** Advanced Culinary Techniques Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

July 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Advanced Culinary Techniques workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). There is a projected annual gap of about 14,801 students in the Bay region and 4,123 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1307.10 - Restaurant and Food Services and Management 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 Laney College and in the region.

# Introduction

This report profiles Advanced Culinary Techniques Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Laney College.

|  |
| --- |
| * **Chefs and Head Cooks (SOC 35-1011):** Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. |
| Entry-Level Educational Requirement: High school *diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 40% |
| * **Self-Enrichment Education Teachers (SOC 25-3021):** Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution. Excludes “Fitness Trainers and Aerobics Instructors” (39-9031). Flight instructors are included with “Aircraft Pilots and Flight Engineers” (53-2010). |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 26*%* |
| * **Cooks, Restaurant (SOC 35-2014**): Prepare, season, and cook dishes such as soups, meats, vegetables, or desserts in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu. |
| Entry-Level Educational Requirement: No *formal educational credential* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 24*%* |
| * **First-Line Supervisors of Food Preparation** **and Serving Workers (SOC 35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 39*%* |
|  |
| * **Food Service Managers (SOC 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: 37*%* |

# Occupational Demand

**Table 1. Employment Outlook for Advanced Culinary Techniques Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Chefs and Head Cooks | 5,915 | 6,424 | 508 | 9% | 4,295 | 859 | $12.05 | $23.17 |
| Self-Enrichment Education Teachers | 15,836 | 17,552 | 1,716 | 11% | 10,649 | 2,130 | $14.16 | $21.79 |
| Cooks, Restaurant | 40,817 | 44,120 | 3,303 | 8% | 32,660 | 6,532 | $11.16 | $14.61 |
| First-Line Supervisors of Food Preparation and Serving Workers | 23,139 | 25,431 | 2,292 | 10% | 19,129 | 3,826 | $11.81 | $17.02 |
| Food Service Managers | 12,455 | 13,215 | 760 | 6% | 7,496 | 1,499 | $11.30 | $18.41 |
| **Total** | **98,162** | **106,741** | **8,580** | **9%** | **74,229** | **14,846** | **$11.87** | **$17.34** |

*Source: EMSI 2019.2*

**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 Advanced Culinary Techniques Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Chefs and Head Cooks | 1,232 | 1,335 | 103 | 8% | 903 | 183 | $11.35 | $15.90 |
| Self-Enrichment Education Teachers | 5,360 | 5,932 | 571 | 11% | 3,627 | 749 | $15.23 | $22.60 |
| Cooks, Restaurant | 9,171 | 10,073 | 903 | 10% | 7,631 | 1,554 | $10.75 | $13.87 |
| First-Line Supervisors of Food Preparation and Serving Workers | 7,154 | 7,790 | 636 | 9% | 5,848 | 1,199 | $10.95 | $15.36 |
| Food Service Managers | 3,767 | 3,979 | 213 | 6% | 2,261 | 459 | $11.10 | $15.99 |
| **TOTAL** | **26,683** | **29,110** | **2,426** | **9%** | **20,271** | **4,143** | **$11.78** | **$16.41** |

*Source: EMSI 2019.2*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (July 2018 - June 2019)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
| Food Service Managers | 8,803 | 2,314 |
| Cooks, Restaurant | 6,513 | 1,621 |
| First-Line Supervisors of Food Preparation and Serving Workers | 6,034 | 1,398 |
| Chefs and Head Cooks | 4,197 | 737 |
| Self-Enrichment Education Teachers | 1,548 | 433 |
| **Total** | **27,095** | **6,503** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Advanced Culinary Techniques Occupations for latest 12 months (July 2018 - June 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Cook | 3,242 | Manager | 370 |
| Line Cook | 1,751 | Kitchen Manager | 315 |
| Restaurant Manager | 1,420 | Bar Manager | 291 |
| Assistant Manager | 1,343 | Restaurant Supervisor | 262 |
| Chef | 1,231 | Assistant Restaurant Manager | 261 |
| Sous Chef | 1,186 | Music Teacher | 249 |
| Prep Cook | 1,021 | Supervisor | 214 |
| General Manager | 846 | Dance Instructor | 201 |
| Executive Chef | 797 | Art Teacher | 168 |
| Restaurant General Manager | 538 | Executive Sous Chef | 159 |
| Shift Lead | 499 | Kitchen Supervisor | 155 |
| Shift Leader | 466 | Shift Supervisor | 149 |
| Store Supervisor | 381 | Cafe Manager | 149 |
| Chef de Cuisine | 381 | Service Manager | 148 |

**Table 4b. Top Job Titles for Advanced Culinary Techniques Occupations for latest 12 months (July 2018 - June 2019) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Cook | 636 | Dance Instructor | 76 |
| Assistant Manager | 452 | Chef de Cuisine | 74 |
| Line Cook | 435 | Shift Supervisor | 73 |
| Restaurant Manager | 335 | Assistant Restaurant Manager | 73 |
| General Manager | 259 | Supervisor | 69 |
| Chef | 221 | Bar Manager | 67 |
| Prep Cook | 209 | Kitchen Manager | 62 |
| Sous Chef | 180 | Service Manager | 52 |
| Shift Leader | 169 | Music Teacher | 48 |
| Shift Lead | 163 | Food Service Manager | 44 |
| Restaurant General Manager | 157 | Dish Washer | 44 |
| Executive Chef | 143 | Art Teacher | 43 |
| Store Supervisor | 103 | Kitchen Supervisor | 38 |
| Manager | 103 | Team Leader | 34 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Advanced Culinary Techniques Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Full-Service Restaurants (722511) | 46,010 | 49,018 | 6.5% | 44.5% |
| Limited-Service Restaurants (722513) | 12,836 | 13,962 | 8.8% | 12.4% |
| Snack and Nonalcoholic Beverage Bars (722515) | 4,551 | 5,359 | 17.8% | 4.4% |
| Hotels (except Casino Hotels) and Motels (721110) | 4,260 | 4,329 | 1.6% | 4.1% |
| Food Service Contractors (722310) | 4,096 | 4,570 | 11.6% | 4.0% |
| Caterers (722320) | 3,416 | 3,906 | 14.3% | 3.3% |
| Sports and Recreation Instruction (611620) | 2,771 | 3,107 | 12.1% | 2.7% |
| Exam Preparation and Tutoring (611691) | 2,571 | 2,896 | 12.6% | 2.5% |
| Fine Arts Schools (611610) | 2,078 | 2,313 | 11.3% | 2.0% |
| Drinking Places (Alcoholic Beverages) (722410) | 1,520 | 1,652 | 8.7% | 1.5% |
| All Other Miscellaneous Schools and Instruction (611699) | 1,512 | 1,749 | 15.7% | 1.5% |
| Mobile Food Services (722330) | 1,267 | 1,532 | 20.9% | 1.2% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Advanced Culinary Techniques Occupations in Bay Region and East Bay Sub-Region (July 2018 - June 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Marriott International Inc | 1,329 | Red Robin | 147 | Pared | 325 |
| Pared | 1,229 | Benihana | 145 | Taco Bell | 130 |
| Compass Group | 726 | Hyatt | 140 | Starbucks Coffee Company | 127 |
| Compass Group Plc United States | 662 | Instacart | 137 | Marriott International Inc | 122 |
| Starbucks Coffee Company | 441 | Pizza Hut | 109 | Aramark | 109 |
| Aramark | 375 | Compass Group Usa | 109 | Compass Group | 107 |
| Chipotle Mexican Grill | 370 | Boston Market | 108 | Chipotle Mexican Grill | 107 |
| Sodexo | 303 | Atria Senior Living | 93 | Compass Group Plc US | 90 |
| Whole Foods Market, Inc. | 266 | Interstate Hotels & Resorts | 92 | Panda Express | 75 |
| Taco Bell | 248 | Fairmont Hotels & Resorts | 89 | Whole Foods Market, Inc. | 69 |
| Hilton Hotel Corporation | 216 | Buffalo Wild Wings | 89 | Peet's | 68 |
| Compass Group Usa Inc | 205 | Specialtys Cafe Bakery | 86 | Target | 61 |
| Peet's | 197 | Brookdale Senior Living | 85 | Sodexo | 61 |
| Panda Express | 185 | Jack in the Box | 82 | Panera Bread | 61 |
| Guckenheimer | 167 | Burger King | 80 | Pizza Hut | 53 |
| Target | 162 | Panera Bread | 79 | Round Table Pizza | 51 |
| Sunrise Senior Living, Inc. | 159 | P.F. Chang's | 78 | Vitality Bowls California | 49 |

*Source: Burning Glass*

# Educational Supply

There are five colleges in the Bay Region issuing 45 awards on average annually (last 3 years) on TOP 1307.10 - Restaurant and Food Services and Management. There is one college in the East Bay Sub-Region issuing 20 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1307.10 - Restaurant and Food Services and Management in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificates | Noncredit | Total |
| **Diablo Valley** | East Bay |  | 20 |  | 20 |
| **Mission** | Silicon Valley |  | 14 |  | 14 |
| **Monterey** | Santa Cruz & Monterey | 1 |  |  | 1 |
| **San Francisco** | Mid-Peninsula | 7 |  |  | 7 |
| **Santa Rosa** | North Bay | 1 | 2 |  | 3 |
| **Total Bay Region** | | **9** | **36** | **0** | **45** |
| **Total East Bay Sub-Region** | | **0** | **20** | **0** | **20** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 14,846 annual openings for the Advanced Culinary Techniques occupational cluster and 45 annual (3-year average) awards for an annual undersupply of 14,801 students. In the East Bay Sub-Region, there is also a large gap with 4,143 annual openings and 20 annual (3-year average) awards for an annual undersupply of 4,123 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.10 - Restaurant and Food Services and Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Laney College (All CTE Programs) | State (1307.10) | Bay (1307.10) | East Bay (1307.10) | Laney College (1307.10) |
| % Employed Four Quarters After Exit | 74% | 74% | 70% | 76% | 76% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,550 | $12,858 | $13,511 | $5,874 | n/a |
| Median % Change in Earnings | 46% | 46% | 74% | 101% | 295% | n/a |
| % of Students Earning a Living Wage | 63% | 63% | 39% | 44% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 7/11/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Advanced Culinary Techniques Occupations in Bay Region (July 2018 - June 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Cooking | 9,488 | Restaurant Experience | 1,435 | Quality Management | 742 |
| Scheduling | 5,395 | Supervisory Skills | 1,347 | Quality Assurance and Control | 742 |
| Customer Service | 3,984 | Purchasing | 1,264 | Record Keeping | 721 |
| Restaurant Management | 3,980 | Lifting Ability | 1,262 | Performance Analysis | 682 |
| Food Preparation | 3,553 | Safety Training | 1,249 | Merchandising | 673 |
| Food Safety | 3,252 | Hazard Analysis Critical Control Point (HACCP) | 1,212 | Employee Training | 669 |
| Budgeting | 3,217 | Customer Contact | 1,140 | Meal Serving | 657 |
| Cost Control | 2,897 | Sales | 1,133 | Asset Protection | 648 |
| Cleaning | 2,745 | Basic Mathematics | 1,034 | Inventory Management | 647 |
| Staff Management | 2,483 | Restaurant Operations | 877 | Store Operations | 631 |
| Guest Services | 2,125 | Performance Appraisals | 868 | Inventory Control | 621 |
| Cash Handling | 2,119 | Food Service Industry Knowledge | 856 | Training Programs | 612 |

*Source: Burning Glass*

**Table 10. Certifications for Advanced Culinary Techniques Occupations in Bay Region (July 2018 - June 2019)**

Note: 78% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| ServSafe | 2,712 | Hazard Analysis and Critical Control Point (HACCP) Certification | 23 |
| Food Handler Certification | 1,633 | Certified Teacher | 23 |
| Driver's License | 1,540 | Licensed Vocational Nurse (LVN) | 22 |
| Food Service Certification | 633 | Alcohol Server Certification | 21 |
| Certified Barista | 334 | Leadership In Energy And Environmental Design (LEED) Certified | 20 |
| First Aid Cpr Aed | 172 | Certified Health Education Specialist | 20 |
| Certified Dietary Manager | 112 | Property and Casualty License | 15 |
| Home Health Aide | 88 | Cooking Certification | 15 |
| Training For Intervention Procedures (TIPS) Certification | 71 | Alcohol Safety | 15 |
| Registered Dietitian | 65 | Security Clearance | 14 |
| Food Safety Manager Certification | 50 | Certified Sous Chef | 12 |
| Alcohol Awareness Certification | 32 | Casino Gaming License | 12 |

*Source: Burning Glass*

**Table 11. Education Requirements for Advanced Culinary Techniques Occupations in Bay Region**

Note: 68% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 4,886 | 57% |
| Associate Degree | 1,232 | 14% |
| Bachelor’s Degree or Higher | 2,198 | 29% |

*Source: Burning Glass*

# 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/](http://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

For more information, please contact:

* Doreen O’Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544