** Foods, Nutrition, and Wellness Occupations**

**Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Foods, Nutrition, and Wellness workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 3,852 students in the Bay region and 1,104 students in the SC-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1306.00 - Nutrition, Foods and Culinary Arts 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 Monterey Peninsula College and in the region.

# Introduction

This report profiles Foods, Nutrition, and Wellness Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

|  |
| --- |
| * **Fitness Trainers and Aerobics Instructors (SOC 39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and "Athletic Trainers" (29-9091). |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%* |
|  |
| * **Community Health Workers (SOC 21-1094):** Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs. Excludes “Health Educators” (21-1091). |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%* |
|  |
| * **Massage Therapists (SOC 31-9011):** Perform therapeutic massages of soft tissues and joints. May assist in the assessment of range of motion and muscle strength, or propose client therapy plans. |
| *Entry-Level Educational Requirement: Postsecondary nondegree award* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 52%* |

# Occupational Demand

**Table 1. Employment Outlook for Foods, Nutrition, and Wellness Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors | 14,229 | 15,755 | 1,526 | 11% | 13,897 | 2,779 | $11.45 | $25.96 |
| Community Health Workers | 1,999 | 2,244 | 245 | 12% | 1,505 | 301 | $15.79 | $27.97 |
| Massage Therapists | 5,914 | 6,705 | 792 | 13% | 3,963 | 793 | $11.00 | $19.21 |
| **Total** | **22,142** | **24,704** | **2,562** | **12%** | **19,364** | **3,873** | **$11.72** | **$24.34** |

*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 Foods, Nutrition, and Wellness Occupations in SC-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors | 3,977 | 4,365 | 388 | 10% | 3,829 | 766 | $11.06 | $24.99 |
| Community Health Workers | 739 | 816 | 77 | 10% | 539 | 108 | $15.13 | $27.62 |
| Massage Therapists | 1,671 | 1,923 | 251 | 15% | 1,154 | 231 | $10.89 | $18.89 |
| **Total** | **6,387** | **7,103** | **716** | **11%** | **5,522** | **1,104** | **$11.49** | **$23.70** |

*Source: EMSI 2019.2*

**SC-Monterey Sub-Region** includes Monterey, San Benito, and Santa Cruz Counties

### Job Postings in Bay Region and SC-Monterey Sub-Region

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

| Occupation | Bay Region | SC-Monterey |
| --- | --- | --- |
| Fitness Trainers and Aerobics Instructors | 3,143 | 93 |
| Massage Therapists | 1,656 | 23 |
| Community Health Workers | 131 | 5 |
| **Total** | **4,930** | **121** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Foods, Nutrition, and Wellness Occupations for latest 12 months (October 2018 - September 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Massage Therapist | 1,629 | Recreation Specialist | 38 |
| Personal Trainer | 635 | Fitness Attendant | 34 |
| Swim Instructor | 317 | Community Liaison | 27 |
| Group Exercise Instructor | 269 | Aquatics Coordinator | 26 |
| Group Fitness Instructor | 216 | Zumba Instructor | 25 |
| Pilates Instructor | 192 | Certified Personal Trainer | 19 |
| Fitness Instructor | 148 | Fitness Attendant, Collection, Accommodation/Hotels Industry | 18 |
| Group X Instructor | 130 | Personal Fitness Manager | 17 |
| Yoga Instructor | 115 | Class Instructor | 17 |
| Fitness Trainer | 100 | Community Lead | 15 |
| Personal Fitness Trainer | 96 | Water Exercise Instructor | 13 |
| Fitness Specialist | 64 | Water Aerobics Instructor | 12 |
| Yoga Teacher | 47 | Specialist, Entertainment And Recreation Industry | 11 |
| Exercise Specialist | 44 | Kickboxing Instructor | 10 |

**Table 4b. Top Job Titles for Foods, Nutrition, and Wellness Occupations for latest 12 months (October 2018 - September 2019) SC-Monterey Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | SC-Monterey | Common Title | SC-Monterey |
| Personal Trainer | 21 | Massage Practitioner | 2 |
| Massage Therapist | 21 | Fitness Team Member | 2 |
| Fitness Instructor | 9 | Zumba Instructor | 1 |
| Swim Instructor | 8 | Water Safety Instructor Seasonal | 1 |
| Fitness Attendant | 8 | Water Exercise Instructor | 1 |
| Group Fitness Instructor | 7 | Team Member, Fitness | 1 |
| Group Exercise Instructor | 6 | Summer College Students - Summer Camp | 1 |
| Pilates Instructor | 5 | Professional Learning Community Plc Lead In-House Only For Upper Level Math | 1 |
| Bay, - Oncology - Multi Specialty Group | 5 | Lead Trainer | 1 |
| Group X Instructor | 4 | Development Coordinator | 1 |
| Yoga Instructor | 3 | Coordinator | 1 |
| Fitness Specialist | 3 | Class Instructor | 1 |
| Community Liaison | 3 | Certified Personal Trainer | 1 |
| Recreation Specialist | 2 | Aide | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Foods, Nutrition, and Wellness 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) |
| Fitness and Recreational Sports Centers (713940) | 9,487 | 9,637 | 11% | 43% |
| Other Personal Care Services (812199) | 1,555 | 1,607 | 16% | 7% |
| Nail Salons (812113) | 1,098 | 1,105 | 14% | 5% |
| Civic and Social Organizations (813410) | 1,097 | 1,098 | 2% | 5% |
| Beauty Salons (812112) | 974 | 986 | 10% | 4% |
| Local Government, Excluding Education and Hospitals (903999) | 763 | 766 | 4% | 3% |
| Hotels (except Casino Hotels) and Motels (721110) | 632 | 638 | 4% | 3% |
| All Other Amusement and Recreation Industries (713990) | 595 | 613 | 11% | 3% |
| Offices of All Other Miscellaneous Health Practitioners (621399) | 378 | 397 | 31% | 2% |
| Offices of Chiropractors (621310) | 358 | 362 | 6% | 2% |
| Sports and Recreation Instruction (611620) | 352 | 359 | 15% | 2% |
| Exam Preparation and Tutoring (611691) | 338 | 349 | 17% | 2% |
| Fine Arts Schools (611610) | 264 | 270 | 15% | 1% |
| Services for the Elderly and Persons with Disabilities (624120) | 241 | 242 | 20% | 1% |
| HMO Medical Centers (621491) | 226 | 228 | 25% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Foods, Nutrition, and Wellness Occupations in Bay Region and SC-Monterey Sub-Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | SC-Monterey |
| 24 Hour Fitness | 427 | Active Wellness | 27 | Benchmark Hospitality International | 9 |
| Soothe | 199 | Planet Fitness | 24 | 24 Hour Fitness | 9 |
| Exos | 196 | Los Gatos Swim Racquet Club | 23 | Hyatt | 8 |
| Massage Envy | 190 | University California | 22 | YMCA | 7 |
| YMCA | 151 | In Shape Health Clubs | 21 | In Shape Health Clubs Incorporated | 7 |
| Marriott International Incorporated | 124 | In Shape | 19 | Chaminade Resort & Spa | 6 |
| Bay Club | 89 | Super Soccer Stars | 18 | Pacific Companies | 5 |
| Equinox | 78 | Fairmont Hotels & Resorts | 18 | In Shape | 5 |
| Plus One Health Management, Inc | 64 | Waterworks Swim School Waterworks Aquatics | 17 | Active Sports Clubs | 5 |
| Athletes Performance, Inc | 59 | Oakwood Athletic Club | 17 | Pebble Beach Resorts | 3 |
| Soothe Inc | 56 | Fitness 19 | 17 | In Shape Health Clubs | 3 |
| Active Sports Clubs | 43 | Forma Gym | 16 | HCR ManorCare | 3 |
| Plus One Health Management | 41 | Anytime Fitness | 16 | Active Wellness | 3 |
| Perfect Workout | 34 | Michaels Arts and Crafts | 15 | Salinas Union High School District | 2 |
| Bay Club Incorporated | 34 | California Sports Center | 13 | Pacific Grove Unified | 2 |
| Hand And Stone Spa | 32 | Addison Penzak Jcc | 12 | Gold's Gym High Note, Llc | 2 |
| In Shape Health Clubs Incorporated | 27 | Xponential Fitness | 11 | Diversified Soft Tissue Therapy | 2 |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 21 awards on average annually (last 3 years) on TOP 1306.00 - Nutrition, Foods and Culinary Arts. There are no colleges in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1306.00 - Nutrition, Foods and Culinary Arts in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| Cañada College | Mid-Peninsula | 1 |  |  | 1 |
| City College of San Francisco | Mid-Peninsula |  | 7 | 5 | 12 |
| College of San Mateo | Mid-Peninsula |  | 1 |  | 1 |
| Diablo Valley College | East Bay | 6 |  |  | 6 |
| West Valley College | Silicon Valley | 1 |  |  | 1 |
| **Total Bay Region** | | **8** | **8** | **5** | **21** |
| **Total SC-Monterey Sub-Region** | | **0** | **0** | **0** | **0** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 3,873 annual openings for the Foods, Nutrition, and Wellness occupational cluster and 21 annual (3-year average) awards for an annual undersupply of 3,852 students. In the SC-Monterey Sub-Region, there is also a gap with 1,104 annual openings and no annual (3-year average) awards for an annual undersupply of 1,104 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1306.00 - Nutrition, Foods and Culinary Arts**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Monterey Peninsula College (All CTE Programs) | State (1306.00) | Bay (1306.00) | SC-Monterey (1306.00) | Monterey Peninsula College (1306.00) |
| % Employed Four Quarters After Exit | 74% | 69% | 66% | 70% | 61% | 57% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,272 | $6,000 | $7,859 | $5,316 | $4,985 |
| Median % Change in Earnings | 46% | 55% | 56% | 31% | 54% | 54% |
| % of Students Earning a Living Wage | 63% | 60% | 40% | 46% | 22% | n/a |

*Source: Launchboard Pipeline (version available on 10/9/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Foods, Nutrition, and Wellness Occupations in Bay Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Cardiopulmonary Resuscitation (CPR) | 1,879 | Product Sales | 323 | Social Media | 106 |
| Massage Therapy | 1,679 | Lifting Ability | 306 | Asset Protection | 102 |
| Massage | 1,654 | Automated External Defibrillator | 305 | Blood Pressure Measurement | 101 |
| Customer Service | 1,640 | Customer Contact | 257 | Hot Stone Massage | 101 |
| Teaching | 1,198 | Administrative Functions | 218 | Faculty Training | 97 |
| Music | 1,108 | Zumba | 203 | Training Programs | 94 |
| Sports Massage | 993 | Anatomy | 171 | Hydrotherapy | 92 |
| Group Fitness | 821 | Sales | 170 | Staff Management | 92 |
| Fitness | 689 | Exercise Programs | 157 | Allergies | 90 |
| Payment Receiving | 637 | Physiology | 151 | High Blood Pressure | 83 |
| Scheduling | 526 | Health Promotion Programs | 146 | Public Speaking | 77 |
| Yoga | 466 | Budgeting | 143 | Fundraising | 76 |
| Pilates | 397 | Deep Tissue Massage | 136 | Injury Prevention | 70 |
| Aerobics | 396 | Safety Training | 123 | Training Packages | 65 |
| Client Base Retention | 394 | Cleaning | 106 | Lesson Planning | 64 |

*Source: Burning Glass*

**Table 10. Certifications for Foods, Nutrition, and Wellness Occupations in Bay Region (October 2018 - September 2019)**

Note: 44% 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 |
| First Aid CPR AED | 1,264 | Certified Teacher | 17 |
| Massage Therapist Certification | 1,183 | Business License | 16 |
| Group Exercise Instructor | 359 | Project Management Certification | 13 |
| Personal Fitness Trainer Certification | 259 | Certified Lifeguard | 13 |
| Driver's License | 132 | IT Infrastructure Library (ITIL) Certification | 12 |
| Certified Fitness Instructor | 117 | Basic Life Saving (BLS) | 12 |
| AFAA Certification | 79 | Certified Strength and Conditioning Specialist | 9 |
| American Heart Association Certification | 53 | CDL Class C | 9 |
| Water Safety Instructor | 48 | Nutrition Certification | 8 |
| Athletic Trainer Certification | 21 | Ca License | 8 |
| Certified Medical Technologist | 19 | Exercise Science | 7 |
| Certified Pilates Instructor | 18 | Certified Pool/Spa Operator | 7 |

*Source: Burning Glass*

**Table 11. Education Requirements for Foods, Nutrition, and Wellness Occupations in Bay Region**

Note: 76% 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 | 747 | 63% |
| Associate Degree | 75 | 7% |
| Bachelor’s Degree or Higher | 359 | 30% |

*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