

# Labor Market Analysis for Program Recommendation

# Hospitality Management Occupations

# Santa Rosa Junior College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**May 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Hospitality Management workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 1,069 students in the Bay region and 221 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1307.00 Hospitality programs 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 Santa Rosa Junior College and in the region.

This report profiles Hospitality Management Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Hospitality Management: Meeting and Event Planning program at Santa Rosa Junior College.

* **Food Service Managers (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: 36%
* **Lodging Managers (11-9081):** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. Excludes “Food Service Managers” (11-9051) in lodging establishments.  
    Entry-Level Educational Requirement: High school diploma or equivalent  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%

## Occupational Demand

**Table 1. Employment Outlook for Hospitality Management Occupations in Bay Region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Food Service Managers | 11,919 | 11,445 | -474 | -4.0% | 6,553 | 1,311 | $20 | $28 |
| Lodging Managers | 1,122 | 1,130 | 8 | 0.7% | 672 | 134 | $25 | $36 |
| **Total** | **13,041** | **12,575** | **-466** | **-4%** | **7,225** | **1,445** |  |  |
| Source: EMSI 2021.4 | | | | | | | | |

**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 Hospitality Management Occupations in North Bay Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Food Service Managers | 1,822 | 1,815 | -7 | -0.4% | 1,037 | 207 | $19 | $28 |
| Lodging Managers | 176 | 170 | -6 | -3.6% | 103 | 21 | $18 | $34 |
| **Total** | **1,999** | **1,985** | **-466** | **-1%** | **1,141** | **228** |  |  |
| Source: EMSI 2021.4 | | | | | | | | |

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Food Service Managers | 12,084 | 2,228 |
| Lodging Managers | 1,743 | 417 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Hospitality Management Occupations for latest 12 months (Apr 2021 - Mar 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| General Manager | 1,366 | Store Manager | 115 |
| Assistant Manager | 1,169 | Assistant Restaurant Manager | 109 |
| Restaurant Manager | 674 | In-Warehouse Food Sample Team Manager | 105 |
| Assistant General Manager | 578 | Cafe Manager | 99 |
| Manager | 261 | Food & Beverage Manager | 99 |
| Restaurant General Manager | 244 | Food And Beverage Manager | 98 |
| Shift Manager | 235 | Catering Manager | 90 |
| Food Sample Shift Manager | 151 | In-Warehouse Food Sample/Demo Team Manager | 84 |
| Kitchen Manager | 140 | Bar Manager | 83 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Hospitality Management Occupations for latest 12 months (Apr 2021 - Mar 2022) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| General Manager | 269 | Department Manager | 26 |
| Assistant Manager | 263 | Food & Beverage Manager | 25 |
| Restaurant Manager | 128 | Guest Services Manager | 24 |
| Assistant General Manager | 96 | Food Sample Shift Manager | 23 |
| Shift Manager | 48 | Assistant Restaurant Manager | 22 |
| Manager | 42 | Front Of House Manager | 20 |
| Restaurant General Manager | 37 | Wine Club Manager | 20 |
| Team Manager | 33 | In-Warehouse Food Sample Team Manager | 19 |
| Food And Beverage Manager | 29 | Store Manager | 19 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Hospitality Management Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Limited-Service Restaurants | 2,679 | -2 | 21% | 3% |
| Full-Service Restaurants | 2,558 | -602 | 20% | 2% |
| Food Service Contractors | 1,395 | 12 | 11% | 10% |
| Caterers | 1,266 | 21 | 10% | 17% |
| Snack and Nonalcoholic Beverage Bars | 962 | 74 | 7% | 3% |
| Hotels (except Casino Hotels) and Motels | 1,073 | -139 | 8% | 3% |
| Mobile Food Services | 675 | 111 | 5% | 25% |
| Corporate, Subsidiary, and Regional Managing Offices | 429 | -47 | 3% | 1% |
| All Other Traveler Accommodation | 87 | 149 | 1% | 3% |
| Office Administrative Services | 152 | -3 | 1% | 1% |
| Source: EMSI 2021.4 | | | | |

**Table 6. Top Employers Posting Hospitality Management Occupations in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Club Demonstration Services | 394 | McDonald's | 65 |
| Shake Shack | 357 | Club Demonstration Services | 62 |
| Burger King | 249 | Taco Bell | 54 |
| Marriott International Incorporated | 223 | Panera Bread | 49 |
| Compass Group North America | 222 | Hyatt | 44 |
| Restaurant Depot | 188 | Burger King | 43 |
| McDonald's | 180 | Shake Shack | 41 |
| Taco Bell | 175 | Auberge Resorts | 34 |
| Starbucks Coffee Company | 163 | Starbucks Coffee Company | 30 |
| Five Guys Burgers | 145 | Five Guys Burgers | 30 |
| Source: Burning Glass | | | |

## Educational Supply

There are five (5) community colleges in the Bay Region issuing 35 awards on average annually (last 3 years ending 2018-19) on TOP 1307.00 Hospitality. In the North Bay Sub-Region, there is one (1) community college that issued seven (7) awards on average annually (last 3 years) on this TOP code.

There are a five (5) other CTE educational institutions in the Bay Region issuing 283 awards on average annually (last 3 years ending 2016-17) on TOP 1307.00 Hospitality. There are no other CTE educational institution in the North Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There are two (2) four-year institutions in the Bay Region issuing 58 Bachelor’s degrees on average annually (last 3 years ending 2016-17) on TOP 1307.00 Hospitality. There are no four-year institutions in the North Bay Sub-Region issuing Bachelor’s degrees on this TOP code.

**Table 7a. Community College Awards on TOP 1307.00 Hospitality in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Diablo Valley | East Bay | 6 | 0 | 6 |
| Mission | Silicon Valley | 8 | 0 | 8 |
| Monterey | SC-Monterey | 4 | 6 | 10 |
| Napa | North Bay | 3 | 4 | 7 |
| Skyline | Mid-Peninsula | 0 | 4 | 4 |
| **Total** |  | **21** | **14** | **35** |
| Source: Data Mart | | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Institutions Awards on TOP 1307.00 Hospitality in Bay Region**

| **College** | **Subregion** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 10 | 10 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 6 | 6 |
| San Francisco State University | Mid-Peninsula | 138 | 138 |
| San Jose State University | Silicon Valley | 102 | 102 |
| University of San Francisco | Mid-Peninsula | 27 | 27 |
| **Total** |  | **283** | **283** |
| Source: Data Mart | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7c. Bachelor’s Degree Awards on TOP 1307.00 Hospitality in Bay Region**

| **College** | **Subregion** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- |
| California State University- East Bay | East Bay | 50 | 50 |
| California State University-Monterey Bay | SC-Monterey | 8 | 8 |
| **Total** |  | **58** | **58** |
| Source: Data Mart | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,445 annual openings for the Hospitality Management occupational cluster and 376 annual (3-year average) awards for an annual undersupply of 1,069 students. In the North Bay Sub-Region, there is also a gap with 228 annual openings and 7 annual (3-year average) awards for an annual undersupply of 221 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.00 Hospitality**

| **Metric Outcomes** | **Bay All CTE Programs** | **Santa Rosa All CTE Programs** | **State 1307.00** | **Bay 1307.00** | **North Bay 1307.00** | **Santa Rosa 1307.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | 73% | 68% | 43% | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $42,405 | $28,185 | $33,623 | $33,365 | $33,075 |
| Median Change in Earnings for SWP Exiting Students | 23% | 29% | 28% | 25% | 44% | 78% |
| Exiting Students Who Attained the Living Wage | 52% | 58% | 34% | 32% | 46% | 42% |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Hospitality Management Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Scheduling | 4,204 | Customer Contact | 1,023 |
| Restaurant Management | 3,674 | Sales | 929 |
| Budgeting | 3,168 | Cooking | 903 |
| Guest Services | 2,584 | Restaurant Operations | 897 |
| Staff Management | 2,505 | Repair | 872 |
| Customer Service | 2,473 | Purchasing | 819 |
| Cost Control | 2,272 | Inventory Management | 812 |
| Food Safety | 1,827 | Food Preparation | 810 |
| Restaurant Experience | 1,617 | Performance Analysis | 802 |
| Cleaning | 1,359 | Accounting | 737 |
| Retail Industry Knowledge | 1,237 | Employee Training | 676 |
| Cash Handling | 1,236 | Point of Sale System | 653 |
| Food Service Experience | 1,053 | Quality Management | 649 |
| Supervisory Skills | 1,034 | Operations Management | 613 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Hospitality Management Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| ServSafe | 1,886 | Alcohol Server Certification | 35 |
| Driver's License | 1,866 | Hazard Analysis and Critical Control Point (HACCP) Certification | 16 |
| Food Handler Certification | 639 | Certified Health Education Specialist | 12 |
| Food Service Certification | 440 | Leadership In Energy And Environmental Design (LEED) Certified | 11 |
| Certified Dietary Manager | 171 | Cash Handling Certification | 9 |
| First Aid Cpr Aed | 101 | Alcohol Safety | 8 |
| Registered Dietitian | 81 | Abc Certified | 8 |
| Training For Intervention Procedures (TIPS) Certification | 76 | Automotive Service Excellence (ASE) Certification | 7 |
| Food Safety Manager Certification | 72 | Teachers of English To Speakers of Other Languages (TESOL) | 6 |
| Alcohol Awareness Certification | 52 | Global Food Safety Initiative (GFSI) | 6 |
| Source: Burning Glass | | | |

*Note: 71% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Hospitality Management Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 4,662 | 66% |
| Associate's degree | 712 | 10% |
| Bachelor's degree and higher | 1,671 | 24% |
| Source: Burning Glass | | |

*Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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/  
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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