

Labor Market Analysis for: 1307.00 Hospitality

Inland Empire/Desert Center of Excellence, October 2024

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Summary

| Program LMI Endorsement | All LMI Criteria Met | Some LMI Criteria Met (Proceed with Caution) | LMI Criteria NOT Met |
|-------------------------|----------------------|---|--------------------------|
| | ✓ | <input type="checkbox"/> | <input type="checkbox"/> |

| Program LMI Endorsement Criteria | | |
|----------------------------------|--|-----------------------------|
| Supply Gap | Yes ✓ | No <input type="checkbox"/> |
| | <i>Comments: There is projected to be 1,125 annual job openings throughout the Inland Empire/Desert region, which is more than the 19 annual average awards conferred by educational institutions over the last 3 years. Supply data includes both community college awards (19) and non-community college awards (0).</i> | |
| Living Wage | Yes ✓ | No <input type="checkbox"/> |
| | <i>Comments: All (100%) of annual job openings for these three occupations have entry-level hourly wages above the IE/D living wage of 13.74.¹</i> | |
| Education | Yes ✓ | No <input type="checkbox"/> |
| | <i>Comments: Most job postings for target occupations require a high school diploma or equivalent (75%). See exhibits 8 and 9 for more details.</i> | |

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupations to prepare this report:

- Below Middle-Skill (typically require training/education at or below a HS diploma)
 - Food Service Managers (11-9051)
 - Lodging Managers (11-9081)
- Above Middle-Skill (typically require a bachelor’s degree)
 - Meeting, Convention, and Event Planners (13-1121)

Summary of findings

Demand

- The number of jobs related to the listed occupations is projected to increase 9% through 2028, with 1,125 annual job openings (new and replacement jobs).
- Hourly entry-level wages for all occupations are above living wage at the 25th percentile hourly wage ranging from \$21.23 to \$26.72 in IE/D.
- There were 3,737 online job postings from 644 employers over the past 12-months with the highest postings for General Managers and Assistant Managers.
- Most job postings for target occupations require a high school diploma or equivalent (75%), followed by bachelor’s degree (18%), and associate degree (7%).

Supply

- On average, there were 19 annual awards conferred by educational institutions over the last 3 years in related fields: 19 from community colleges and 0 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2021-22 academic year earned a median annual wage of \$29,805 (\$14.33 per hour).
- 88% of students that exited their program in 2021-22 reported that they are working in a job closely related to their field of study.
- Community college programs play an important role diversifying the talent pipeline in these occupations. Most IE/D professionals in hospitality occupations are White or Hispanic/Latino (77%), “mid-career” or “late career” age categories (70%), and male (51%). Most community college students in related programs are Hispanic/Latino (64%), “pre-career/college” age category (58%), and female (61%).

¹ While the [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2021, does not account for significant increases in the cost of living in the Inland Empire the last three years, and is below the State of California minimum wage of \$16.00. For these reasons, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

Introduction

California Community College Hospitality (TOP 1307.00) programs prepare students for employment in the organization and administration of hospitality services, management, and training of personnel, including restaurant and food service management, hotel/motel or resort management, and convention and special events planning. Includes combined hotel/restaurant management programs (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Hospitality programs lead to employment in occupations related to hospitality.

Job Demand

In 2023, there were 8,548 jobs in occupations related to hospitality in the IE/D region. Regional employment for this occupation group is projected to increase by 9% through 2028 with 1,125 job openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

Exhibit 1. Five-year projections for occupations related to hospitality, IE/D Region, 2023-2028

| Occupation | SOC | 2023 Jobs | 2028 Jobs | 2023 - 2028 % Change | 5-Yr Openings (New + Replacement Jobs) | Annual Openings (New + Replacement Jobs) |
|---|---------|--------------|--------------|----------------------|--|--|
| Food Service Managers | 11-9051 | 6,611 | 7,231 | 9% | 4,419 | 884 |
| Lodging Managers | 11-9081 | 619 | 652 | 5% | 349 | 70 |
| Meeting, Convention, and Event Planners | 13-1121 | 1,318 | 1,453 | 10% | 856 | 171 |
| Total | | 8,548 | 9,336 | 9% | 5,624 | 1,125 |

SOURCE: LIGHTCAST 2024.2

Job Postings

The following analysis for occupations related to hospitality using online job posting data.

Important note: The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.² While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to hospitality over the last 12 months and the median posting duration. Over the previous 12 months, there were 3737 unique job postings for occupations related to hospitality in the region from 644 employers.

Exhibit 2. Job ads and posting duration, IE/D Region, Oct 2023 – Sep 2024

| Job Title | Job Ads | Median Posting Duration |
|---|--------------|-------------------------|
| Food Service Managers | 3,183 | 31 days |
| Meeting, Convention, and Event Planners | 308 | 27 days |
| Lodging Managers | 246 | 28 days |
| Total | 3,737 | |

SOURCE: LIGHTCAST 2024.2

² "Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

Earnings

Exhibit 3a displays the hourly earnings for occupations related to hospitality and Exhibit 3b displays the hourly earnings for job postings of the same occupations and compares both to the UW Self-Sufficiency Standard for the IE/D³ and the MIT IE/D living wage of \$25.73.⁴ The living wage criteria is determined using the data in exhibit 3a but Exhibit 3b is also shown to provide regional context using job posting data.

Exhibit 3a. Projected hourly earnings by percentile, IE/D Region, 2023

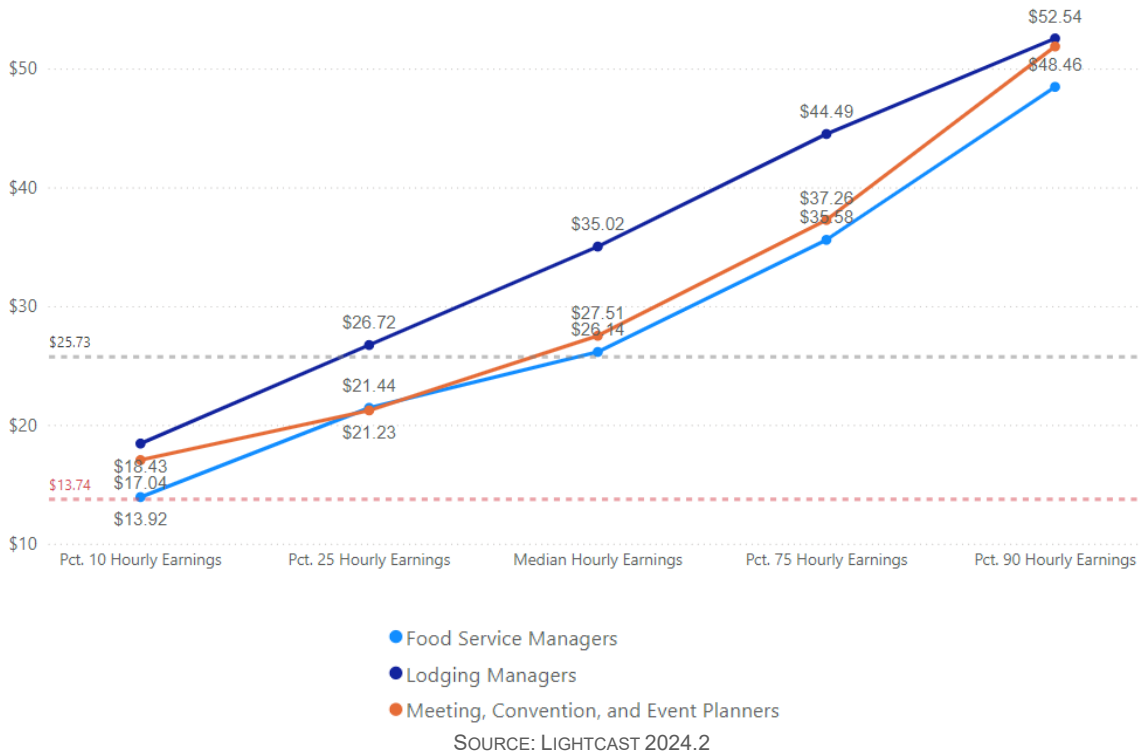
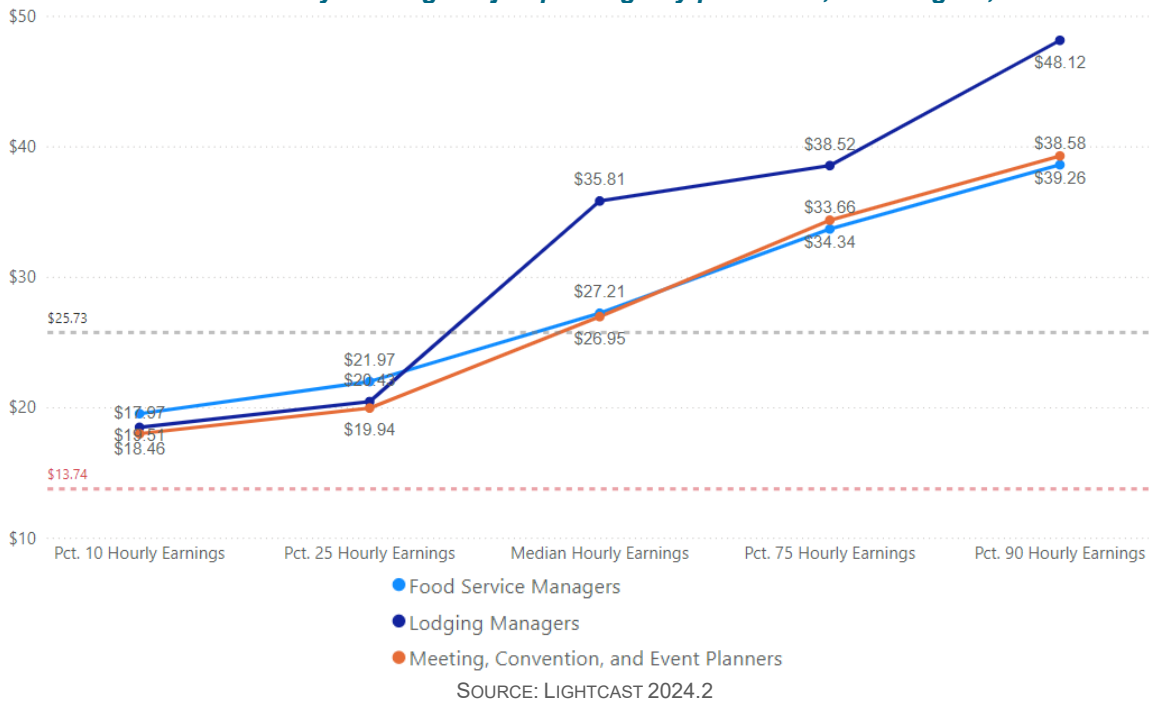


Exhibit 3b. Hourly earnings of job postings by percentile, IE/D Region, 2023



³ While the [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2021, does not account for significant increases in the cost of living in the Inland Empire the last three years, and is below the State of California minimum wage of \$16.00. While the COE uses this standard for the LMI Wage criteria. For these reasons, this report provides an alternative living wage calculation from MIT in the analysis as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

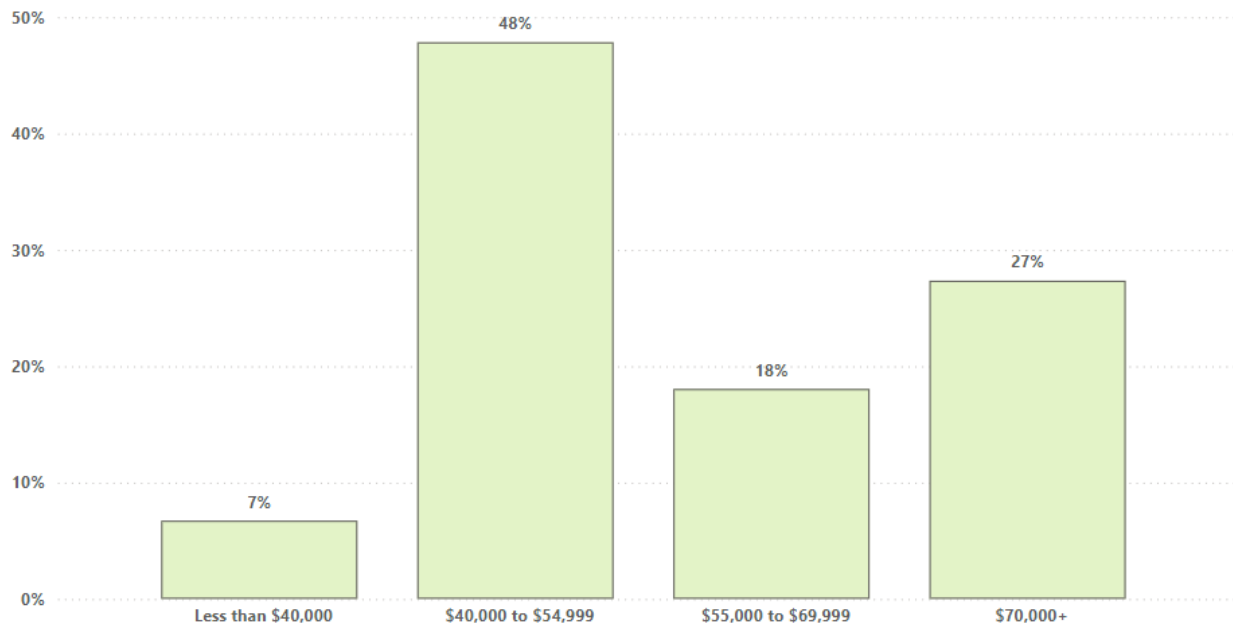
⁴ *ibid.*

All projected entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) were above the UW Self-Sufficiency Standard for the IE/D (see Exhibit 3a). One of the three occupations listed (Lodging Managers) was also above the MIT living wage for an adult with no children (\$25.73) in projected wages (see Exhibit 3a).

Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to hospitality over the last 12 months. Online job ad salary information data suggests the plurality of employers (48%) advertise an annual salary between \$40,000 and \$54,999 (\$19.23 – \$26.44 per hour).

Exhibit 4. Online advertised salaries occupations related to hospitality, IE/D Region, Oct 2023 – Sep 2024



SOURCE: LIGHTCAST 2024.2

Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to hospitality over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.

Exhibit 5. Job titles most frequently used in job ads, IE/D Region, Oct 2023 – Sep 2024

| Job Title | Unique Postings |
|-----------------------------|-----------------|
| General Managers | 696 |
| Assistant Managers | 376 |
| Assistant General Managers | 306 |
| Restaurant Managers | 207 |
| Restaurant General Managers | 122 |
| Hourly Managers | 98 |
| Shift Managers | 75 |
| Food and Beverage Managers | 63 |
| Managers | 62 |
| Store General Managers | 52 |

SOURCE: LIGHTCAST 2024.2

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. Del Taco and Miguel Jr.'s had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast's Job Posting Analytics dashboard.

Exhibit 6. Employers posting the most job ads, IE/D Region, Oct 2023 – Sep 2024

| Company | Total/Unique (Oct 2023 - Sep 2024) | Posting Intensity | Median Posting Duration |
|------------------------|------------------------------------|-------------------|-------------------------|
| Taco Bell | 879 / 229 | 4 : 1 | 33 days |
| Del Taco | 607 / 165 | 4 : 1 | 33 days |
| Miguel's Jr | 784 / 118 | 7 : 1 | 37 days |
| Domino's Pizza | 312 / 110 | 3 : 1 | 32 days |
| Kentucky Fried Chicken | 1,086 / 105 | 10 : 1 | 36 days |
| Wendy's | 181 / 82 | 2 : 1 | 29 days |
| Pilot Company | 200 / 81 | 2 : 1 | 26 days |
| El Super | 160 / 65 | 2 : 1 | 33 days |
| Buffalo Wild Wings | 201 / 50 | 4 : 1 | 23 days |
| Farmer Boys | 109 / 47 | 2 : 1 | 35 days |

SOURCE: LIGHTCAST 2024.2

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today's demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole.⁵

Exhibit 7. Top 10 in-demand skills from employer job ads, IE/D Region, Oct 2023 – Sep 2024

| Common skills | Total Postings | Skill Growth Relative to Market |
|------------------|----------------|---------------------------------|
| Customer Service | 2,050 | Stable |
| Communication | 1,765 | Lagging |
| Management | 1,745 | Stable |
| Operations | 1,512 | Stable |
| Sales | 1,440 | Stable |
| Leadership | 1,324 | Stable |
| Cleanliness | 877 | Growing |
| Problem Solving | 783 | Growing |
| Planning | 666 | Growing |
| Sanitation | 594 | Growing |

| Specialized skills | Total Postings | Skill Growth Relative to Market |
|----------------------------------|----------------|---------------------------------|
| Restaurant Operation | 2,254 | Rapidly Growing |
| Food Safety And Sanitation | 940 | Growing |
| Marketing | 870 | Rapidly Growing |
| Restaurant Management | 770 | Growing |
| Profit And Loss (P&L) Management | 532 | Growing |
| Cash Handling | 518 | Growing |
| Inventory Management | 425 | Growing |
| Auditing | 395 | Rapidly Growing |
| Customer Complaint Resolution | 372 | Growing |
| Labor Law | 355 | Growing |

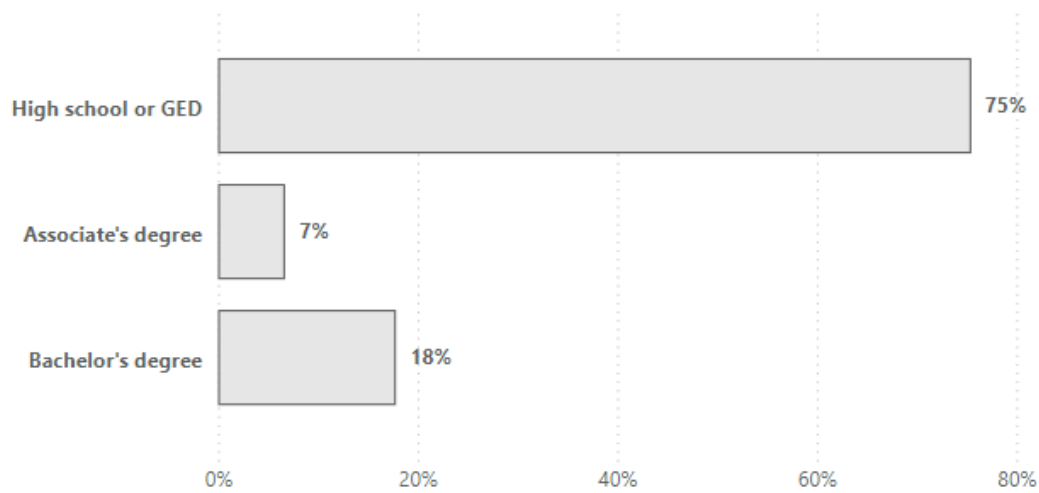
| Computer Skills | Total Postings | Skill Growth Relative to Market |
|--|----------------|---------------------------------|
| Microsoft Excel | 366 | Growing |
| Microsoft Outlook | 319 | Rapidly Growing |
| Microsoft Office | 213 | Growing |
| Microsoft PowerPoint | 98 | Rapidly Growing |
| Microsoft Word | 89 | Stable |
| Operating Systems | 76 | Rapidly Growing |
| Spreadsheets | 44 | Rapidly Growing |
| Property Management Systems | 27 | Growing |
| Lync SDN (Software-Defined Networking) Manager | 20 | Growing |
| Google Workspace | 16 | Growing |

SOURCE: LIGHTCAST 2024.2

⁵ "What are Lightcast Skill Projects", Lightcast Knowledge base, <https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections>

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with high school diploma or equivalent (75%), significantly greater than associate degree (7%), or bachelor's degree (18%).

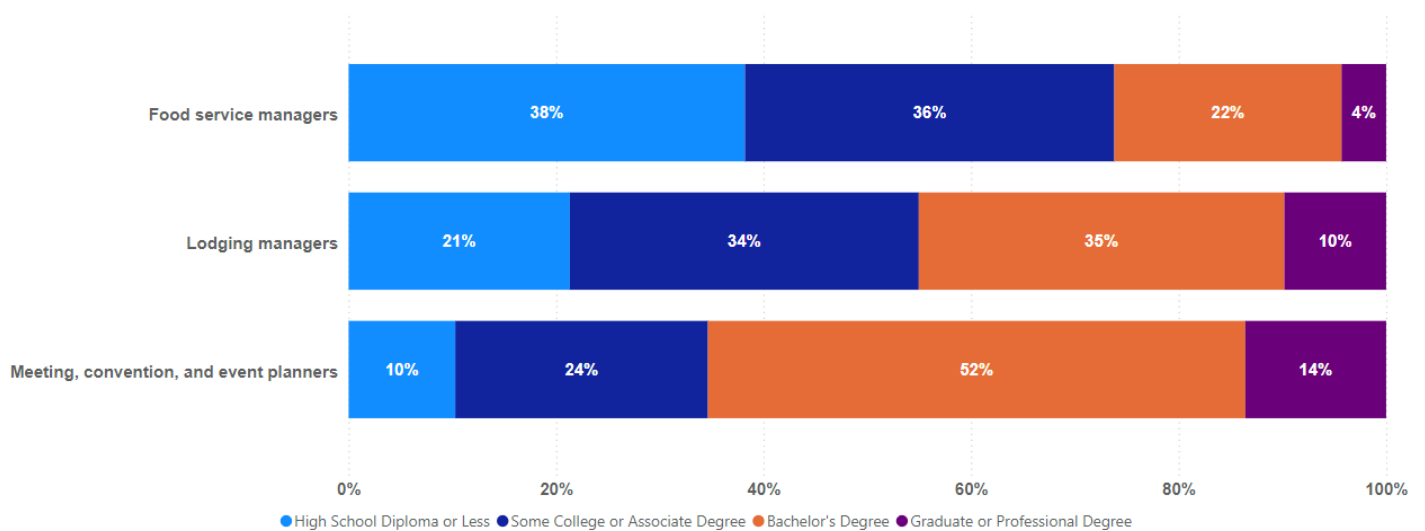
Exhibit 8 Minimum educational requirements in job postings for this occupational group, IE/D Region, Oct 2023 – Sep 2024



SOURCE: LIGHTCAST 2024.2

For the listed occupations, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupations of interest indicates that between 24% and 36% of workers have completed some college or an associate degree as their highest level of education.

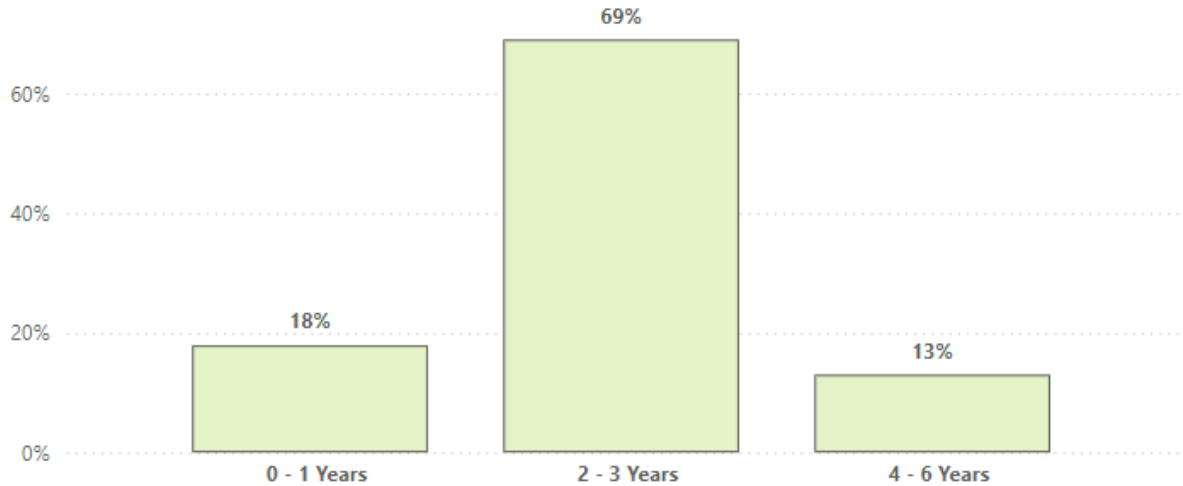
Exhibit 9 National-level Education Attainment for Occupations



SOURCE: BLS 2021

Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The majority (69%) of employers listing minimum experience requirements sought candidates with 2-3 years of previous work experience.

**Exhibit 10 Work experience requirements,
IE/D Region, Oct 2023 – Sep 2024**



SOURCE: LIGHTCAST 2024.2

Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Hospitality (TOP 1307.00) programs over the last three academic years (2020-2023). In the previous three academic years, three regional community colleges issued an average of 19 awards in relevant programs.

Exhibit 11 Annual average community college awards for Hospitality (TOP 1307.00)

| Top Code | Program | College | 2020-2021 Awards | 2021-2022 Awards | 2022-2023 Awards | 3-Year Award Average |
|--------------|-------------|-----------------------|------------------|------------------|------------------|----------------------|
| 1307.00 | Hospitality | Chaffey | 8 | 14 | 13 | 12 |
| 1307.00 | Hospitality | College of the Desert | 14 | 4 | 1 | 6 |
| 1307.00 | Hospitality | San Bernardino | 0 | 0 | 2 | 1 |
| Total | | | 22 | 18 | 16 | 19 |

SOURCE: MIS DATA MART

Non-Community College Supply

Award completion data was not available for “Hospitality Administration/Management, General (CIP 52.0901)”, “Meeting and Event Planning (CIP 52.0907)” in the IE/D for non-community college programs.

Strong Workforce Program Outcomes

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

Exhibit 12 Hospitality strong workforce program outcomes, IE/D, most recent academic year

| Program metric title | Inland Empire/Desert | Statewide |
|---|----------------------|-----------|
| Attained a living wage (completers and skills-builders) | 53% | 43% |
| Completed 9+ career education units in one year | 32% | 36% |
| Job closely related to the field of study | 88% | 69% |
| Median annual earnings (all exiters) | \$29,804 | \$35,656 |
| Students who attained a noncredit workforce milestone in a year | | 74% |
| Students who earned a degree, certificate, or attained apprenticeship | 14 | 206 |
| Unduplicated count of enrolled students | 382 | 3,285 |

SOURCE: LAUNCHBOARD

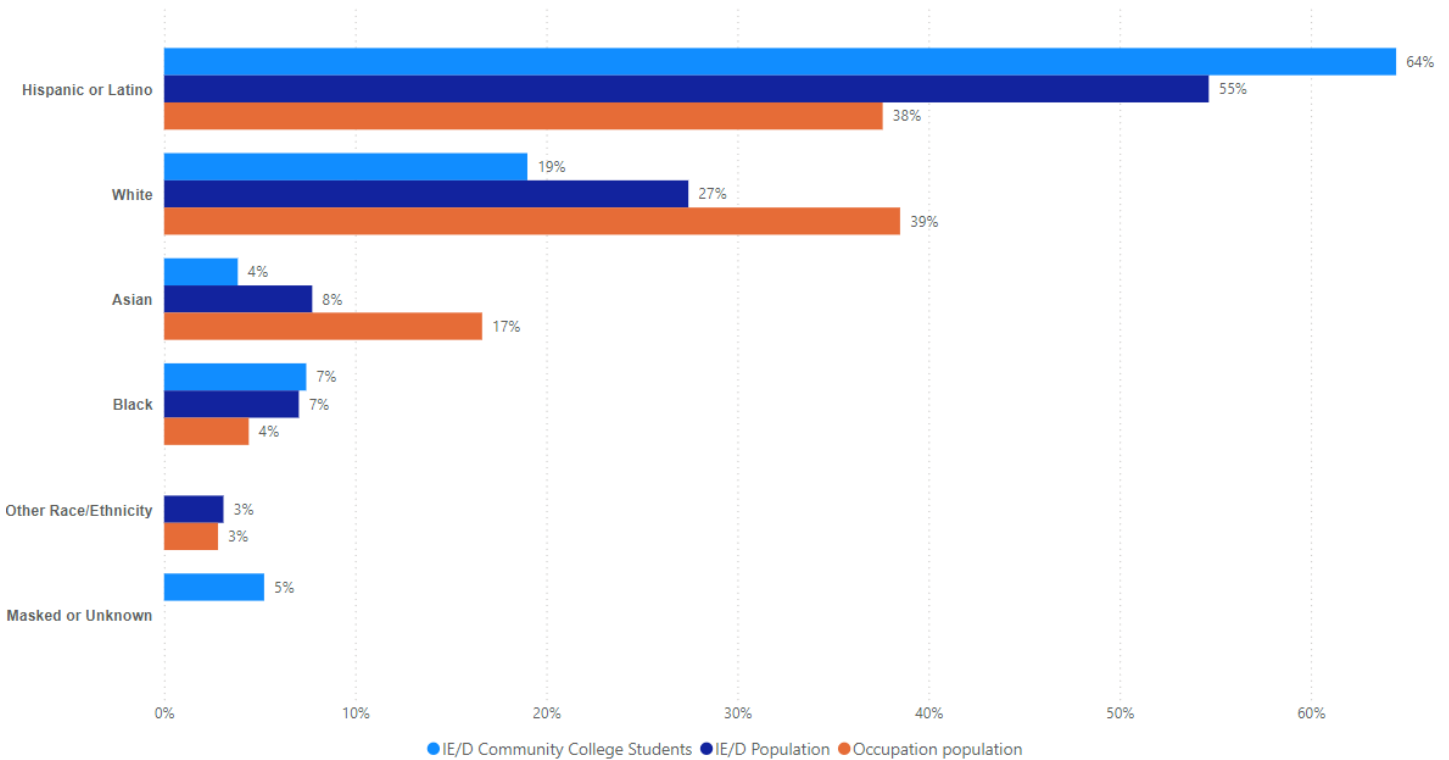
Building an Inclusive Economy

This section examines demographic data for IE/D community college students in Hospitality programs compared to the IE/D population. We also include demographics for related occupation data for the three occupations related to hospitality. This analysis can be used to:

- Understand the community college system’s current or potential role supporting a diverse talent pipeline into the occupations of interest.
- Inform students (and the faculty and staff working with them) the extent to which individuals from similar demographic groups are over or underrepresented in the professions related to their field of study.
- Inform employers of the diverse talent pipeline coming from the community college system for the occupations analyzed.

Notably, 64% of students enrolled in Hospitality programs are Hispanic/Latino, which is significantly higher than Hispanic/Latino workers in occupations related to hospitality in the IE/D region (38%). Additionally, 39% of the IE/D population that are employed in occupations related to hospitality are White, which is significantly higher than both IE/D community college students (19%) and IE/D population (27%). Though 17% of the workers employed in occupations related to hospitality are Asian, only 4% students in Hospitality programs and 8% of the IE/D population are Asian.

Exhibit 13 Program and County Demographics by Ethnicity



SOURCE: LIGHTCAST 2024.2 AND LAUNCHBOARD

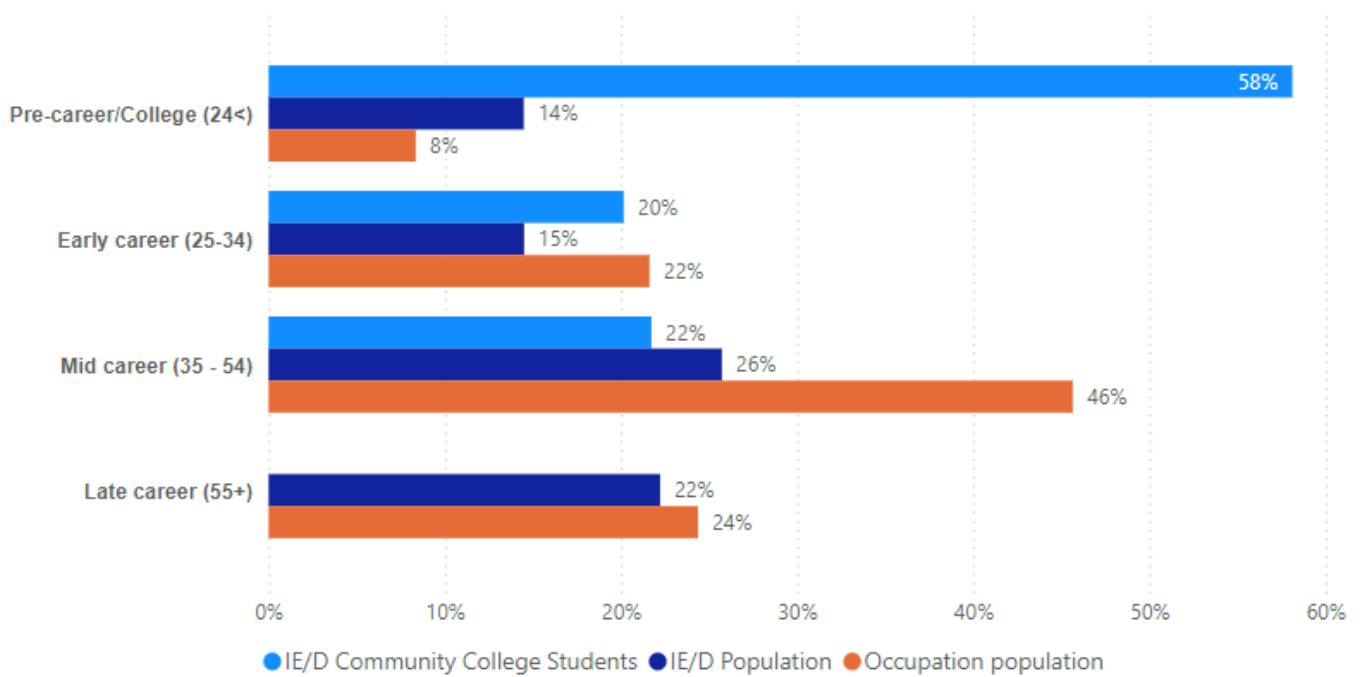
Most IE/D professionals in hospitality occupations are White or Hispanic/Latino (77%), “mid-career” or “late career” age categories (70%), and male (51%). Most community college students in related programs are Hispanic/Latino (64%), “pre-career/college” age category (58%), and female (61%). Major takeaways:

- Community colleges are an important talent source for employers committed to greater racial/ethnic diversity, especially Hispanic/Latino professionals.
- College programs may want to consider strategies to engage more Asian students into these programs.

Exhibit 14 compares the age of IE/D community college students enrolled in Hospitality programs compared to the IE/D population.

The majority of students enrolled in Hospitality programs are in the “pre-career/college” category (58%) compared to IE/D population (14%) and workforce (8%) in these three occupations related to hospitality. These programs are an important entry point for young hospitality professionals.

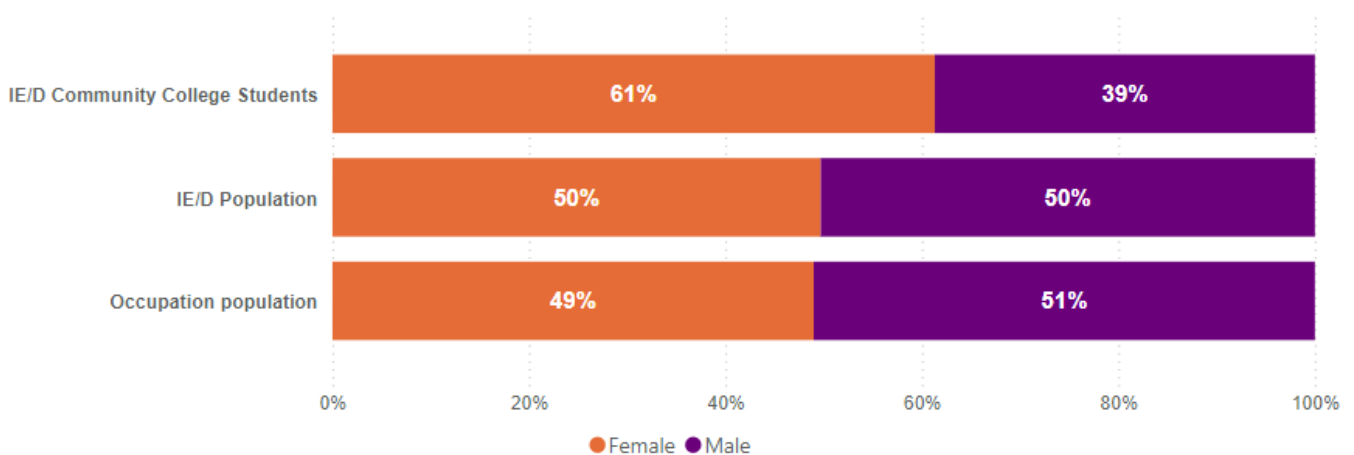
Exhibit 14 Program and County Demographics by Age



SOURCE: LIGHTCAST 2024.2 AND LAUNCHBOARD

Exhibit 15 compares the gender of IE/D County community college students enrolled in Hospitality programs compared to the IE/D population. We also include demographics for related occupation data for the three occupations related to hospitality to identify potential diversity and equity issues addressable by community college programs.

Exhibit 15 Program and County Demographics by Gender



SOURCE: LIGHTCAST 2024.2 AND LAUNCHBOARD

Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2020 and 2023 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Appendix: References

| Type of Data | Source |
|---|---|
| Occupational Projections, Wages, and Job Postings | Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. https://lightcast.io/ |
| Living Wage | The living wage is derived from MITs Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: https://livingwage.mit.edu/pages/methodology The living wage for one adult in San Bernardino County is \$25.17 per hour (\$52,353.60 annually). The living wage for one adult in Riverside County is \$26.30 per hour (\$54,704 annually). The average living wage to represent Inland Empire/Desert is \$25.74 per hour (53,539.20 annually) |
| Typical Education and Training Requirements, 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, see https://www.bls.gov/emp/documentation/education/tech.htm |
| Educational Supply | The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions |
| Student Metrics and Demographics | LaunchBoard, a statewide data system supported by the California Community Colleges 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, see: https://www.calpassplus.org/LaunchBoard/Home.aspx |