** Restaurant and Food Services Management Occupations 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 Restaurant and Food Services Management workers compared to the demand for this cluster of occupations 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 5,178 students in the Bay Region and 419 students in the Santa Cruz-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1307.10 - Restaurant and Food Services and Management 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 Restaurant and Food Services Management Occupations in the 12 county Bay region and in the Santa Cruz-Monterey sub-region for a proposed new Restaurant and Food Services Management program at Monterey Peninsula College.

|  |
| --- |
| * **Food Service Managers (SOC 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: 37% |
| * **First-Line Supervisors of Food Preparation** **and Serving Workers (SOC 35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 39*%* |

# Occupational Demand

**Table 1. Employment Outlook for Restaurant and Food Services Management Occupations 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 |
| Food Service Managers | 12,893 | 13,793 | 900 | 7% | 7,909 | 1,582 | $8.99 | $24.68 |
| First-Line Supervisors of Food Preparation and Serving Workers | 21,570 | 23,857 | 2,287 | 11% | 18,186 | 3,637 | $12.05 | $17.98 |
| **Total** | **34,463** | **37,650** | **3,187** | **9%** | **26,094** | **5,219** | **$10.91** | **$20.49** |

*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 Restaurant and Food Services Management Occupations 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 |
| Food Service Managers | 924 | 979 | 56 | 6% | 555 | 111 | $7.44 | $22.42 |
| First-Line Supervisors of Food Preparation and Serving Workers | 1,881 | 2,049 | 168 | 9% | 1,544 | 309 | $12.08 | $17.81 |
| **TOTAL** | **2,804** | **3,028** | **224** | **8%** | **2,099** | **420** | **$10.55** | **$19.33** |

*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 |
| --- | --- | --- |
| Food Service Managers | 8,903 | 344 |
| First-Line Supervisors of Food Preparation and Serving Workers | 6,361 | 279 |
| **Total** | **15,264** | **623** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Restaurant and Food Services Management Occupations for latest 12 months (September 2018 - August 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Restaurant Manager | 1,442 | Shift Supervisor | 169 |
| Assistant Manager | 1,333 | Cafe Manager | 164 |
| General Manager | 790 | Service Manager | 154 |
| Restaurant General Manager | 570 | Team Leader | 145 |
| Store Supervisor | 564 | Chef Manager | 144 |
| Shift Leader | 499 | Food and Beverage Manager | 140 |
| Shift Lead | 402 | Food Service Manager | 136 |
| Manager | 371 | Banquet Manager | 133 |
| Assistant Restaurant Manager | 314 | Banquet Captain | 110 |
| Kitchen Manager | 304 | Catering Manager | 108 |
| Bar Manager | 283 | Cook | 98 |
| Restaurant Supervisor | 273 | Manager, Food Service Industry | 95 |
| Supervisor | 219 | Director of Catering | 93 |
| Kitchen Supervisor | 176 | Store Manager | 82 |

**Table 4b. Top Job Titles for Restaurant and Food Services Management Occupations for latest 12 months (September 2018 - August 2019) Santa Cruz- Monterey Sub Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Santa Cruz - Monterey | Common Title | Santa Cruz - Monterey |
| Assistant Manager | 51 | Shift Leader | 11 |
| Restaurant Manager | 39 | General Manager, Food Service Industry | 11 |
| General Manager | 29 | Associate Team Leader | 10 |
| Shift Lead | 24 | Store Supervisor | 8 |
| Kitchen Manager | 22 | Restaurant General Manager | 8 |
| Assistant Restaurant Manager | 20 | Food Store Delivery | 8 |
| Shift Supervisor | 15 | Unit Team Leader | 7 |
| Bar Manager | 15 | Manager, Operations, Beverage | 7 |
| Dietary Manager | 13 | Food Service Team Leader | 7 |
| Service Shopper | 12 | Crew Leader | 7 |
| Service Manager | 12 | Banquet Manager | 7 |
| Restaurant Shift Supervisor | 12 | Team Leader | 6 |
| Food Service Manager | 12 | Safety Manager | 6 |
| Supervisor | 11 | Restaurant Supervisor | 6 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Restaurant and Food Services Management Workers 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) |
| Limited-Service Restaurants (722513) | 10,014 | 10,968 | 10% | 29% |
| Full-Service Restaurants (722511) | 8,840 | 9,300 | 5% | 26% |
| Snack and Nonalcoholic Beverage Bars (722515) | 3,541 | 4,235 | 20% | 10% |
| Food Service Contractors (722310) | 2,417 | 2,643 | 9% | 7% |
| Caterers (722320) | 2,138 | 2,468 | 15% | 6% |
| Hotels (except Casino Hotels) and Motels (721110) | 1,022 | 1,042 | 2% | 3% |
| Mobile Food Services (722330) | 887 | 1,085 | 22% | 3% |
| Drinking Places (Alcoholic Beverages) (722410) | 617 | 663 | 7% | 2% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 550 | 573 | 4% | 2% |
| Elementary and Secondary Schools (Local Government) (903611) | 498 | 522 | 5% | 1% |
| Cafeterias, Grill Buffets, and Buffets (722514) | 493 | 522 | 6% | 1% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 410 | 440 | 7% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Restaurant and Food Services Management Occupations in Bay Region and Santa Cruz-Monterey Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Santa Cruz - Monterey |
| Starbucks Coffee Company | 628 | Jamba Juice | 90 | KFC | 36 |
| Marriott International Incorporated | 588 | Panera Bread | 88 | Chipotle Mexican Grill | 34 |
| Chipotle Mexican Grill | 304 | Specialtys Cafe Bakery | 87 | Taco Bell | 24 |
| Taco Bell | 286 | Cds Corporate | 84 | Instacart | 20 |
| Compass Group Plc US | 235 | Hilton Hotel Corporation | 83 | H&R Block | 18 |
| Aramark | 230 | Buffalo Wild Wings | 83 | Target | 16 |
| Compass Group | 229 | Mod Pizza | 77 | Hyatt | 16 |
| Sodexo | 204 | Pizza Hut | 73 | Aramark | 16 |
| Target | 177 | Noahs New York Bagels | 73 | Whole Foods Market, Inc. | 15 |
| Pared | 177 | Instacart | 72 | Cds Corporate | 14 |
| Panda Express | 168 | Round Table Pizza | 70 | Pared | 13 |
| Whole Foods Market, Inc. | 162 | Jack in the Box | 68 | Starbucks Coffee Company | 11 |
| H&R Block | 147 | Hyatt | 67 | Pilot Flying J | 11 |
| Peet's | 140 | Vitality Bowls California | 65 | Panda Express | 11 |
| Boston Market | 126 | Restaurant Depot | 64 | Mount Hermon Association, Inc | 9 |
| Red Robin | 119 | El Pollo Loco El Pollo Loco | 62 | Marriott International Inc | 8 |
| Burger King | 92 | Einstein Noah Restaurant | 62 | Denny's | 8 |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 41 awards on average annually (last 3 years) on TOP 1307.10 - Restaurant and Food Services and Management. There is one college (MPC) in the Santa Cruz-Monterey Sub-Region issuing one award on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1307.10 - Restaurant and Food Services and Management in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ unit | Certificate Low unit | Total |
| City College of San Francisco | Mid-Peninsula | 7 |  | - | 7 |
| Diablo Valley College | East Bay |  | 17 |  | 17 |
| Mission College | Silicon Valley | - | 6 | 8 | 14 |
| Monterey Peninsula College | Santa Cruz - Monterey | 1 |  |  | 1 |
| Santa Rosa Junior College | North Bay | 1 | 1 | 0 | 2 |
| **Total Bay Region** | | **9** | **24** | **8** | **41** |
| **Total Santa Cruz - Monterey Sub-Region** | | **1** | **0** | **0** | **1** |

# *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 large labor market gap in the Bay region with 5,219 annual openings for the Restaurant and Food Services Management occupational cluster and 41 annual (3-year average) awards for an annual undersupply of 5,178 students. In the Santa Cruz-Monterey Sub-Region, there is also a gap with 420 annual openings and 1 annual (3-year average) award for an annual undersupply of 419 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.10 - Restaurant and Food Services and Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Monterey Peninsula College (All CTE Programs) | State (1307.10) | Bay (1307.10) | Santa Cruz - Monterey (1307.10) | Monterey Peninsula College (1307.10) |
| % Employed Four Quarters After Exit | 74% | 78% | 70% | 76% | 90% | 90% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $13,648 | $6,127 | $8,093 | $7,663 | $7,336 |
| Median % Change in Earnings | 46% | 29% | 74% | 101% | 29% | 29% |
| % of Students Earning a Living Wage | 63% | 71% | 39% | 44% | 50% | 50% |

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

# Skills, Certifications and Education

**Table 9. Top Skills for Restaurant and Food Services Management Occupations in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Restaurant Management | 3,785 | Sales | 1,018 | Employee Training | 537 |
| Scheduling | 3,632 | Customer Contact | 994 | Inventory Control | 527 |
| Customer Service | 3,366 | Food Preparation | 857 | Safety Training | 483 |
| Budgeting | 2,496 | Store Operations | 824 | Merchandising | 479 |
| Cash Handling | 2,224 | Restaurant Operations | 798 | Product Sales | 475 |
| Food Safety | 2,210 | Point of Sale System | 782 | Hazard Analysis Critical Control Point (HACCP) | 470 |
| Retail Industry Knowledge | 2,088 | Lifting Ability | 780 | Sales Goals | 469 |
| Cost Control | 1,903 | Purchasing | 759 | Quality Assurance and Control | 452 |
| Guest Services | 1,830 | Repair | 749 | Administrative Functions | 449 |
| Staff Management | 1,829 | Basic Mathematics | 743 | Asset Protection | 443 |
| Cleaning | 1,588 | Performance Appraisals | 681 | Store Management | 428 |
| Cooking | 1,272 | Cash Management | 680 | Food Service Industry Knowledge | 419 |
| Restaurant Experience | 1,266 | Performance Analysis | 668 | Teaching | 417 |
| Food Service Experience | 1,205 | Quality Management | 668 | Employee Coaching | 380 |
| Supervisory Skills | 1,090 | Inventory Management | 553 | Training Programs | 376 |

*Source: Burning Glass*

**Table 10. Certifications for Restaurant and Food Services Management Occupations in Bay Region (September 2018 - August 2019)**

Note: 77% 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 |
| ServSafe | 1,416 | Alcohol Server Certification | 18 |
| Driver's License | 1,128 | Alcohol Safety | 17 |
| Food Handler Certification | 774 | Property and Casualty License | 13 |
| Food Service Certification | 415 | Project Management Certification | 12 |
| Certified Barista | 200 | Hazard Analysis and Critical Control Point (HACCP) Certification | 12 |
| Certified Dietary Manager | 115 | Life and Health Insurance License | 10 |
| Training For Intervention Procedures (TIPS) Certification | 61 | IT Infrastructure Library (ITIL) Certification | 9 |
| Registered Dietitian | 56 | Forklift Operator Certification | 9 |
| Home Health Aide | 56 | Leadership In Energy And Environmental Design (LEED) Certified | 8 |
| First Aid CPR AED | 48 | Security Clearance | 7 |
| Food Safety Manager Certification | 44 | Project Management Professional (PMP) | 7 |
| Alcohol Awareness Certification | 30 | Occupational Safety and Health Administration Certification | 7 |

*Source: Burning Glass*

**Table 11. Education Requirements for Restaurant and Food Services Management Occupations in Bay Region**

Note: 63% 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 | 3,332 | 59% |
| Associate Degree | 663 | 12% |
| Bachelor’s Degree or Higher | 1,413 | 29% |

*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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