

# Labor Market Analysis for Program Review:

## Hospitality Management in the Far North

Prepared by the North Far North Center of Excellence  
October 2025



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California  
Community  
Colleges



CENTER OF EXCELLENCE  
FOR LABOR MARKET RESEARCH  
NORTH FAR NORTH

# Summary

The North Far North Center of Excellence for Labor Market Research (NFN COE) prepared this report to provide an analysis of occupational demand and educational supply for selected occupations employed across the 22-county North Far North region. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers, with a primary focus on training that leads to living wage jobs in middle-skilled occupations.<sup>1</sup>

## Key Findings

- **Demand:** The Far North subregion held 2,170 hospitality management-related jobs in 2024. Between 2024 and 2029, hospitality management jobs are projected to show high demand, with 259 annual openings across the Far North subregion. Demand is strongest for food service managers, with 94 projected annual openings.
- **Living Wage:** All occupations met the living wage criteria. Wage data shows that hospitality management-related occupations earn \$1 to \$6 above the single adult living wage of \$17.06 per hour, suggesting potential economic stability for workers.
- **Education:** Most hospitality management-related occupations require a high school diploma for entry and less than five years of experience, but more than one-third of incumbent workers in these occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). The typical entry-level education for meeting, convention, and event planners is a bachelor's degree, and 52% of workers have a bachelor's degree.
- **Supply Gap:** Two community colleges conferred an average of four awards annually (certificates and associate degrees) over the last three academic years (2022-23 through 2024-25). No awards were conferred in CIP programs. A comparison of occupational demand (259 annual openings) and educational supply (four awards) suggests a significant supply gap across the Far North subregion.

## Recommendation

Based on the findings, the North Far North COE recommends that community colleges **proceed with developing a new program and supports colleges modifying existing programs**. Key considerations include:

- Projected demand over the next five years is high, with 259 annual job openings in the Far North subregion. Current program completions are very low (four awards), which signals a significant supply gap.

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<sup>1</sup> Pursuant to California Education Code §78015, labor market information (LMI) is required for all new career education certificate and degree program proposals, and the North Far North Regional Consortium (NFNRC) requires LMI to come from the NFN COE. This report should serve to satisfy those requirements.

# Introduction

The North Far North Center of Excellence (COE) was asked to provide labor market data to support a proposed new career education program or modifications to existing programs at a regional community college (see Appendix A for methodology and data sources).

This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014)
- First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)
- Food Service Managers (11-9051)
- Lodging Managers (11-9081)
- Meeting, Convention, and Event Planners (13-1121)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Hospitality (1307.00)
- Restaurant and Food Services and Management (1307.10)
- Lodging Management (1307.20)
- Resort and Club Management (1307.30)
- Viticulture, Enology, and Wine Business (0104.00)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Hospitality Administration/Management, General (52.0901)
- Resort Management (52.0906)
- Meeting and Event Planning (52.0907)
- Hotel/Motel Administration/Management (52.0904)

# Occupational Demand

Exhibit 1 summarizes the five-year projected job growth for the targeted occupational groups in the Far North subregion, the 22-county North Far North region, and California.<sup>2</sup>

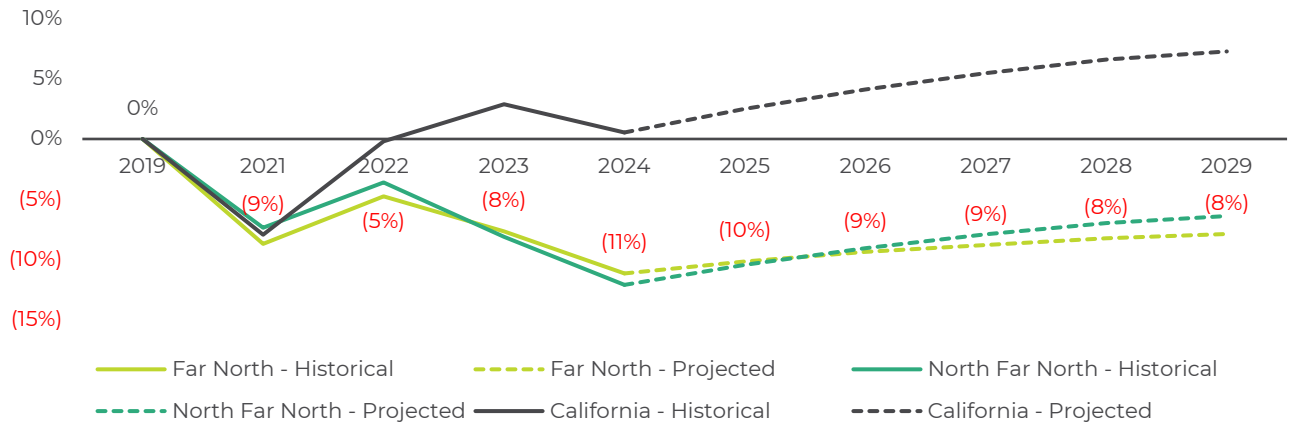
**Exhibit 1. Current employment and projected occupational demand, 2024-2029**

| Occupational Group   | 2024 Jobs      | 2024-2029 Change | 2024-2029 % Change | 2024-2029 Annual Openings |
|--|----------------|------------------|--------------------|---------------------------|
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | 320            | 13               | 4%                 | 36                        |
| First-Line Supervisors of Housekeeping and Janitorial Workers                            | 498            | 15               | 3%                 | 63                        |
| Food Service Managers  | 797            | 15               | 2%                 | 94                        |
| Lodging Managers   | 248            | 6                | 2%                 | 27                        |
| Meeting, Convention, and Event Planners  | 306            | 31               | 10%                | 39                        |
| <b>Far North</b>   | <b>2,170</b>   | <b>80</b>        | <b>4%</b>          | <b>259</b>                |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | 1,442          | 107              | 7%                 | 176                       |
| First-Line Supervisors of Housekeeping and Janitorial Workers                            | 2,104          | 128              | 6%                 | 282                       |
| Food Service Managers  | 3,339          | 179              | 5%                 | 419                       |
| Lodging Managers   | 634            | 37               | 6%                 | 74                        |
| Meeting, Convention, and Event Planners  | 1,417          | 132              | 9%                 | 177                       |
| <b>North Far North</b>   | <b>8,938</b>   | <b>583</b>       | <b>7%</b>          | <b>1,127</b>              |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | 14,151         | 1,211            | 9%                 | 1,765                     |
| First-Line Supervisors of Housekeeping and Janitorial Workers                            | 24,433         | 1,525            | 6%                 | 3,290                     |
| Food Service Managers  | 52,069         | 2,986            | 6%                 | 6,598                     |
| Lodging Managers   | 5,755          | 499              | 9%                 | 704                       |
| Meeting, Convention, and Event Planners  | 21,531         | 1,694            | 8%                 | 2,603                     |
| <b>California</b>  | <b>117,938</b> | <b>7,915</b>     | <b>7%</b>          | <b>14,959</b>             |

<sup>2</sup> The 22-county North Far North is a dual region. It is represented by the North (Greater Sacramento) subregion that covers seven counties, including El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba, and the 15-county Far North subregion which includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity.

Exhibit 2 compares historical and projected annual change in employment for the period 2019 to 2029 with the base number of jobs in 2019 for the Far North subregion, the 22-county North Far North region, and California.

**Exhibit 2. Changes in employment, 2019-2029**



## Earnings

Exhibit 3 compares the percentile hourly earnings for the selected occupations to the living wage for a single working adult and a working family residing in the county of the community college district that requested this report.<sup>3,4</sup> Earnings data includes wages from employed and self-employed workers. Also, it's important to note that living wage thresholds vary by county, and in the Far North subregion, range from \$14 to \$17 per hour for a single working adult.

**Exhibit 3. Hourly earnings compared to the community college district's living wage**



<sup>3</sup> A “living wage” is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxies for entry-level and experienced-level wages.

<sup>4</sup> A “working family” is defined as one working adult and one infant (between the ages of 0 and 2 years).

# Job Postings

Analysis of online job postings can offer additional insights into recent labor market changes not reflected in historical trends. However, it is important to note that job postings do not equate to actual labor market demand, which is based on projected annual job openings.

There are several limitations to interpreting online job postings. Employers may repost the same position multiple times to attract more applicants, or job postings may remain active even if the position is no longer being filled. Additionally, a single job posting can be used to hire for multiple openings, and not all job opportunities are advertised online. Despite these limitations, job posting analyses can be valuable for guiding community college curriculum development and identifying potential employers for targeted experiential learning opportunities.

The North Far North COE identified 439 online job postings for the selected occupations across the Far North subregion. Job posting data comes from and represents unique advertisements posted online during the last 12 months, from October 2024 to September 2025.

**Exhibit 4. Job postings by occupation**

| Occupation   | Number of Job Postings | Share of Postings | Median Advertised Salary |
|--|------------------------|-------------------|--------------------------|
| Food Service Managers  | 336                    | 77%               | \$27.20                  |
| Meeting, Convention, and Event Planners  | 42                     | 10%               | \$21.91                  |
| First-Line Supervisors of Housekeeping and Janitorial Workers                            | 30                     | 7%                | \$24.74                  |
| Lodging Managers   | 27                     | 6%                | \$28.80                  |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | 4                      | 1%                | Insufficient Data        |
| <b>Total</b>   | <b>439</b>             | <b>100%</b>       | <b>\$25.97</b>           |

## Top employers

Exhibit 5 shows the employers with the most job postings for the selected occupations across the Far North subregion.

**Exhibit 5. Employers with the most job postings**

| Employer       | Number of Job Postings |
|----------------|------------------------|
| Taco Bell      | 43                     |
| Pilot Company  | 31                     |
| Domino's Pizza | 25                     |

| Employer                      | Number of Job Postings |
|-------------------------------|------------------------|
| Panda Express                 | 18                     |
| McDonald's                    | 12                     |
| Kentucky Fried Chicken        | 11                     |
| Pizza Hut                     | 8                      |
| Chico Unified School District | 7                      |
| Applebee's                    | 6                      |
| TravelCenters of America      | 6                      |

## **Top titles**

Exhibit 6 shows the job titles with the most job postings for the selected occupations across the Far North subregion.

### **Exhibit 6. Job titles with the most job postings**

| Job title                     | Number of Job Postings |
|-------------------------------|------------------------|
| General Managers              | 60                     |
| Assistant Managers            | 49                     |
| Assistant General Managers    | 36                     |
| Restaurant General Managers   | 30                     |
| Shift Managers                | 18                     |
| Housekeeping Supervisors      | 9                      |
| Assistant Restaurant Managers | 8                      |
| Restaurant Managers           | 8                      |
| Retail General Managers       | 8                      |
| Hotel General Managers        | 7                      |

## Skills and qualifications

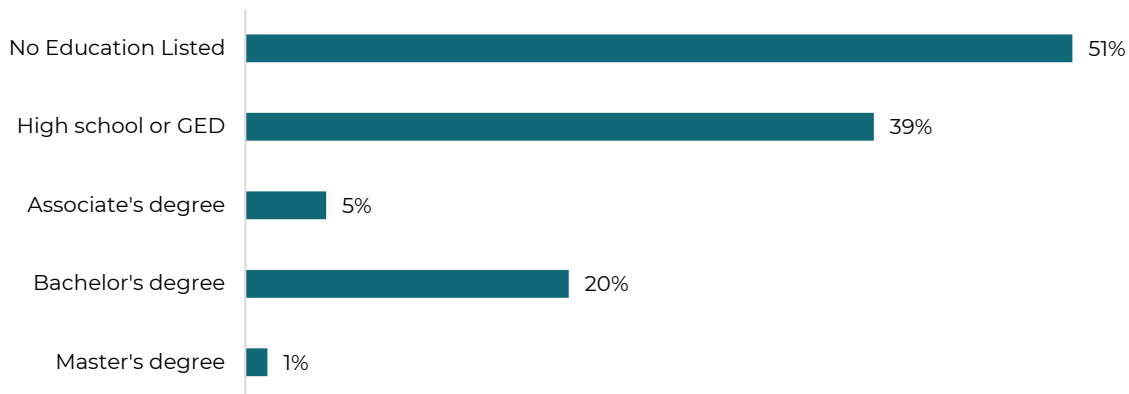
Exhibit 7 shows the most requested skills in job postings by occupation in the Far North subregion.<sup>5</sup>

**Exhibit 7. Most requested in-demand skills in job postings**

| Specialized Skills  | Common or Employability Skills  | Software and Technology Skills   |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Restaurant Operation</li> <li>• Restaurant Management</li> <li>• Food Services</li> <li>• Food Safety and Sanitation</li> <li>• Profit And Loss (P&amp;L) Management</li> <li>• Marketing</li> <li>• Inventory Management</li> <li>• Accounting</li> <li>• Mopping</li> <li>• Customer Complaint Resolution</li> </ul> | <ul style="list-style-type: none"> <li>• Communication</li> <li>• Customer Service</li> <li>• Management</li> <li>• Operations</li> <li>• Leadership</li> <li>• Cleanliness</li> <li>• Sales</li> <li>• Scheduling</li> <li>• Accountability</li> <li>• Training and Development</li> </ul> | <ul style="list-style-type: none"> <li>• Microsoft Office</li> <li>• Microsoft Excel</li> <li>• Microsoft Outlook</li> <li>• Inventory Management System</li> <li>• Microsoft Word</li> <li>• Applicant Tracking Systems</li> <li>• Canva (Software)</li> <li>• Microsoft PowerPoint</li> <li>• Inventory Control Systems</li> <li>• Google Workspace</li> </ul> |

Exhibit 8 shows the employer-preferred minimum level of education in job postings related to the selected occupations in the Far North.

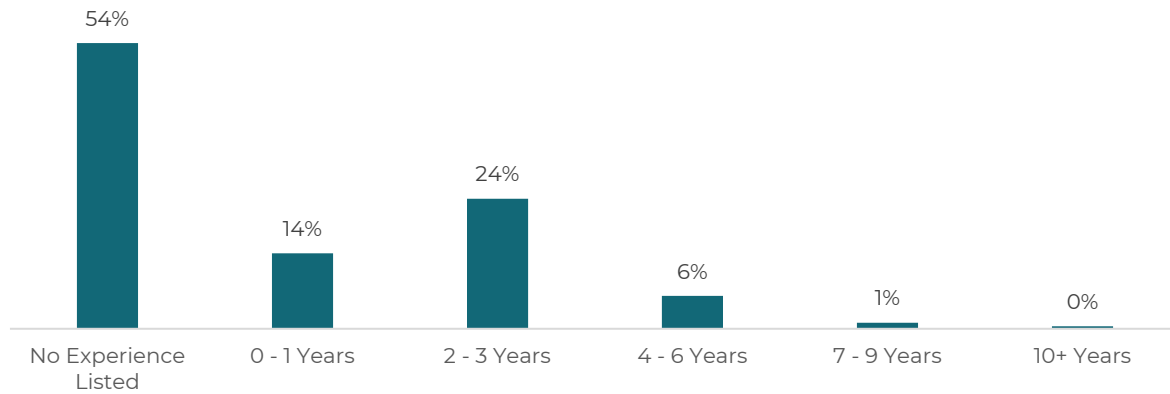
**Exhibit 8. Employer-preferred education levels for the studied occupations**



<sup>5</sup> Specialized skills are those primarily required to perform specific tasks in an occupation. Common skills are typically related to employability; these are skills that are prevalent across many occupations and usually include a mix of interpersonal attributes and soft skills. Software skills are specific to any software tool or programming component used to accomplish tasks in a job.

Exhibit 9 shows the employer-preferred minimum level of experience in job postings related to the selected occupations in the Far North.

**Exhibit 9. Employer-preferred experience levels for the studied occupations**



## Education and Training Requirements

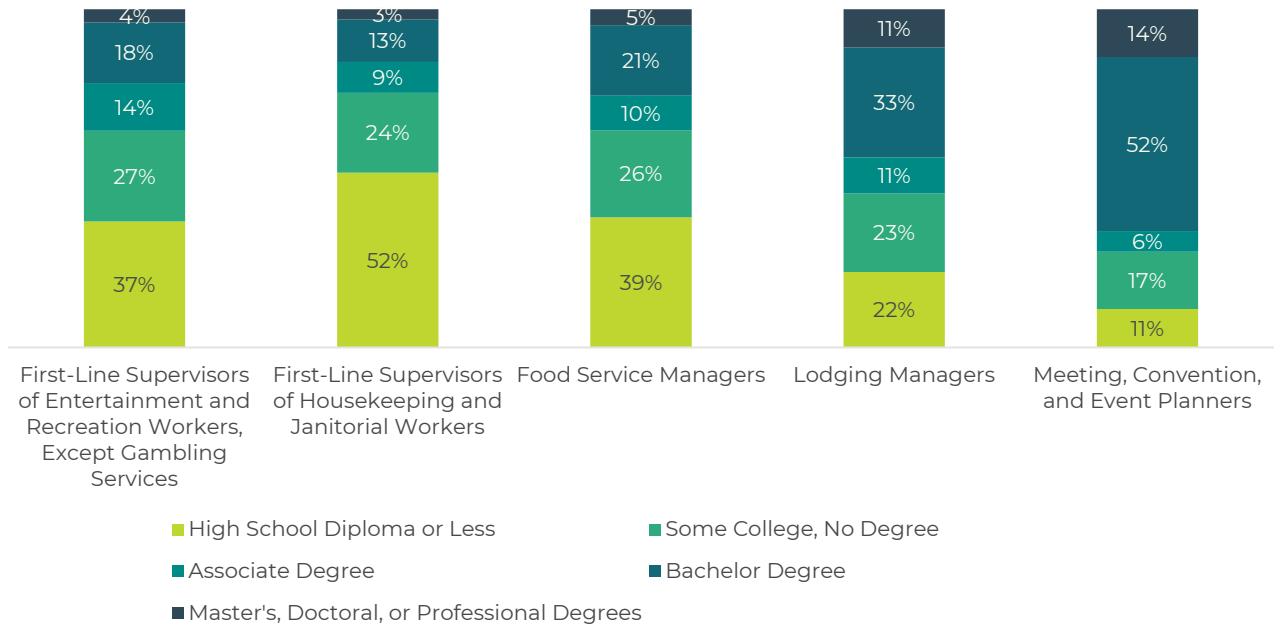
The U.S. Bureau of Labor Statistics (BLS) assigns each occupation a typical entry-level education, related work experience, and on-the-job training category in its projection data. Exhibit 10 summarizes these requirements by occupation.

**Exhibit 10. Typical entry-level job requirements for the studied occupations**

| Occupation   | Entry-Level Education             | Work Experience   | On-The-Job Training |
|--|-----------------------------------|-------------------|---------------------|
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | High school diploma or equivalent | Less than 5 years | None                |
| First-Line Supervisors of Housekeeping and Janitorial Workers                            | High school diploma or equivalent | Less than 5 years | None                |
| Food Service Managers  | High school diploma or equivalent | Less than 5 years | None                |
| Lodging Managers   | High school diploma or equivalent | Less than 5 years | None                |
| Meeting, Convention, and Event Planners  | Bachelor's degree                 | None              | None                |

The U.S. Census Bureau tracks the highest education level attained by workers in all occupations. Exhibit 11 presents this data for the current U.S. workforce in the studied occupations.

**Exhibit 11. Educational attainment for workers 25 years and older by occupation, 2021-22**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.

### Community college supply

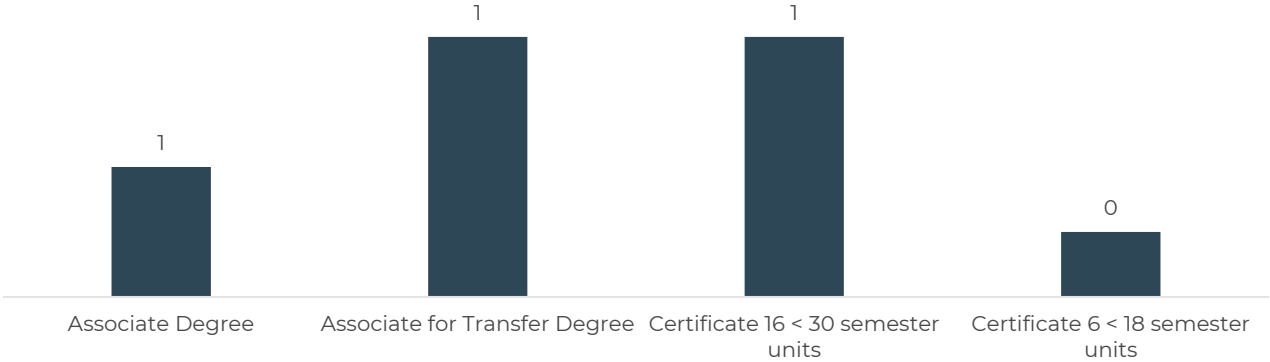
Exhibits 12 and 13 summarize the three-year average of awards (certificates and degrees) conferred by the Far North community college programs relevant to the occupations studied.

**Exhibit 12. Average annual community college awards by TOP program**

| TOP Program and Code                                  | College   | 2022-23 Annual Awards | 2023-24 Annual Awards | 2024-25 Annual Awards | Three-Year Average Awards |
|---|-----------|-----------------------|-----------------------|-----------------------|---------------------------|
| Hospitality (1307.00)                                 | Shasta    | 3                     | 2                     | 2                     | 2                         |
| <b>Subtotal</b>                                       |           | <b>3</b>              | <b>2</b>              | <b>2</b>              | <b>2</b>                  |
| Restaurant and Food Services and Management (1307.10) | Mendocino | 0                     | 0                     | 4                     | 4                         |
| <b>Subtotal</b>                                       |           | <b>0</b>              | <b>0</b>              | <b>4</b>              | <b>1</b>                  |
| <b>Totals</b>   |           | <b>3</b>              | <b>2</b>              | <b>6</b>              | <b>4</b>                  |

Note: Values in the table are rounded to the nearest whole number. However, subtotals and totals are calculated using unrounded values.

**Exhibit 13. Average annual community college awards by award type and program area**



**Other postsecondary supply**

No awards were conferred in CIP programs related to hospitality management.

# Conclusion and Recommendations

## Data insights

**Demand**— Employment demand for hospitality management-related occupations in the Far North subregion is high. The Far North subregion held 2,170 hospitality management-related jobs in 2024. These jobs are projected to increase by 4% over the next five years, adding 80 new jobs to the subregion by 2029. Jobs for hospitality management are projected to grow slower in the Far North subregion than in California. Over the next five years, hospitality management jobs are projected to have 259 annual openings across the Far North.

**Living Wage**— Wage data shows that hospitality management-related occupations earn \$1 to \$6 above Mendocino-Lake district's single adult living wage of \$17.06 per hour. Although median wages are above the single adult living wage, earnings are between \$4 and \$13 below the living wage for a small family (\$35.70 per hour).

**Education**— Most hospitality management-related occupations require a high school diploma for entry and less than five years of experience, except for meeting, convention, and event planners which require a bachelor's degree. However, between 23% and 41% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees).

**Supply Gap**— Two Far North community colleges offer degrees and certificates in programs related to hospitality management-related occupations. Together, these programs conferred an average of four awards (certificates and associate degrees) in community college programs over the last three academic years (2022-23 through 2024-25). No awards were conferred in CIP programs. A comparison of occupational demand (259 annual openings) and educational supply (four awards) suggests a large supply gap across the Far North subregion.

## Recommendation

Based on the current analysis, the North Far North COE recommends that community colleges proceed with creating new programs related to hospitality management.

| New Program Recommendation          |                          |                          |
|-------------------------------------|--------------------------|--------------------------|
| Proceed                             | Use Caution              | Do Not Proceed           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Support for Program Modification    |                          |
|-------------------------------------|--------------------------|
| Yes                                 | No                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> |

## Appendix A. Methodology and Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Occupations were identified by using the Center of Excellence TOP-to-CIP-to-SOC Crosswalk: <http://coecc.net/>. This report's findings were primarily determined with labor market and educational supply data from the Bureau of Labor Statistics (BLS), the economic modeling firm and job postings aggregator Lightcast, and the California Community Colleges Chancellor's Office.

### Data Sources

The following table summarizes the data sources used in this study.

| Data Type   | Source   |
|---|--|
| Labor Market Information and Job Postings   | Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast's occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and non-QCEW employee classes of worker) and the American Community Survey (self-employed and extended proprietors). For more information, see <a href="https://lightcast.io/">https://lightcast.io/</a>   |
| Living Wage   | The living wage is derived from the Insight Center's California Family Needs Calculator, which measures the income necessary for an individual or family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The Chancellor's Office uses wage data to calculate the percentage of students that attained a regional living wage. For more information, <a href="https://selfsufficiencystandard.org/California/">https://selfsufficiencystandard.org/California/</a> .  |
| Typical Education Level and On-the-job Training, and Educational Attainment                   | The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a> .   |
| Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences | The O*NET database includes information on skills, abilities, knowledge areas, work activities, and interests associated with occupations. For more information, <a href="https://www.onetonline.org/help/online/">https://www.onetonline.org/help/online/</a>   |
| Labor Force, Employment and Unemployment Estimates  | The California Employment Development Department's Labor Market Information Division is a source of labor market and workforce data. For more information, <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .  |
| Educational Supply  | <p>The CCCCO Management Information Systems (MIS) Data Mart provides information about students, courses, student services, outcomes, and faculty and staff. For more information, <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a>.</p> <p>The Chancellor's Office Curriculum Inventory System (COCI) collects data on courses and programs offered by the California Community Colleges. For more information, <a href="https://coci2.ccctechcenter.org/">https://coci2.ccctechcenter.org/</a>.</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data from providers of postsecondary education, including the number of postsecondary awards earned (completions). For more information, <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a>.</p> |
| Student Metrics and Demographics  | DataVista, a statewide data system supported by the Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, <a href="https://datavista.cccco.edu/">https://datavista.cccco.edu/</a> .  |

## Living Wage

Beginning in October 2024, to determine if an occupation meets the living wage threshold, the NFN COE compared the 25th percentile hourly wage of an occupation in the subregion to the living wage for a single adult (no dependents) living in the county where the requesting community college district was located.

This change aligned with the Chancellor’s Office methodology for calculating the share of students earning a living wage after leaving the California Community College system, as reported in the Data Vista living wage metric (802S). For details, see the [DataVista Metric Definition Dictionary](#).

The NFN COE updated this practice as needed to remain consistent with the Chancellor’s Office. The table below summarizes hourly living wages by community college district and county.

| 2024 Single Adult Living Wage   |            |   |                   |
|---|------------|---|-------------------|
| Community College District  | County     | Hourly  | Annual            |
| Butte-Glenn   | Butte      | \$16.77   | \$35,416          |
| Feather River   | Plumas     | \$15.11   | \$31,909          |
| Lake Tahoe  | El Dorado  | \$22.11   | \$46,703          |
| Lassen  | Lassen     | \$14.81   | \$31,274          |
| Los Rios  | Sacramento | \$21.17   | \$44,709          |
| Mendocino-Lake  | Mendocino  | \$17.06   | \$36,039          |
| Redwoods  | Humboldt   | \$16.59   | \$35,046          |
| Shasta-Tehama-Trinity Joint   | Shasta     | \$16.99   | \$35,874          |
| Sierra Joint  | Placer     | \$23.92   | \$50,519          |
| Siskiyou Joint  | Siskiyou   | \$14.51   | \$30,639          |
| Yuba  | Sutter     | \$17.08   | \$36,074          |
| California Minimum Wages  |            |   |                   |
| All industries, except fast food and healthcare<br>(Effective January 2025) |            | \$16.00   | \$33,280          |
| Fast food (Effective April 2024)  |            | \$20.00   | \$41,600          |
| Healthcare (Effective October 2024)   |            | \$18.00-\$23.00,<br>depending on facility<br>type | \$37,440-\$47,840 |

Sources: University of Washing Self Sufficiency Standard and State of California Department of Industrial Relations, “Minimum Wage,” [https://www.dir.ca.gov/dlse/minimum\\_wage.htm](https://www.dir.ca.gov/dlse/minimum_wage.htm)

**For more information, contact:**

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