



Nutrition Education/Coaching Certificate of Achievement Nutrition, Food, and Culinary Arts (TOP: 1306.00)

June 2019

Prepared by the South Central Coast Center of Excellence for Labor
Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Nutrition Education/Coaching Certificate of Achievement. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, the number of jobs related to Nutrition, Food, and Culinary Arts is expected to increase over the next five years.
- All three associated occupations are anticipated to experience a low risk of automation.
- In 2017 there were 179 regional completions in programs related to the occupations identified as related to Nutrition, Food, and Culinary Arts and 108 openings, indicating an oversupply.
- Typical entry-level education ranges from an Associate's degree for Dietetic Technicians to a Bachelor's Degree for Dietitians and Nutritionists & Fitness and Wellness Coordinators
- Completers of regional Nutrition, Food, and Culinary Arts programs (TOP 1306.00) from the 2015-2016 academic year had a median annual wage upon completion of \$21,684.
- 36% of students are earning a living wage.
- 69% of students are employed within a year after completing a program.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there are three occupations in the standard occupational classification (SOC) system that are related to Nutrition, Food, and Culinary Arts. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
11-9039.02	Fitness and Wellness Coordinators	Manage or coordinate fitness and wellness programs and services. Manage and train staff of wellness specialists, health educators, or fitness instructors.	Chief Wellness Officer, Executive Wellness Programs Director, Fitness and Wellness Director, Fitness Coordinator, Fitness Director, Fitness Supervisor, Fitness/Wellness Director, Group Fitness Manager (GFM), Recreational Sports Director, Wellness Director
29-1031	Dietitians and Nutritionists	Plan and conduct food service or nutritional programs to assist in the promotion of health and control of disease. May supervise activities of a department providing quantity food services, counsel individuals, or conduct nutritional research.	Clinical Dietician, Clinical Dietitian, Correctional Food Service Supervisor, Dietary Manager, Dietitian, Nutritionist, Outpatient Dietitian, Pediatric Clinical Dietician, Registered Dietician, Registered Dietitian
29-2051	Dietetic Technicians	Assist in the provision of food service and nutritional programs, under the supervision of a dietitian. May plan and produce meals based on established guidelines, teach principles of food and nutrition, or counsel individuals.	Certified Dietary Manager (CDM), Cook Chill Technician (CCT), Diet Assistant, Diet Clerk, Diet Tech (Diet Technician), Diet Tech (Dietetic Technician), Diet Technician Registered (DTR), Dietary Aid, Dietary Aide, Dietary Manager

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Nutrition, Food, and Culinary Arts is expected to increase over the next five years. Exhibit 2 contains detailed employment projection data for these occupations.

Exhibit 2 – Five-year projections for Nutrition, Food, and Culinary Arts in the South Central Coast region

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-9039 (11-9039.02)	Education Administrators, All Other (Fitness and Wellness Coordinators)	293	322	29	10%
29-1031	Dietitians and Nutritionists	548	599	51	9%
29-2051	Dietetic Technicians	308	327	19	6%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$28.90 per hour.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 25th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Nutrition, Food, and Culinary Arts in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9039 (11-9039.02)	Education Administrators, All Other (Fitness and Wellness Coordinators)	\$19.33	\$30.04	\$49.44
29-1031	Dietitians and Nutritionists	\$29.19	\$34.40	\$38.37
29-2051	Dietetic Technicians	\$12.05	\$15.02	\$19.87

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing within the field of Nutrition, Food, and Culinary Arts, and what they are looking for in potential candidates. To identify job postings related to Nutrition, Food, and Culinary Arts, the following standard occupational classifications were used:

11-9039.02	Fitness and Wellness Coordinators
29-1031	Dietitians and Nutritionists
29-2051	Dietetic Technicians

Top Occupations

In 2018, there were 202 employer postings for occupations related to Nutrition, Food, and Culinary Arts.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2018
29-1031	Dietitians and Nutritionists	115
29-2051	Dietetic Technicians	47
11-9039.02	Fitness and Wellness Coordinators	40

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
29-1031	Dietitians and Nutritionists	Low
29-2051	Dietetic Technicians	Low
11-9039.02	Fitness and Wellness Coordinators	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Nutrition, Food, and Culinary Arts are listed in Exhibit 5. Nutrition Assistant is mentioned as the job title in 14% of all relevant job postings (29 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Nutrition Assistant	29
Dietary Aide	28
Clinical Dietitian	27
Dietitian	25
Registered Dietitian	24
Fitness Manager	15
Diet Aide	9

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Nutrition, Food, and Culinary Arts field. The top employer posting job ads was 24 Hour Fitness. The top worksite cities in the region for these occupations were Thousand Oaks, Lancaster, Oxnard, Santa Barbara, and Camarillo.

Exhibit 6 – Top employers (n=190)

Employer	Job Postings, Full Year 2018
24 Hour Fitness	17
Westside Union School District	13
Antelope Valley Hospital	10
Fresenius	9
Hospital Corporation of America	9

Source: Labor Insight/Jobs (Burning Glass)

Skills

Dietetics is the most sought after skill for employers hiring for jobs related to Nutrition, Food, and Culinary Arts.

Exhibit 7 –Job skills (n=176)

Skills	Job Postings, Full Year 2018
Dietetics	80
Cardiopulmonary Resuscitation (CPR)	42
Nutrition Services	41
Fitness	32
Scheduling	28

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 9 shows the industries where most within the field of Nutrition, Food, and Culinary Arts are employed in the South Central Coast region. Note: 44% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 9 – Industries employing the most nutritional advisors, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Health Care and Social Assistance	104	56%
Educational Services	24	13%
Arts, Entertainment, and Recreation	22	12%
Accommodation and Food Services	12	7%
Public Administration	8	4%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 10 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9039.02	Fitness and Wellness Coordinators	Bachelor's Degree	None
29-1031	Dieticians and Nutritionists	Bachelor's Degree	Internship/Residency
29-2051	Dietetic Technicians	Associate's Degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 179 regional completions (2017) and 108 regional openings (2017) in the South Central Coast region in programs related to the occupations identified as related to Nutrition, Food, and Culinary Arts.

Exhibit 11 – Completions and Openings

5 Regional Institutions had Related Programs (2017)	179 Regional Completions (2017)	108 Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
51.3101	Dietetics/Dietician	86
51.0000	Health Services/Allied Health/Health Sciences, General	44
13.0401	Educational Leadership and Administration, General	31
19.0501	Foods, Nutrition, and Wellness Studies, General	18
19.0505	Foodservice Systems Administration/Management	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Nutrition, Food, and Culinary Arts program (TOP Code: 1306.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$21,684
- Starting salary in the region for Dietetic Technicians is \$37,710
- 36% of students are earning a living wage
- 69% of students are employed within a year after completing a program
- Students who transfer and earn a bachelor's degree could pursue the following careers:
 - Dietitians and Nutritionists

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to nutrition, food, and culinary arts. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.