,952 | 1,190 | $11.26 | $15.41 |

*Source: EMSI 2019.2*

**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 Bakers in Santa Cruz-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Bakers | 726 | 768 | 42 | 6% | 563 | 113 | $11.06 | $14.01 |

*Source: EMSI 2019.2*

**Santa Cruz-Monterey Sub-Region** includes Monterey, San Benito and Santa Cruz Counties

### Job Postings in Bay Region and Santa Cruz - Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (September 2018 - August 2019)**

| Occupation | Bay Region | Santa Cruz - Monterey |
| --- | --- | --- |
| Bakers | 2,241 | 72 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Bakers for latest 12 months (September 2018 - August 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Baker | 698 | Assistant Baker | 22 |
| Cake Decorator | 229 | Cashier | 20 |
| Pastry Cook | 223 | Team Member | 19 |
| Bakery Clerk | 172 | Bakery Production Team Member | 19 |
| Chef | 137 | Head Chef | 16 |
| Pastry Baker | 68 | Store Baker | 15 |
| Bakery Team Member | 59 | Lead Baker | 15 |
| Night Baker | 48 | Baker, Food Service Industry | 15 |
| Bread Baker | 37 | Baker, Train | 12 |
| Barista | 35 | Prep Cook | 10 |
| Head Baker | 29 | Cook | 10 |
| Assistant Head Baker | 26 | Baker, Bakery | 10 |
| Overnight Baker | 24 | Baker, Accommodation/Hotels Industry | 10 |
| Sous Chef | 22 | Baker, Information And Technology Industry | 8 |

**Table 4b. Top Job Titles for Bakers for latest 12 months (September 2018 - August 2019) Santa Cruz-Monterey Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Santa Cruz - Monterey | Common Title | Santa Cruz - Monterey |
| Cake Decorator | 16 | Chef Instructor, Pastry | 2 |
| Baker | 11 | Baker, Bakery | 2 |
| Pastry Cook | 10 | Seasonal Mry Bakery Team | 1 |
| Bakery Team Member | 9 | Prep Cook | 1 |
| Bakery Clerk | 6 | Mixer/Shaper | 1 |
| Baker, Food, Beverage | 5 | Cook | 1 |
| Baker, Food Service Industry | 3 | Assistant Baker, Food, Beverage | 1 |
| Overnight Baker | 2 | Assistant Baker | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Bakers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 1,571 | 1,627 | 4% | 20% |
| Commercial Bakeries (311812) | 1,266 | 1,265 | 0% | 16% |
| Retail Bakeries (311811) | 1,225 | 1,235 | 1% | 16% |
| Limited-Service Restaurants (722513) | 755 | 815 | 8% | 10% |
| Full-Service Restaurants (722511) | 396 | 415 | 5% | 5% |
| Tortilla Manufacturing (311830) | 279 | 294 | 5% | 4% |
| Snack and Nonalcoholic Beverage Bars (722515) | 269 | 318 | 18% | 3% |
| Warehouse Clubs and Supercenters (452311) | 205 | 246 | 20% | 3% |
| Department Stores (452210) | 189 | 135 | -29% | 2% |
| Cookie and Cracker Manufacturing (311821) | 150 | 180 | 20% | 2% |
| Hotels (except Casino Hotels) and Motels (721110) | 132 | 135 | 2% | 2% |
| Food Service Contractors (722310) | 130 | 154 | 18% | 2% |
| Frozen Cakes, Pies, and Other Pastries Manufacturing (311813) | 129 | 158 | 22% | 2% |
| Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour (311824) | 127 | 144 | 13% | 2% |
| Caterers (722320) | 88 | 102 | 16% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Jobs for Bakers in Bay Region and Santa Cruz-Monterey Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Santa Cruz - Monterey |
| Whole Foods Market, Inc. | 171 | Dunkin' Donuts | 14 | Whole Foods Market, Inc. | 12 |
| Marriott International Incorporated | 165 | Coffee & Bagel Brands | 12 | Save Mart Supermarkets | 7 |
| Susiecakes | 121 | Texas Roadhouse Incorporated | 11 | Aramark | 6 |
| Panera Bread | 103 | Winco Foods | 10 | Raley Family Of Fine Stores | 5 |
| Sprouts Farmers Markets | 79 | Save Mart Supermarkets | 10 | Pebble Beach Resorts | 5 |
| Noahs New York Bagels | 63 | Flagship Culinary Services | 10 | El Super | 5 |
| Compass Group | 36 | Vitality Bowls California | 9 | Destination Hotels & Resorts | 3 |
| Einstein Noah Restaurant Group Inc (ENRGI) | 35 | Draegers Markets Incorporated | 9 | Sur La Table | 2 |
| Specialtys Cafe Bakery | 32 | Danville | 9 | Raley's And Belair | 2 |
| Nothing Bundt Cakes | 30 | Baskin Robbins | 9 | Panera Bread | 2 |
| Compass Group Plc United States | 30 | Vitality Bowls | 8 | Hyatt | 2 |
| Flagship Facility Services, Inc | 23 | University Of Carlifornia | 8 | Coco's Bakery Sharis Cafe And Pies | 2 |
| Nugget Market | 22 | Mollie Stones Markets | 8 | Casa De Fruta | 2 |
| Panda Express | 19 | Craftsman And Wolves | 8 | Wild Roots Market | 1 |
| Raley Family Of Fine Stores | 16 | Black Bear Diner | 8 | Salumeria Luca | 1 |
| Draeger's Supermarkets, Inc | 16 | Aramark | 8 | Pajaro Valley Unified School District | 1 |
| Raleys | 15 | The Midwife And The Baker | 7 | Pacific Cookie Company | 1 |

*Source: Burning Glass*

# Educational Supply

There are 7 community colleges in the Bay Region issuing 308 awards on average annually (last 3 years) on TOP 1306.30 - Culinary Arts. There is one college (Cabrillo) in the Santa Cruz-Monterey Sub-Region issuing 36 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1306.30 - Culinary Arts in Bay Region**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Noncredit | Total |
| Cabrillo College | Santa Cruz-Monterey | 10 | 6 | 20 |  | 36 |
| City College of San Francisco | Mid-Peninsula | 27 | - |  |  | 27 |
| Contra Costa College | East Bay | 3 | 19 | 6 |  | 28 |
| Diablo Valley College | East Bay | 10 | 39 |  |  | 49 |
| Laney College | East Bay | 21 | 37 |  |  | 58 |
| San Francisco Ctrs | Mid-Peninsula |  |  |  | 29 | 29 |
| Santa Rosa Junior College | North Bay | 9 | 63 | 9 |  | 81 |
| **Total Bay Region** | | **79** | **165** | **35** | **29** | **308** |
| **Total Santa Cruz-Monterey Sub-Region** | | **10** | **6** | **20** |  | **36** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,190 annual openings for Bakers and 308 annual (3-year average) awards for an annual undersupply of 882 students. In the Santa Cruz-Monterey Sub-Region, there is also a gap with 113 annual openings and 36 annual (3-year average) awards for an annual undersupply of 77 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1306.30 - Culinary Arts**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Monterey Peninsula College (All CTE Programs) | State (1306.30) | Bay (1306.30) | Santa Cruz - Monterey (1306.30) | Monterey Peninsula College (1306.30) |
| % Employed Four Quarters After Exit | 74% | 78% | 66% | 68% | 77% | 63% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $13,648 | $6,036 | $6,767 | $7,702 | $7,702 |
| Median % Change in Earnings | 46% | 29% | 78% | 91% | 29% | 29% |
| % of Students Earning a Living Wage | 63% | 71% | 38% | 41% | 53% | 53% |

*Source: Launchboard Pipeline (version available on 9/27/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Bakers in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Customer Service | 583 | Packaging | 117 | Restaurant Experience | 48 |
| Cleaning | 549 | Product Sales | 111 | Quality Management | 45 |
| Cooking | 504 | Bagging Items | 108 | Cash Handling | 44 |
| Customer Contact | 321 | Customer Checkout | 108 | Inventory Maintenance | 44 |
| Food Preparation | 310 | Merchandise Labeling | 94 | Cost Control | 39 |
| Food Safety | 304 | Quality Assurance and Control | 82 | Financial Controls | 29 |
| Retail Industry Knowledge | 270 | Occupational Health and Safety | 78 | Hazard Analysis Critical Control Point (HACCP) | 26 |
| Merchandising | 255 | Debris and Litter Control | 77 | Point of Sale System | 26 |
| Basic Mathematics | 188 | Hand Trucks | 77 | Supervisory Skills | 26 |
| Safety Training | 181 | Equipment Cleaning | 76 | Thermometers | 25 |
| Product Knowledge | 168 | Food Service Experience | 73 | Purchasing | 24 |
| Sales | 163 | Lifting Ability | 71 | Staff Management | 24 |
| Machinery | 139 | Inventory Management | 66 | Employee Coaching | 23 |
| Asset Protection | 135 | Customer Complaint Resolution | 62 | Food Service Industry Knowledge | 20 |
| Scheduling | 120 | Proofing | 62 | Guest Services | 20 |

*Source: Burning Glass*

**Table 10. Certifications for Bakers in Bay Region (September 2018 - August 2019)**

Note: 84% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Food Handler Certification | 196 | Workplace Hazardous Materials Information System | 2 |
| ServSafe | 176 | Training For Intervention Procedures (TIPS) Certification | 2 |
| Food Service Certification | 127 | Baking and Pastry | 2 |
| Driver's License | 14 | Forklift Operator Certification | 1 |
| Leadership In Energy And Environmental Design (LEED) Certified | 5 | Casino Gaming License | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Bakers in Bay Region**

Note: 78% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 377 | 76% |
| Associate Degree | 120 | 24% |
| Bachelor’s Degree or Higher | 0 | 0% |

*Source: Burning Glass*

# 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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