

Program Endorsement Brief: 1307.00/Hospitality
Hospitality Management, Cruiseline Sector Hospitality Leadership, Medical Sector
Hospitality Food and Beverage Leadership & Hospitality Service Leadership
 Los Angeles/Orange County Center of Excellence, April 2021

Summary Analysis

| Program Endorsement: | Endorsed: All Criteria Met <input type="checkbox"/> | Endorsed: Some Criteria Met <input checked="" type="checkbox"/> | Not Endorsed <input type="checkbox"/> |
|---|---|---|---|
| Program Endorsement Criteria | | | |
| Supply Gap: | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Living Wage: (Entry-Level, 25 th) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |
| Education: | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Emerging Occupation(s) | | | |
| | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations: *food service managers* (11-9051), *lodging managers* (11-9081), *chefs and head cooks* (35-1011), and *first-line supervisors of food preparation and serving workers* (35-1012). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ 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 the occupations of interest in the region. While occupations in this report typically require a high school diploma, more than a third of workers in the field have obtained a community college-level of education. However, entry-level wages are, overall, lower than the living wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **8,113 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 2,640 awards conferred annually** by educational institutions in the region.

¹ 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.

- **Living Wage Criteria** –In Los Angeles County, the majority (73%) of annual job openings for these four occupations have entry-level wages **below** the county’s living wage (\$15.04/hour).²
- **Educational Criteria** –Within the LA/OC region, **all annual job openings** for occupations related to hospitality management **typically require a high school diploma**.
 - However, the national-level educational attainment data indicates **between 33% and 39.9% of workers in the field have completed some college or an associate degree**.

Supply:

- There are **24 community colleges** in the LA/OC region that issue awards related to the occupations of interest, conferring an average of **1,526 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **1,114 awards conferred annually** in related training programs by non-community college institutions.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the four occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 4% through 2024. However, there will be more than 8,100 job openings per year through 2024 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi, which uses EDD information. 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. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it 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. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

| Geography | 2019 Jobs | 2024 Jobs | 2019-2024 Change | 2019-2024 % Change | Annual Openings |
|--------------|---------------|---------------|------------------|--------------------|-----------------|
| Los Angeles | 48,842 | 46,886 | (1,956) | (4%) | 5,972 |
| Orange | 17,669 | 16,822 | (847) | (5%) | 2,142 |
| Total | 66,511 | 63,707 | (2,804) | (4%) | 8,113 |

² Living wage data was pulled from California Family Needs Calculator on 3/30/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

³ 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 four occupations in Los Angeles County as they relate to the county's living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County: The majority (73%) of annual openings for these occupations have entry-level wages **below** the living wage for one adult (\$15.04 in Los Angeles County). Typical entry-level hourly wages are in a range between \$14.04 and \$17.91. *Lodging managers* tend to earn higher wages in comparison to *food service managers* and *first-line supervisors of food preparation and serving workers*. Experienced workers can expect to earn wages between \$22.40 and \$38.72, which are higher than the living wage estimate.

Orange County: The majority (98%) of annual openings for these occupations have entry-level wages **below** the living wage for one adult (\$17.36 in Orange County). Typical entry-level hourly wages are in a range between \$13.33 and \$18.51. *Lodging managers* tend to earn higher wages in comparison to *food service managers* and *first-line supervisors of food preparation and serving workers*. Experienced workers can expect to earn wages between \$21.02 and \$36.01, which are higher than the living wage estimate.

Job Postings

There were 13,882 online job postings related to these occupations listed in the past 12 months. The highest number of job postings were for general manager, shift lead, and assistant manager. The top skills were restaurant management, scheduling, and customer service. The top employers, by number of job postings, in the region were Starbucks Coffee Company, Panera Brea, and Pizza Hut.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

In the LA/OC region, the majority of annual job openings typically require a high school diploma. However, national-level educational attainment data indicates between 33% and 39.9% of workers in the field have completed some college or an associate degree. Of the 40% of job postings listing a minimum education requirement in Los Angeles/Orange County, 74.5% (4,158) requested a high school diploma, 6.2% (345) requested an associate degree, and 19.3% (1,075) requested a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Management Development and Supervision (0506.30); Nutrition, Foods, and Culinary Arts (1306.00); Dietetic Services and Management (1306.20); Culinary Arts (1306.30); Hospitality (1307.00); Restaurant and Food Services and Management (1307.10); and Lodging Management (1307.20). The colleges with the most completions in the region are Coastline, LA Trade Tech, and LA Mission. Over the past 12 months, there were five other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019

| TOP Code | Program | College | 2016-2017 Awards | 2017-2018 Awards | 2018-2019 Awards | 3-Year Award Average |
|----------|--|--------------------------------|------------------|------------------|------------------|----------------------|
| 0506.30 | Management Development and Supervision | Cerritos | 1 | 8 | 14 | 8 |
| | | LA Harbor | 1 | - | - | - |
| | | LA Pierce | 3 | 6 | 4 | 4 |
| | | LA Southwest | 17 | 16 | 12 | 15 |
| | | LA Trade | 19 | 18 | 5 | 14 |
| | | LA Valley | 10 | 18 | 23 | 17 |
| | | Pasadena | 9 | 7 | 3 | 6 |
| | | Rio Hondo | 21 | 63 | 20 | 35 |
| | | Santa Monica | 10 | 17 | 6 | 11 |
| | | LA Subtotal | 91 | 153 | 87 | 110 |
| | | Coastline | 269 | 312 | 355 | 312 |
| | | Irvine | 1 | - | - | - |
| | | Saddleback | 29 | 23 | 34 | 29 |
| | | Santa Ana | - | 13 | 4 | 6 |
| | | Santiago Canyon | - | 2 | - | 1 |
| | | OC Subtotal | 299 | 350 | 393 | 347 |
| | | Supply Subtotal/Average | | | 390 | 503 |
| 1306.00 | Nutrition, Foods, and Culinary Arts | East LA | - | 7 | 14 | 7 |
| | | Glendale | 19 | 4 | 3 | 9 |
| | | LA Mission | 2 | 3 | 4 | 3 |
| | | Long Beach | - | 2 | 8 | 3 |
| | | Mt San Antonio | 10 | 10 | 15 | 12 |
| | | Pasadena | - | - | 2 | 1 |
| | | Santa Monica | 1 | 5 | 3 | 3 |
| | | West LA | - | 1 | 4 | 2 |

| TOP Code | Program | College | 2016-2017 Awards | 2017-2018 Awards | 2018-2019 Awards | 3-Year Award Average |
|--------------------------------|----------------------------------|--------------------------------|------------------|------------------|------------------|----------------------|
| 1306.20 | | LA Subtotal | 32 | 32 | 53 | 39 |
| | | Fullerton | 2 | 9 | 6 | 6 |
| | | Orange Coast | 16 | 9 | 17 | 14 |
| | | Saddleback | 17 | 23 | 26 | 22 |
| | | Santa Ana | - | 3 | 3 | 2 |
| | | OC Subtotal | 35 | 44 | 52 | 44 |
| | Supply Subtotal/Average | | 67 | 76 | 105 | 83 |
| | Dietetic Services and Management | Glendale | 14 | 7 | 14 | 12 |
| | | LA City | 10 | 7 | 7 | 8 |
| | | Long Beach | 20 | 12 | 8 | 13 |
| LA Subtotal | | 44 | 26 | 29 | 33 | |
| Orange Coast | | 11 | 3 | 11 | 8 | |
| OC Subtotal | | 11 | 3 | 11 | 8 | |
| Supply Subtotal/Average | | 55 | 29 | 40 | 41 | |
| 1306.30 | Culinary Arts | Cerritos | 72 | 77 | 69 | 73 |
| | | Glendale | 1 | - | 1 | 1 |
| | | LA Harbor | 71 | 10 | 61 | 47 |
| | | LA Mission | 143 | 158 | 146 | 149 |
| | | LA Trade | 176 | 139 | 144 | 153 |
| | | Long Beach | 35 | 35 | 48 | 39 |
| | | Mt San Antonio | 11 | 13 | 16 | 13 |
| | | LA Subtotal | 509 | 432 | 485 | 475 |
| | | Cypress | 59 | 97 | 99 | 85 |
| | | Orange Coast | 84 | 97 | 76 | 86 |
| | | Saddleback | 23 | 26 | 32 | 27 |
| | | Santiago Canyon | 12 | 4 | 89 | 35 |
| | | OC Subtotal | 178 | 224 | 296 | 233 |
| | | Supply Subtotal/Average | | 687 | 656 | 781 |
| 1307.00 | Hospitality | Glendale | 15 | 23 | 27 | 22 |
| | | Mt San Antonio | 20 | 28 | 31 | 26 |
| | | Pasadena | 2 | 9 | 11 | 7 |
| | | West LA | 8 | 13 | 36 | 19 |
| | | LA Subtotal | 45 | 73 | 105 | 74 |
| | | Cypress | 8 | 5 | 2 | 5 |

| TOP Code | Program | College | 2016-2017 Awards | 2017-2018 Awards | 2018-2019 Awards | 3-Year Award Average |
|--------------------------------|---|--------------------|------------------|------------------|------------------|----------------------|
| 1307.10 | | Orange Coast | 2 | 8 | 4 | 5 |
| | | OC Subtotal | 10 | 13 | 6 | 10 |
| | Supply Subtotal/Average | | 55 | 86 | 111 | 84 |
| | Restaurant and Food Services and Management | Cerritos | - | 2 | 5 | 2 |
| | | LA Mission | 41 | 34 | 26 | 34 |
| | | LA Trade | 11 | 8 | 12 | 10 |
| | | Mt San Antonio | 6 | 19 | 13 | 13 |
| | | LA Subtotal | 58 | 63 | 56 | 59 |
| | | Cypress | 31 | 63 | 59 | 51 |
| | | Orange Coast | 5 | 5 | 2 | 4 |
| OC Subtotal | 36 | 68 | 61 | 55 | | |
| Supply Subtotal/Average | | 94 | 131 | 117 | 114 | |
| 1307.20 | Lodging Management | Cypress | 24 | 38 | 34 | 32 |
| | | Orange Coast | 6 | 9 | 4 | 6 |
| | | OC Subtotal | 30 | 47 | 38 | 38 |
| Supply Subtotal/Average | | 30 | 47 | 38 | 38 | |
| Supply Total/Average | | 1,378 | 1,528 | 1,672 | 1,526 | |

Non-Community College Supply—For a comprehensive supply analysis, it is important to consider the supply from non-community college institutions in the region that provide training programs for the four occupations of interest. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: 12.0503/Culinary Arts/Chef Training; 12.0504/ Restaurant, Culinary, and Catering Management/Manager; 19.0501/ Foods, Nutrition, and Wellness Studies, General; 52.0204/ Office Management and Supervision; 52.0901/Hospitality Administration/Management, General; 52.0905/ Restaurant/Food Services Management; and 52.0999/ Hospitality Administration/Management, Other.

Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, non-community college institutions in the region conferred an average of 1,114 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2014-2017

| CIP Code | Program | College | 2014-2015 Awards | 2015-2016 Awards | 2016-2017 Awards | 3-Year Award Average |
|--------------------------------|---|---|-------------------------|-------------------------|-------------------------|-----------------------------|
| 12.0503 | Culinary Arts/Chef Training | Argosy University-The Art Institute of California-Hollywood | 37 | 26 | 22 | 28 |
| | | Argosy University-The Art Institute of California-LA | 58 | 29 | 21 | 36 |
| | | Argosy University-The Art Institute of California-OC | 76 | 43 | 27 | 49 |
| | | Hacienda La Puente Adult Education | 19 | 22 | 23 | 21 |
| | | Le Cordon Bleu College of Culinary Arts-Pasadena | 499 | 474 | 378 | 450 |
| Supply Subtotal/Average | | | 689 | 594 | 471 | 585 |
| 12.0504 | Restaurant, Culinary, and Catering Management/Manager | Argosy University-The Art Institute of California-Hollywood | 8 | 9 | 8 | 8 |
| | | Argosy University-The Art Institute of California-LA | 8 | 11 | 5 | 8 |
| | | Argosy University-The Art Institute of California-OC | 11 | 16 | 10 | 12 |
| Supply Subtotal/Average | | | 27 | 36 | 23 | 29 |
| 19.0501 | Foods, Nutrition, and Wellness Studies, General | Brandman University | 8 | 4 | 8 | 7 |
| Supply Subtotal/Average | | | 8 | 4 | 8 | 7 |
| 52.0204 | Office Management and Supervision | California Intercontinental University | 3 | - | - | 1 |
| | | Eagle Rock College | 2 | - | - | 1 |
| Supply Subtotal/Average | | | 5 | - | - | 2 |
| 52.0901 | Hospitality Administration/Management, General | California State Polytechnic University-Pomona | 253 | 389 | 375 | 339 |
| | | California State University-Long Beach | 61 | 57 | 67 | 62 |
| Supply Subtotal/Average | | | 314 | 446 | 442 | 401 |

| CIP Code | Program | College | 2014-2015 Awards | 2015-2016 Awards | 2016-2017 Awards | 3-Year Award Average |
|--------------------------------|--|--|------------------|------------------|------------------|----------------------|
| 52.0905 | Restaurant/Food Services Management | University of Southern California | 33 | 35 | 34 | 34 |
| Supply Subtotal/Average | | | 33 | 35 | 34 | 34 |
| 52.0999 | Hospitality Administration/Management, Other | California State University-Northridge | 51 | 63 | 59 | 58 |
| Supply Subtotal/Average | | | 51 | 63 | 59 | 58 |
| Supply Total/Average | | | 1,127 | 1,178 | 1,037 | 1,114 |

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

| Occupation (SOC) | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|--|---------------|---------------|----------------|---------------|-----------------|---|------------------------|---|
| Food Service Managers (11-9051) | 15,283 | 14,393 | (891) | (6%) | 1,500 | \$16.32 | \$23.77 | \$33.97 |
| Lodging Managers (11-9081) | 1,079 | 1,024 | (55) | (5%) | 100 | \$17.91 | \$26.25 | \$38.72 |
| Chefs and Head Cooks (35-1011) | 7,924 | 6,685 | (609) | (8%) | 802 | \$14.68 | \$22.23 | \$33.13 |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 25,186 | 24,784 | (402) | (2%) | 3,570 | \$14.04 | \$16.94 | \$22.40 |
| Total | 48,842 | 46,886 | (1,956) | (4%) | 5,972 | | | |

Exhibit 5. Orange County

| Occupation (SOC) | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75th Percentile) |
|--|---------------|---------------|--------------|---------------|-----------------|---|------------------------|---|
| Food Service Managers (11-9051) | 5,217 | 4,905 | (313) | (6%) | 510 | \$16.03 | \$23.34 | \$32.10 |
| Lodging Managers (11-9081) | 504 | 466 | (39) | (8%) | 45 | \$18.51 | \$25.47 | \$36.01 |
| Chefs and Head Cooks (35-1011) | 2,616 | 2,368 | (248) | (9%) | 285 | \$15.29 | \$21.94 | \$32.09 |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 9,331 | 9,084 | (247) | (3%) | 1,301 | \$13.33 | \$16.00 | \$21.02 |
| Total | 17,669 | 16,822 | (847) | (5%) | 2,142 | | | |

Exhibit 6. Los Angeles and Orange Counties

| Occupation (SOC) | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Typical Entry level Education |
|--|---------------|---------------|----------------|---------------|-----------------|-------------------------------|
| Food Service Managers (11-9051) | 20,501 | 19,297 | (1,203) | (6%) | 2,010 | High school diploma |
| Lodging Managers (11-9081) | 1,583 | 1,490 | (94) | (6%) | 145 | High school diploma |
| Chefs and Head Cooks (35-1011) | 9,910 | 9,052 | (858) | (9%) | 1,087 | High school diploma |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 34,517 | 33,868 | (649) | (2%) | 4,872 | High school diploma |
| Total | 66,511 | 63,707 | (2,804) | (4%) | 8,113 | |

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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