



**C·O·E**

# **HOSPITALITY REGIONAL PROGRAM ADVISORY**



**LOS ANGELES COMMUNITY  
COLLEGE PROGRAM LOOK BOOK  
NOVEMBER 1, 2023  
11:00am - 1:00pm**

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# MEETING AGENDA

## Date and Time

November 1, 2023, from 11:00am -1:00pm

## Occupation Focus

Hospitality

## Opening Remarks

Welcome and Introductions | Jose Pelayo, LAEDC  
 Los Angeles Regional Consortium Overview | Dr. Narineh Makijan, LARC  
 Hospitality Demand Data | Diego Saavedra, LAEDC  
 Human Centered Economic Development | Jermaine Hampton, LAEDC  
 Hospitality Supply Data | Luke Meyer, COE

## Discussion Topics Moderated by Jared Lopez and Jose Pelayo

### -State of the Industry

- What do community colleges need to know about the current state and emerging trends of the Hospitality industry?
- How do you foresee upcoming events, such as the 2026 World Cup and 2028 Olympics, affecting the Hospitality industry in LA? What is your organization currently doing to prepare?

### -Workforce Development

- What are your most important workforce needs and challenges at the moment?
- What training, credentials, and certifications are in high demand within the industry? What soft skills are particularly important for success?
- What challenges do you face in up-skilling your current workforce? What opportunities for professional development or ongoing education do your current employees need?
- How will technology (e.g., automation and AI) affect your workforce needs and employee skill requirements?

### -Building Equitable Talent Pipelines

- How can community colleges help you address your workforce gaps and needs? What does the ideal Hospitality sector curriculum look like to you?
- What hiring positions would best benefit from a short-term certificate program? Dual-enrollment programs? Internships?
- How can our program better address diversity and inclusion within the hospitality industry?

- How can you work with community colleges to develop equitable talent pipelines? What would an ideal partnership look like for you?

**Curriculum Review and  
Feedback Poll**

Community College Representation  
Feedback Poll

**Closing Remarks**

Next Steps and Adjournment | Jermaine Hampton, LAEDC

# LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Los Angeles County Economic Development Corporation, a non-profit organization, champions equitable economic growth across the Los Angeles region.

LAEDC is committed to developing a competitive regional workforce because we know that a robust workforce and our economic growth as a region should not be separated from each other. We bring industry leaders and educational partners together within the economic development process. We want our education infrastructure to train the next generation of the workforce and ensure they receive relevant training and can join the industry of their choice. We know there needs to be an alignment between industry and our educational systems.

## Vision

A reimagined Los Angeles regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all.

## Mission

Reinventing our economy to collaboratively advance growth and prosperity for all.



Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at [www.LAEDC.org](http://www.LAEDC.org).

## Contact Information



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## LOS ANGELES REGIONAL CONSORTIUM

Los Angeles Regional Consortium, as a consortium of LA's 19 community colleges, is working collectively to deliver on a promise that California community colleges are accessible and affordable to all who seek opportunities to realize a better future. LARC serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. We collaborate with K-12 partners, high-road employers, and priority industries to align impactful curriculum and workforce training programs, creating a seamless pathway for college and career readiness.

To learn more please visit [www.losangelesrc.org](http://www.losangelesrc.org)

### Mission

Our mission is to bridge the gap between LA's workforce and the employers fueling our cutting-edge economy. This will not only close the supply and demand gap, but also increase economic and social mobility for LA County residents.

### Contact Information



**Dr. Narineh Makijan, Chair/Assistant Vice President**

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# CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH

The Los Angeles Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College represents expertise in labor market analysis with a focus on research design, educational and training program mapping, and identifying skill sets for emerging occupations as well as geospatial analysis. The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE research efforts and with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured. COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce and economic development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at [www.coeccc.net](http://www.coeccc.net).

## Mission

The mission of the center is to research, analyze and present information on regional economic and workforce needs, customized for Community College decision making and curriculum planning.

## Contact Information



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# INDUSTRY REPRESENTATION

**Sarah D'Angelo, Director of Talent Acquisition + University Recruitment, Marriott International**



Sarah D'Angelo is the Director, Talent Acquisition + University Recruitment, for Marriott International's University Relations + Recruiting Team. She leads Marriott's recruitment efforts to attract and retain talent in the college & university space for the US + Canada and guides a team of 10 recruiting professionals. Sarah has had a 16-year career with Marriott International, all in Human Resources, starting at the New York Marriott Marquis as an HR Generalist. She has held various leadership positions in the New York City Market before transitioning to Marriott International's Corporate Headquarters in 2017. Sarah holds a B.A. in Communication from Villanova University, and resides in New Jersey with her husband, Frank, and their two young children.

**Jeffrey Forrest, Director of Older Youth Initiatives, Conrad N. Hilton Foundation**



Jeffrey Forrest serves as Director of Older Youth Initiatives for the Conrad N. Hilton Foundation. In this role he oversees the Opportunity Youth and Foster Youth Programs which address the needs of young adults (ages 15-24). In his previous role, Jeffrey served as Vice-President of Economic Development for College of the Canyons, which focuses on aligning Career and Technical Education programs with the needs of industry, while offering job training for minorities, women, Veterans, and dislocated workers. In addition, Jeffrey oversaw a number of business units dedicated to providing companies with training resources for growing their business. In this role, Jeffrey created partnerships with hundreds of companies, community-based organizations, government entities throughout Southern California to advance the efforts of the community college in providing workforce development solutions that lead to economic growth and prosperity for the region.

**Cathy Diaz, Human Resources Manager, AEG- Crypto.com Arena, Peacock Theater & L.A. LIVE,**



Cathy Diaz embarked on her journey with AEG back in 2003, stepping into the vibrant world of events at Crypto.com Arena. From the get-go, she embraced the role of Usher/Ticket-taker, immersing herself in the pulse of live entertainment. It was within these roles that she discovered her zeal for Customer Service, particularly when it came to nurturing and empowering her team. While pursuing her Bachelor of Science degree in Business Management at California State University, Northridge, Cathy had her eyes set on horizons beyond the ordinary. Shortly after graduating in May of 2015, she made her mark in Human Resources, starting as an Administrative Assistant and steadily climbing the ladder to Coordinator, Human Resources Generalist, and now proudly a Manager. In this role, Cathy skillfully navigates the dynamic realm of Human Resources, steering a Recruitment team of four. Their mission: to keep the L.A. LIVE Campus facilities buzzing with talent, ensuring that Crypto.com Arena, Peacock Theater, and L.A. LIVE remain the vibrant hubs they're known to be. Cathy's expertise extends beyond recruitment — encompassing employee relations, Worker's Compensation, Leaves of Absence, compliance, employee engagement, and HR Systems.

**Gregory L. Deshields, Executive Director, Tourism Diversity Matters**



Qualified Tourism/Hospitality and Academic Professional Certified Hospitality Educator (CHE) proficient in developing and implementing plans, strategies, and initiatives specifically designed to raise destination's image for diverse, multicultural travel. Experienced Certified Diversity Executive (CDE) with demonstrated cultural competence. Prepared to strategically position an organization to remove systemic barriers to inclusion, lead culture change, and transform the brand. Graduate of Johnson & Wales University Providence, Rhode Island, with an A.S. Degree in Hotel & Restaurant Management; and a B.S. in Hospitality Management.

**Yvonne E. Drayton, Director of Operations, Tourism Diversity Matters**

Yvonne E. Drayton, CDE is the director of operations for Tourism Diversity Matters (TDM), an organization committed to empowering the tourism and events industry to change and evolve, and advocates for an inclusive and diverse workforce and guest experience. As director of operations Yvonne develops, maintains, and evolves strategic partnerships and creates strategies to support the organization's DEI consulting experts, educational training, and workforce development, which includes the national apprenticeship program. Yvonne is also a Certified Diversity Executive (CDE) and a Certified Diamond Inclusiveness Assessment Facilitator. She conducts culture analyses and devises strategies to assist clients by generating value for DEI through the role of data as a strategic asset that guides the evaluation of organizational strengths and weaknesses and builds DEI competencies across the organization to support successful, incremental change. Yvonne Drayton graduated from Thomas Jefferson University with a Bachelor of Science Degree in Marketing.

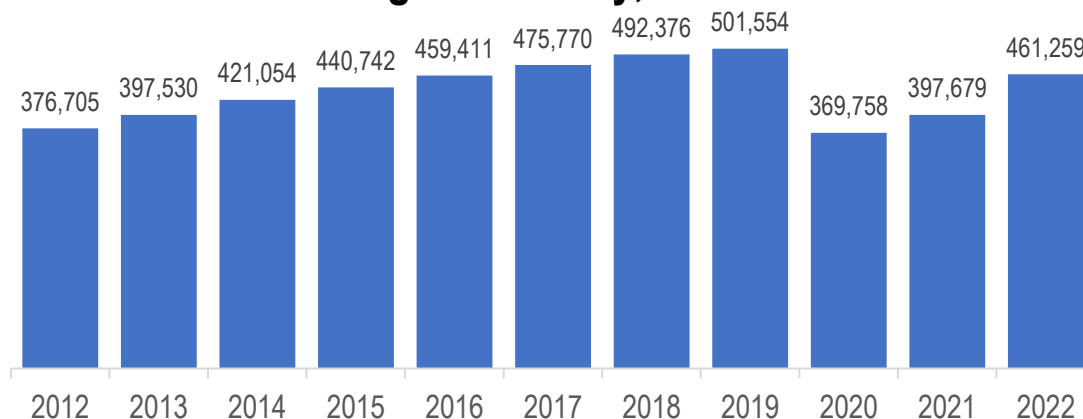
**Lilly Rocha, Executive Director and CEO, Latino Restaurant Association**

Lilly Rocha, a distinguished and accomplished executive, stands at the pinnacle of the culinary community as the CEO of the Latino Restaurant Association, a prestigious national organization headquartered in Los Angeles, California. With over 1,300 members under her stewardship, Lilly has masterfully shaped this association into a thriving force within the industry, setting new standards for excellence and innovation. She is a proud alumna of the University of California, Berkeley, where her academic pursuits ignited her passion for healthy eating—a passion that has become a lifelong mission. Lilly Rocha's multifaceted achievements and unwavering commitment to her community have established her as a luminary in the culinary world, a role model for aspiring leaders, and a relentless advocate for the promotion of healthy living. Her approach to leadership, combined with her extraordinary contributions to the culinary community, make her a true trailblazer in every sense of the word.

# Retail, Hospitality, and Tourism Demand Data

Current Landscape

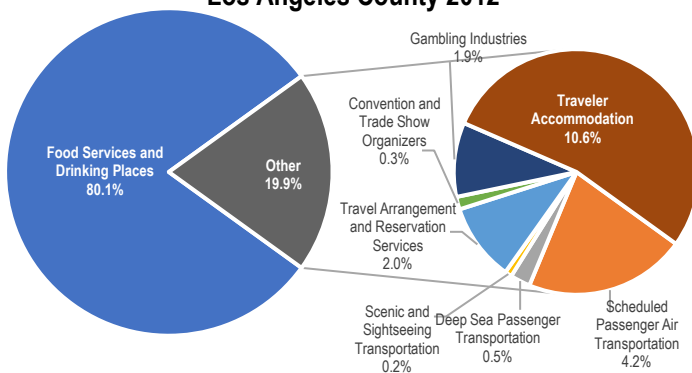
## Hospitality Employment Los Angeles County, 2012 - 2022



Source: CA EDD

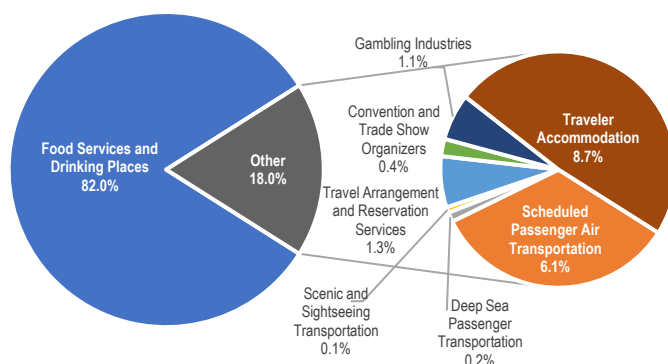
- Hospitality industries have employed nearly half a million people for the last 6 years. Employment was slowly rising year over year but suffered a setback in 2020. Since then, employment continued its previous upward trend heading into 2023.

### Employment Distribution for Hospitality Industries Los Angeles County 2012



Source: CA EDD

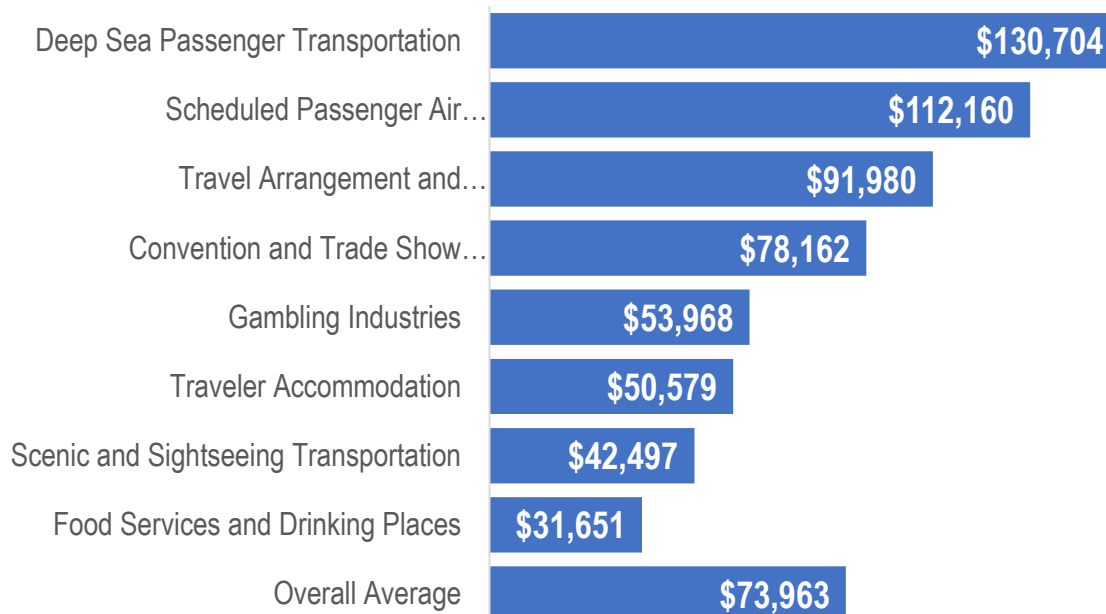
### Employment Distribution for Hospitality Industries Los Angeles County 2022



Source: CA EDD

- Since 2012, the largest industry is the Food Services and Drinking Places industry, with over 80 percent of employees in the Hospitality industries. Most of the industries have similar shares of employment in 2022 compared to 2012, with the biggest differences coming in Traveler Accommodation's share decreasing by about 2 percent while Scheduled Passenger Air Transportation's share increased by 2 percent.

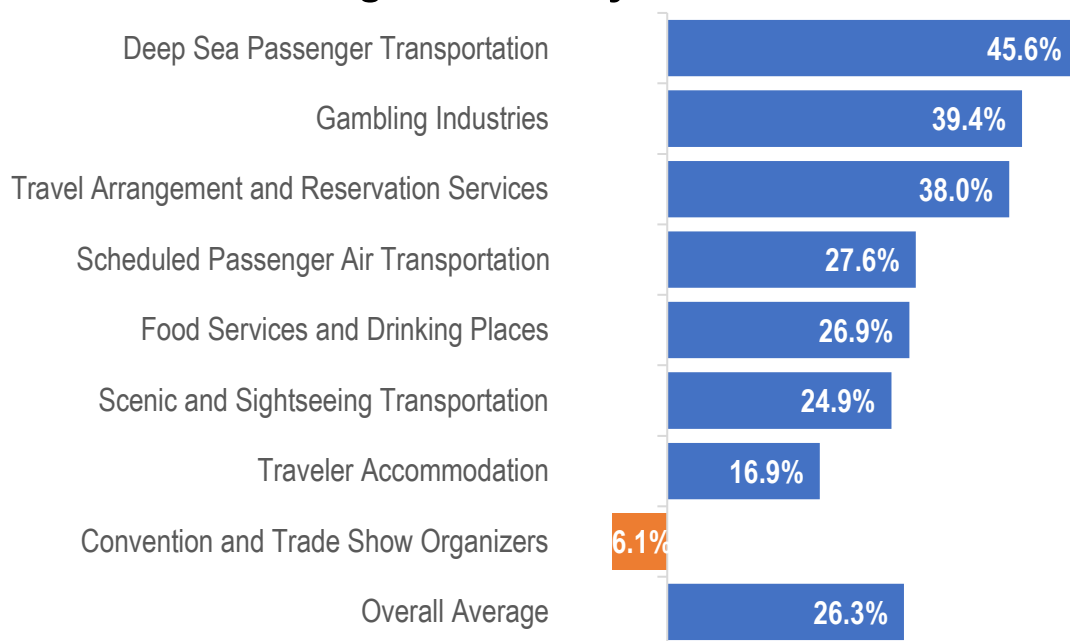
## Average Annual Pay for Hospitality Industries Los Angeles County 2022



Source: CA EDD

- Most industries pay a living wage in Los Angeles County, with 5 out of 8 paying over \$50,000 per year on average.
  - The Scenic and Sightseeing Transportation industries and the Food Services and Drinking Places industries are the only industries paying under \$44,000 per year on average.
- The highest paying industry on average is Deep Sea Passenger Transportation, with an average of \$130,704 per year, and on average all Hospitality industries pay \$73,963.
  - In 2022, the average salary in Los Angeles County was about \$83,971 per year.

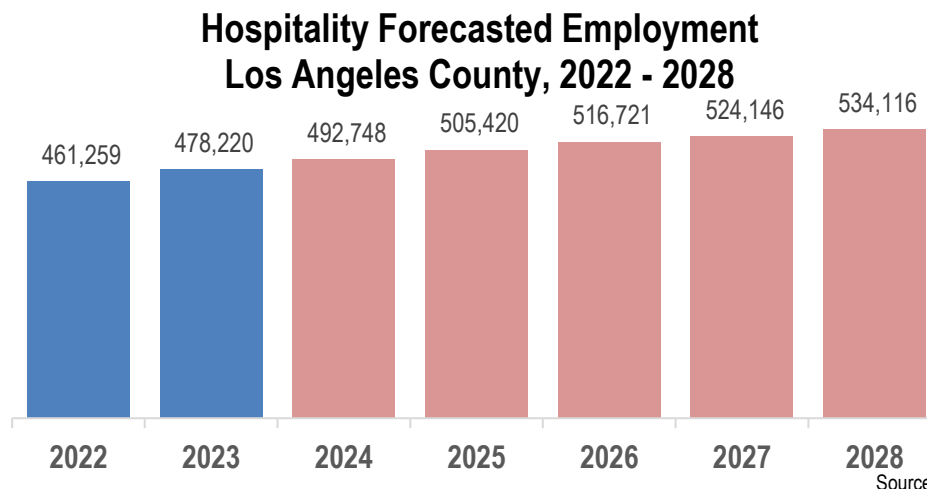
## Real Wage Growth in Hospitality Industries Los Angeles County, 2012 to 2022



Source: CA EDD

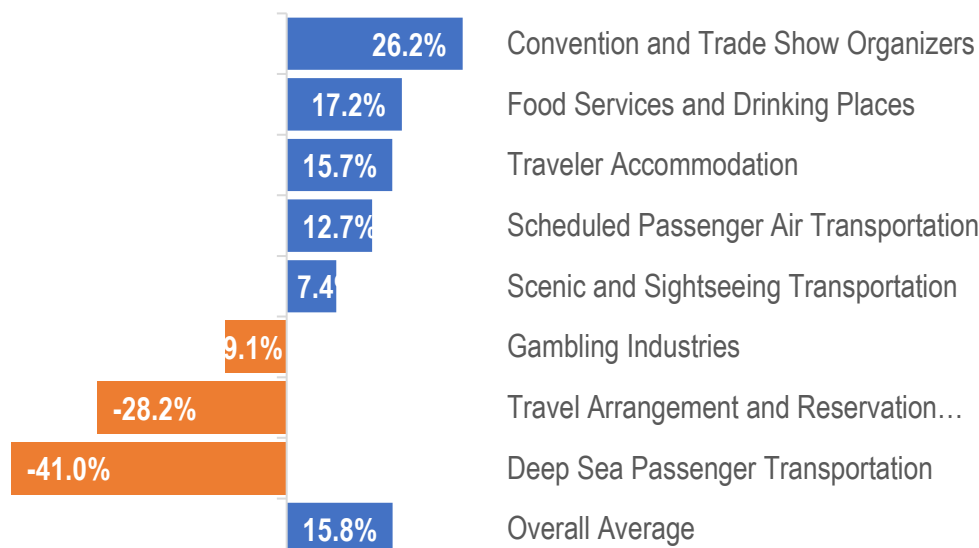
- Over the last 10 years, real wages grew at varying rates across the industry groupings.
- The largest increase occurred in the Deep Sea Passenger Transportation industry, with 46 percent growth since 2012, followed by Gambling industries and the Travel Arrangement and Reservation Service industry at 39.4 percent and 38 percent growth respectively
  - The only industry to see a decrease in real wage growth is Convention and Trade Show Organizers, with a decrease of about 6 percent since 2012.
- Overall, real wages in the Hospitality industries grew over 26 percent.

## Employment Forecast



- From 2022 to 2028, employment is expected to grow 15.8 percent, forecasting over 14,500 new jobs per year in Hospitality industries.

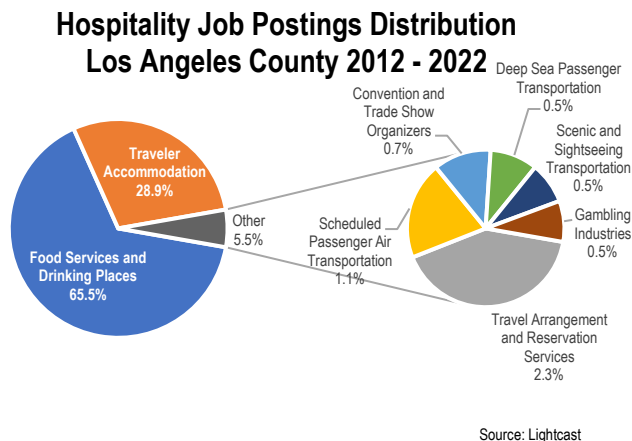
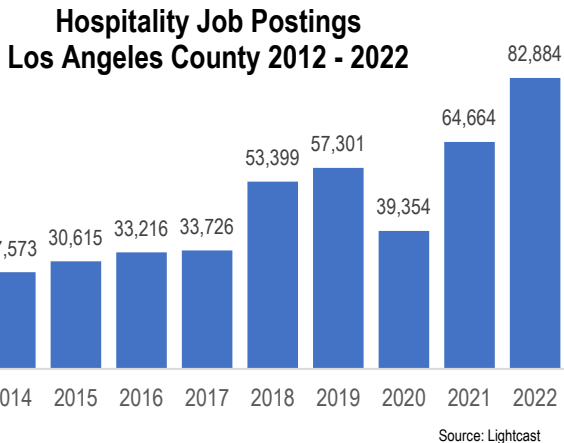
### Forecasted Employment Growth in Hospitality Industries Los Angeles County, 2022 to 2028



- Hospitality is anticipated to grow the most in the Convention and Trade Show Organizers industry (26 percent).
  - Deep Sea Passenger Transportation is expected to have employment decrease by 41 percent through 2028.
- Overall, Hospitality industries are expected to grow nearly 16 percent through 2028.

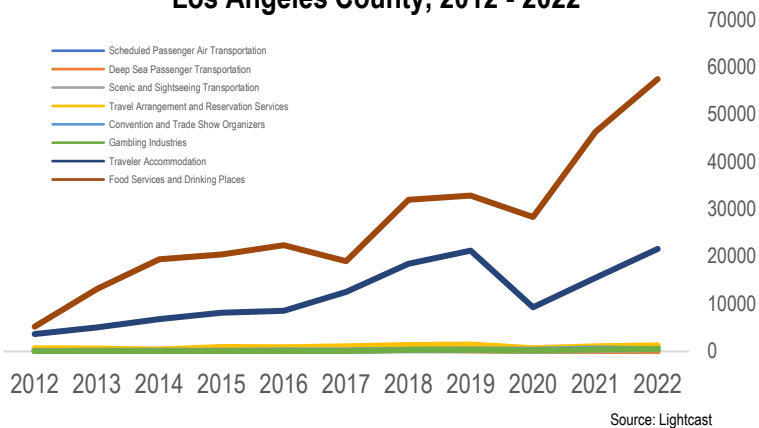


## Job Postings

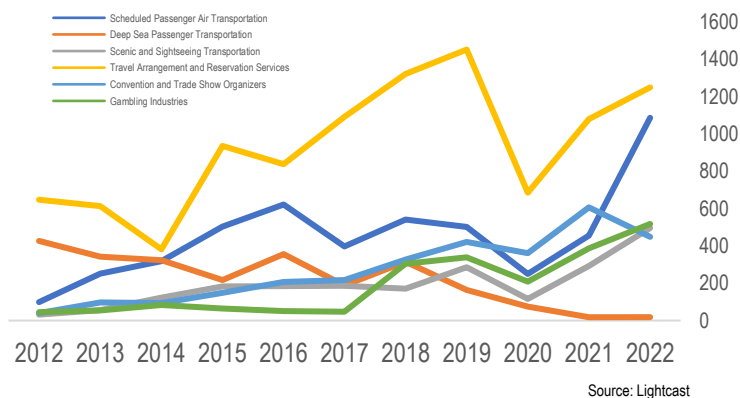


- Job postings peaked in 2022, with over 82,800 job postings compared to about 10,000 in 2012. Food Services and Drinking Places represents the largest industry over this 10-year period, with over 65 percent of total posts.

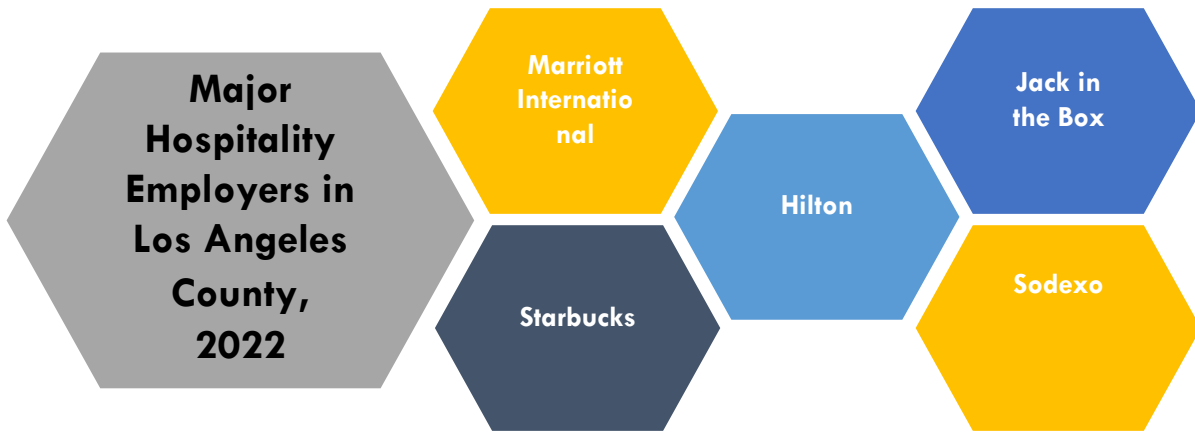
### Hospitality Job Postings by Industry Los Angeles County, 2012 - 2022



### Hospitality Job Postings by Industry Los Angeles County, 2012 - 2022 (No Food Service or Traveler Accommodation)



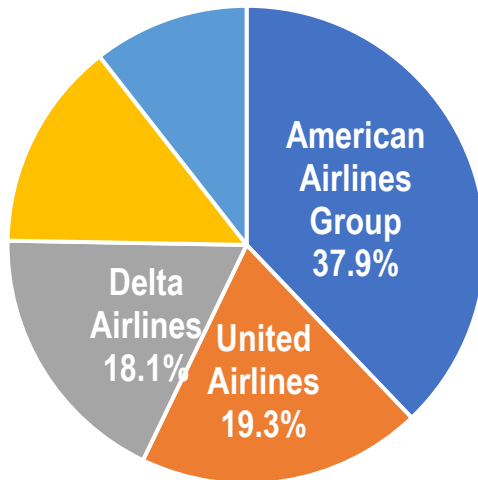
- Since 2012, Food Services and Drinking Places continue to have the most posts through 2022, followed by Traveler Accommodation.
- A distant third is Travel Arrangement and Reservation Services, with Scheduled Passenger Air Transportation quickly approaching since 2021.



- 5 largest employers in the Hospitality industries

### Job Postings – Individual Industries

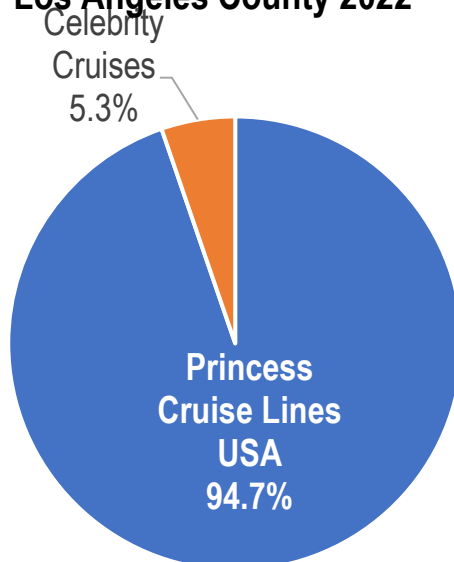
#### Job Postings for Scheduled Passenger Air Transportation Industry Los Angeles County 2022



Source: CAEDD

- Top 5 companies in the Scheduled Passenger Air Transportation industry and their share of job posts in 2022.
- Postings are highly concentrated in these 5 companies, accounting for over 80 percent of posts in the industry.

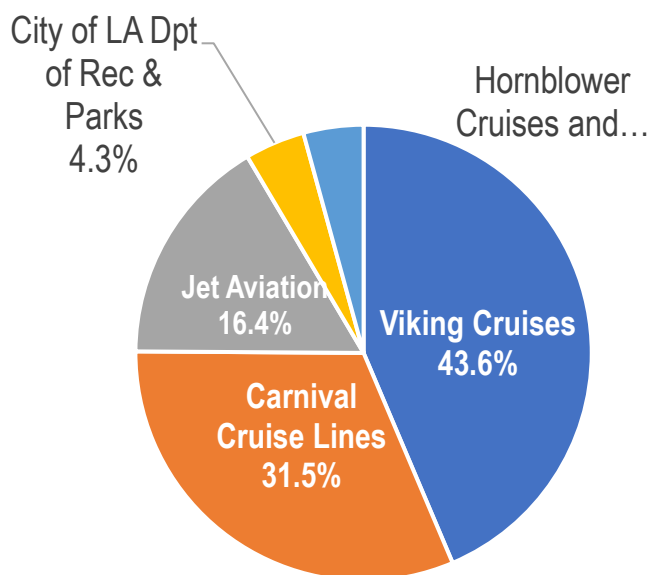
## Job Postings for Deep Sea Passenger Transportation Industry Los Angeles County 2022



Source: CA EDD

- Only 2 companies had job postings in the Deep Sea Passenger Transportation industry, with Princess Cruise Lines USA accounting for 18 of the 19 posts.

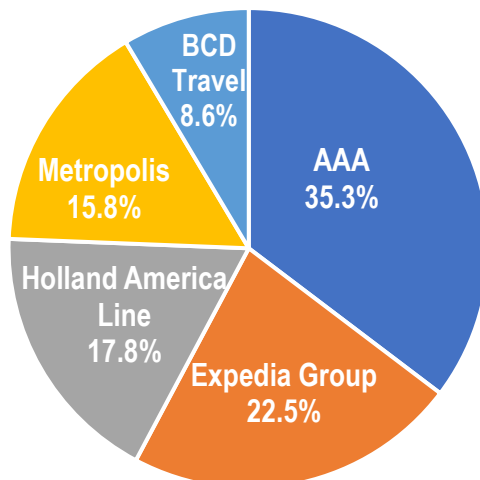
## Job Postings for Scenic & Sightseeing Transportation Industry Los Angeles County 2022



Source: CA EDD

- Top 5 companies in the Scenic and Sightseeing Transportation industry and their share of job posts in 2022.
- Postings are highly concentrated in these 5 companies, accounting for nearly 95 percent of posts in the industry.

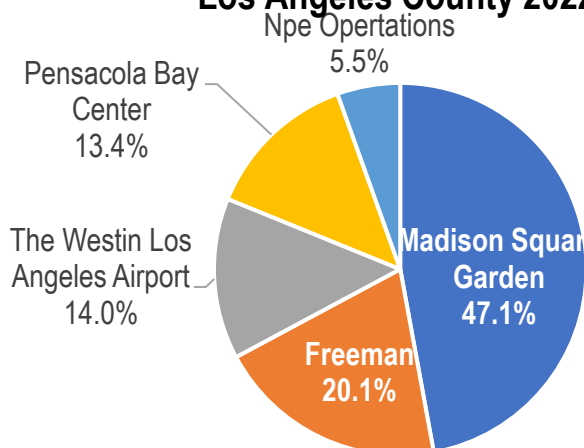
## Job Postings for Travel Arrangement and Reservation Services Industry Los Angeles County 2022



Source: CA EDD

- Top 5 companies in the Travel Arrangement and Reservation Services industry and their share of job posts in 2022.
- Postings are highly concentrated in these 5 companies, accounting for over 67% of posts in the industry.

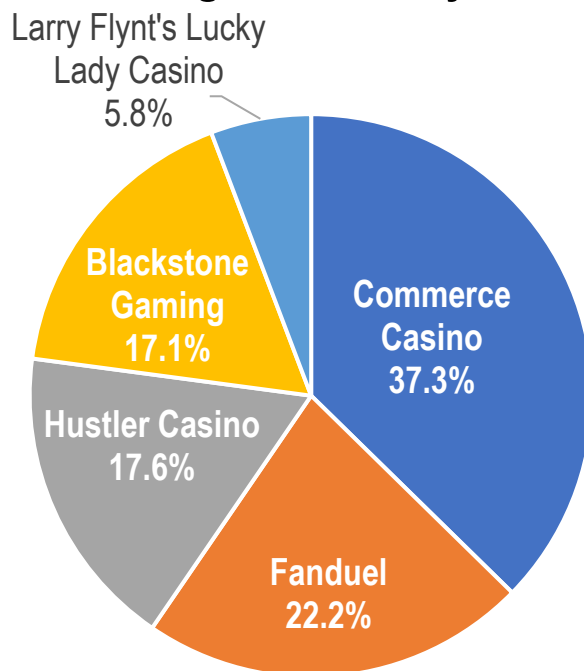
## Job Postings for Convention and Trade Show Organizers Industry Los Angeles County 2022



Source: CA EDD

- Top 5 companies in the Convention and Trade Show Organizers industry and their share of job posts in 2022.
- Postings are highly concentrated in these 5 companies, accounting for over 73% of posts in the industry.

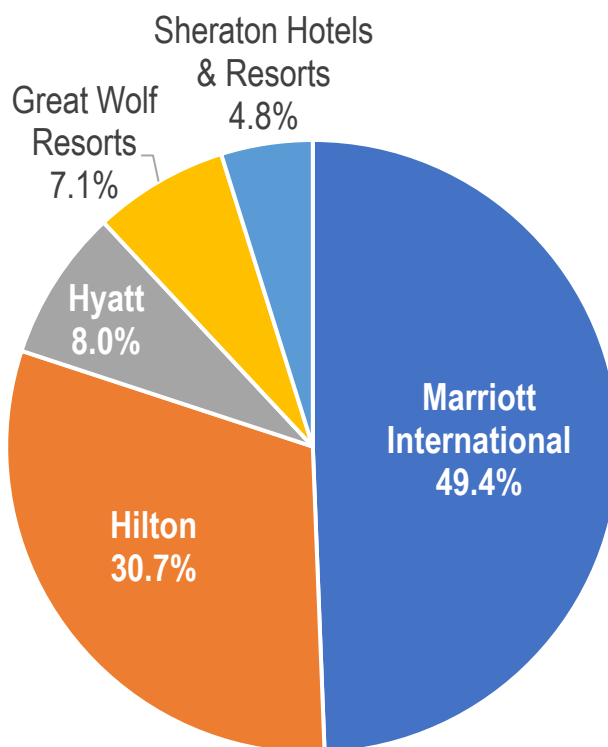
## Job Postings for Gambling Industries Los Angeles County 2022



Source: CA EDD

- Top 5 companies in the Gambling industries and their share of job posts in 2022.
- Postings are highly concentrated in these 5 companies, accounting for nearly 87 percent of posts in the industry.

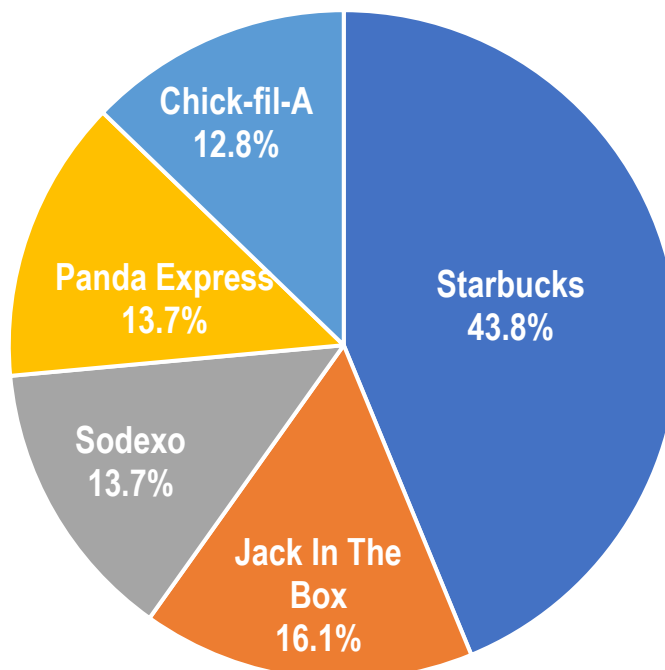
## Job Postings for Traveler Accommodation Industry Los Angeles County 2022



Source: CA EDD

- Top 5 companies in the Traveler Accommodation industry and their share of job posts in 2022.
- Postings are somewhat concentrated in these 5 companies, accounting for over 48 percent of posts in the industry.
- While not heavily concentrated within the Traveler Accommodation industry, these companies still account for 12.5 percent of all job postings in the Hospitality industries, the most across all 8 Hospitality industries studied.

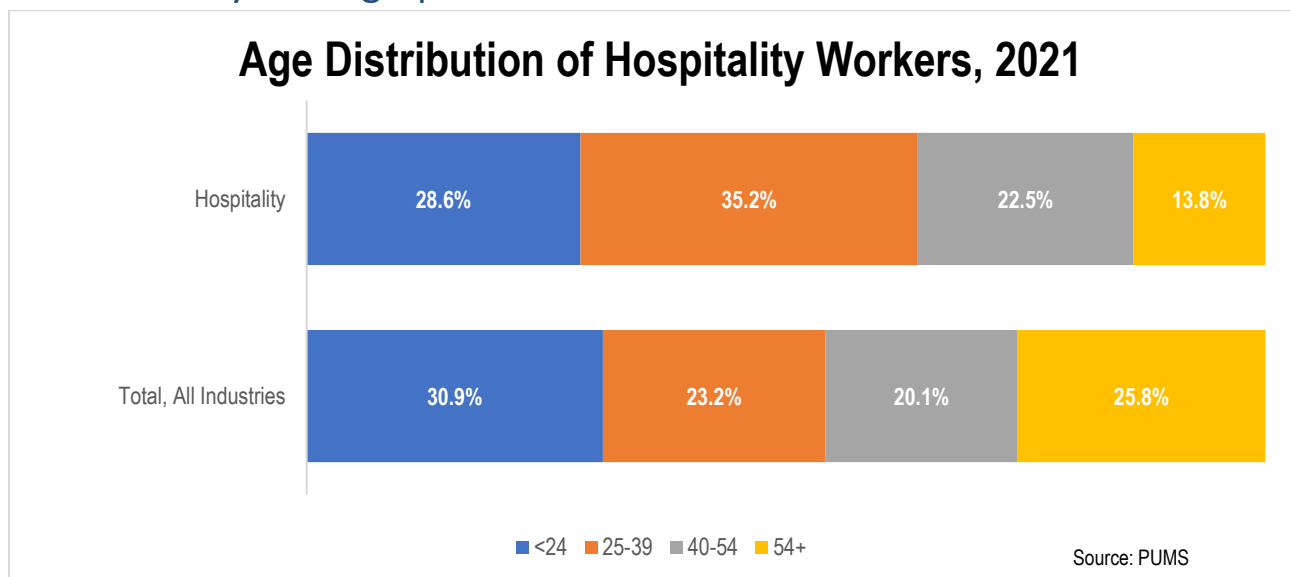
## Job Postings for Food Services and Drinking Places Industry Los Angeles County 2022



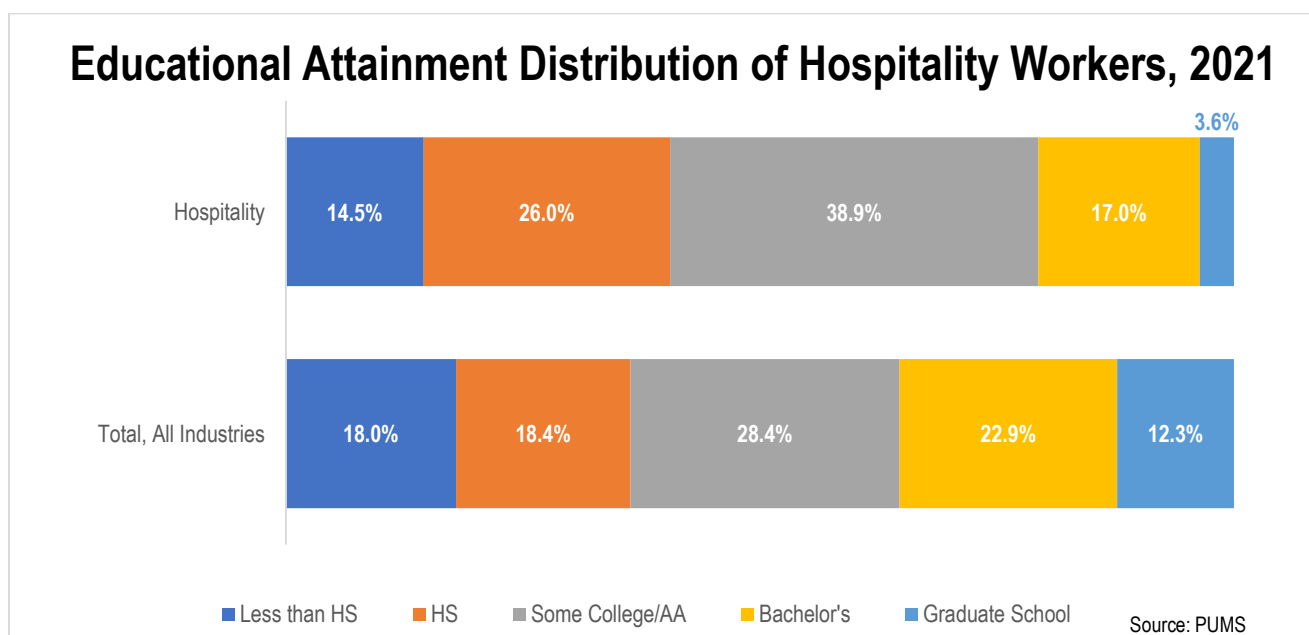
Source: CA EDD

- Top 5 companies in the Food Services and Drinking Places industry and their share of job posts in 2022.
- Postings are very dispersed in this industry, with the top 5 companies above accounting for only 14.5 percent of all posts within the industry.
- Despite not having a strong concentration within its own industry, these 5 companies still account for 10 percent of all posts in the 8 Hospitality industries studies, second only behind the top 5 companies in the Traveler Accommodation industry.

## Industry Demographics

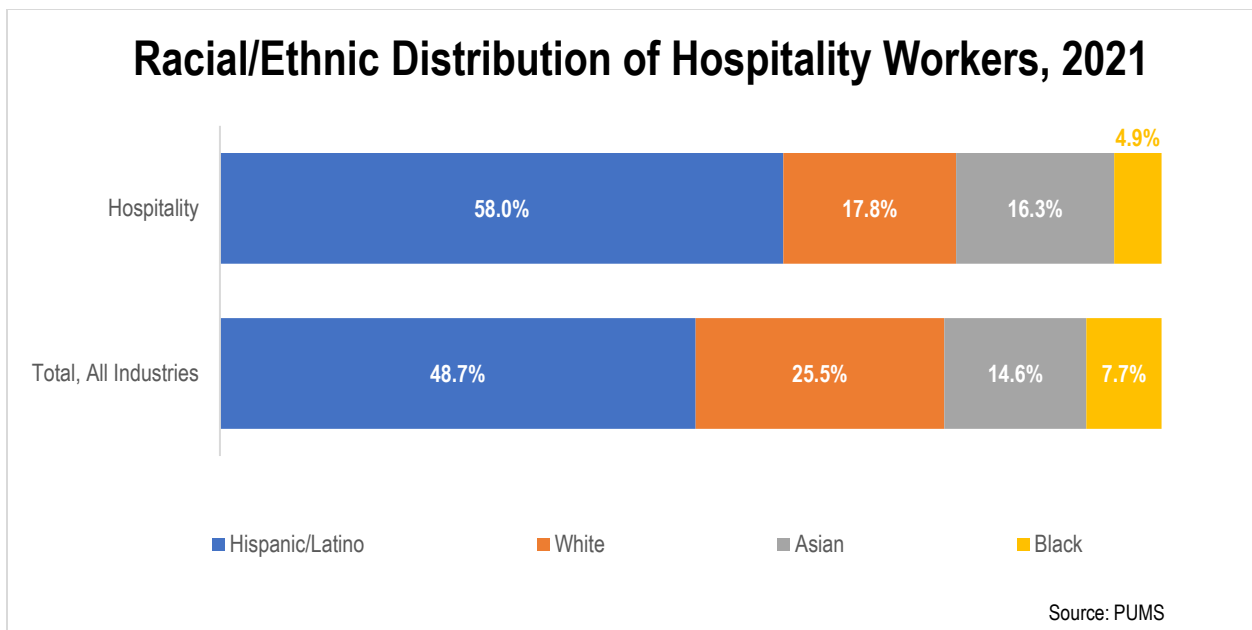


- Over 35 percent of employees in Hospitality industries are between 25 and 39 years old, about 12 percent more than in other industries in Los Angeles County.
- Overall, Hospitality workers are younger than in other industries, with about 64 percent of workers under 40 compared to about 54 percent in other industries.

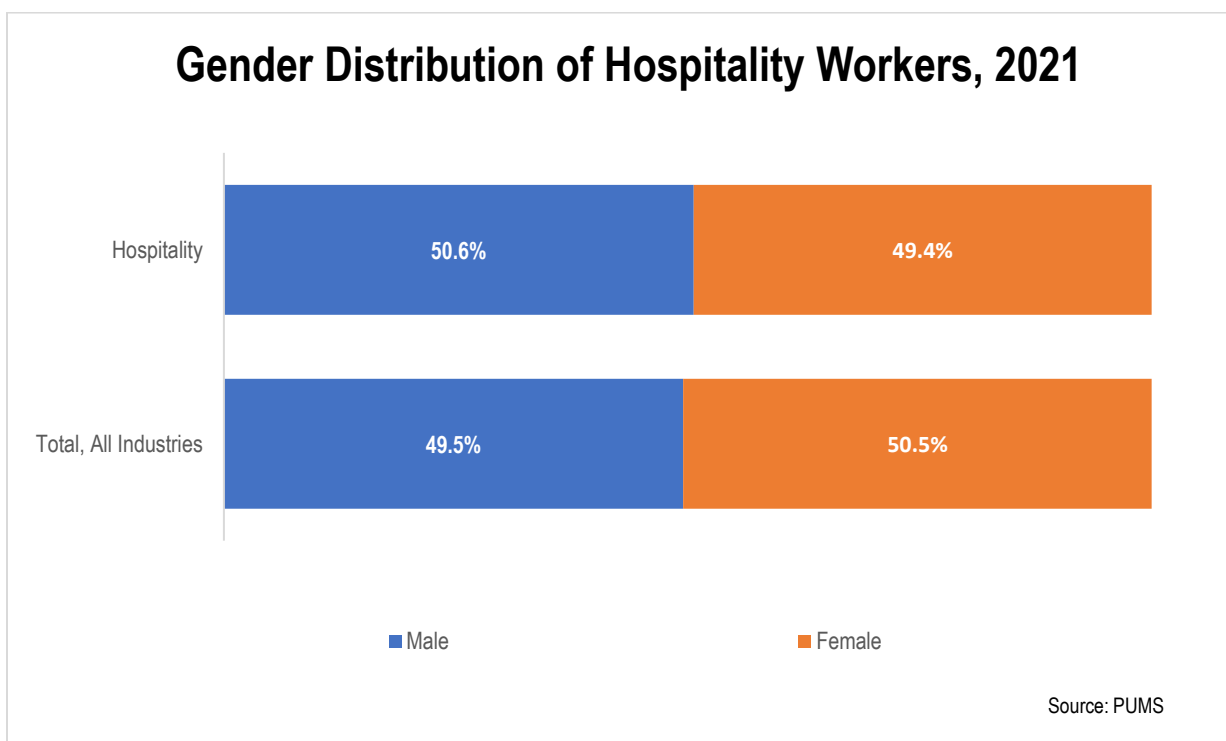


- About 39 percent of employees in Hospitality industries have a Bachelor's degree, over 10 percent more than in other industries in Los Angeles County.
- Compared to other industries, Hospitality jobs have a higher proportion of employees with some college experience or a bachelor's degree, accounting for almost 65 percent of employees compared to about 47 percent in all other industries.





- Hispanic/Latino workers are well represented in Hospitality industries, with about 10 percent more workers compared to other industries in Los Angeles County. Black workers are underrepresented, with only about 5 percent of workers being black compared to nearly 8 percent in all other industries.



- The gender distribution in Hospitality industries is nearly identical, with there being a marginal 1.2 percent more male workers than female workers.

## Occupation Demographics

Metric		Food Service Managers	Flight Attendants	Reservation & Transportation Ticket Agents & Travel Clerks	Chefs & Head Cooks	Merchandise Displayers & Window Trimmers
Sex	Male	54.0%	22.9%	51.3%	77.4%	35.7%
	Female	46.0%	77.1%	48.7%	22.6%	64.3%
Education	Less than HS	7.0%	0.7%	4.2%	13.5%	2.9%
	High School	24.9%	11.4%	25.8%	30.6%	14.2%
	Some College/Associates	37.7%	43.2%	43.8%	37.0%	36.5%
	Bachelor's	24.0%	41.3%	23.5%	14.4%	40.2%
	Graduate School	6.5%	3.4%	2.7%	4.5%	6.2%
Age	<25	11.9%	0.5%	12.9%	6.7%	15.4%
	25-39	40.5%	41.4%	38.0%	39.5%	42.6%
	40-54	26.6%	29.1%	29.9%	31.8%	19.1%
	>54	20.9%	29.1%	19.2%	21.9%	22.9%
Race	Hispanic	46.6%	26.4%	47.1%	48.5%	36.1%
	White	24.8%	39.4%	21.9%	13.9%	23.2%
	Asian	21.8%	21.5%	16.8%	29.4%	21.1%
	Black	3.5%	9.2%	11.4%	6.4%	1.7%

Source: PUMS

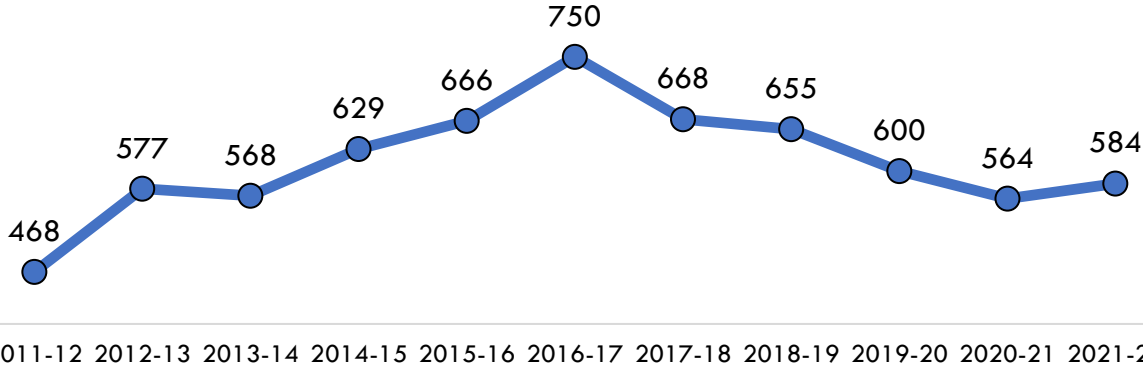
- These occupations are accessible to workers with some college/AA degree or a Bachelor's degree, with about 54 to 81 percent of workers in these occupations with similar levels of education or less.
- Female workers are underrepresented in Chef and Head Cook jobs, with about 28 percent less female workers compared to other industries in LA County.
- Black workers are underrepresented in the Food Service Manager and Merchandise Displayers and Window Trimmers occupations, with about 4 and 6 percent less representation compared to other industries in LA County.

- Latino workers are underrepresented in the Flight Attendant and Merchandise Displayers and Window Trimmers occupations, with about 22 and 13 percent less representation compared to other industries in LA County.
- Male workers are underrepresented in the Flight Attendant and Merchandise Displayers and Window Trimmers occupations, with about 27 and 14 percent less representation compared to other industries in LA County.
- In each of these 5 occupations, over 60 percent of workers are between 25 and 54 years old, close to 20 percent more than the 43 percent in all other industries in LA County.

# Community College Talent Supply

The California Community Colleges offer a variety of career-focused hospitality programs at 17 community colleges within the Los Angeles Region. These programs range from those focused on lodging, resort, restaurant, retail and club management, culinary arts, travel services and tourism, flight attendant, consumer services, as well as fashion and interior design. Between 2011 and 2017, student completions in the Retail, Hospitality and Tourism (RHT) sector steadily increased, peaking at 750 awards in the 2016-17 academic year. Since then, the number of students earning awards has declined by 22%, to 584 RHT students earning awards in 2021-22. However, there are more students who earned a degree or certificate in 2021-22 (584 students) than ten years ago (468 students).

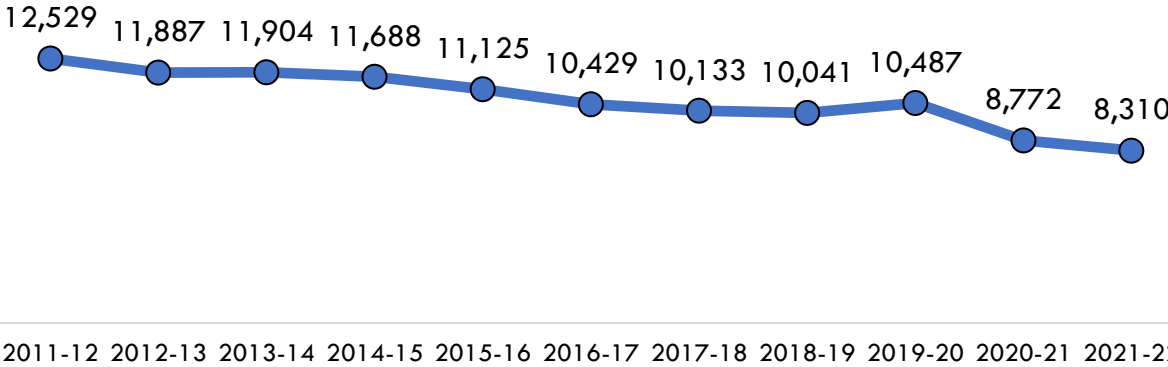
**LA RHT Students who Earned a Degree or Certificate  
2011-12 to 2021-22**



Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

In the 2021-22 academic year, there were 8,310 students enrolled in RHT pathways at 17 of the 19 community colleges in the Los Angeles region. Student enrollments in RHT pathways over the past ten years have declined by nearly 34%, from 12,529 students in 2011-12 to 8,310 students in 2021-22. Despite this decline, the portion of RHT students earning a degree or certificate has risen from approximately 4% in 2011-12 to 7% in 2021-22.

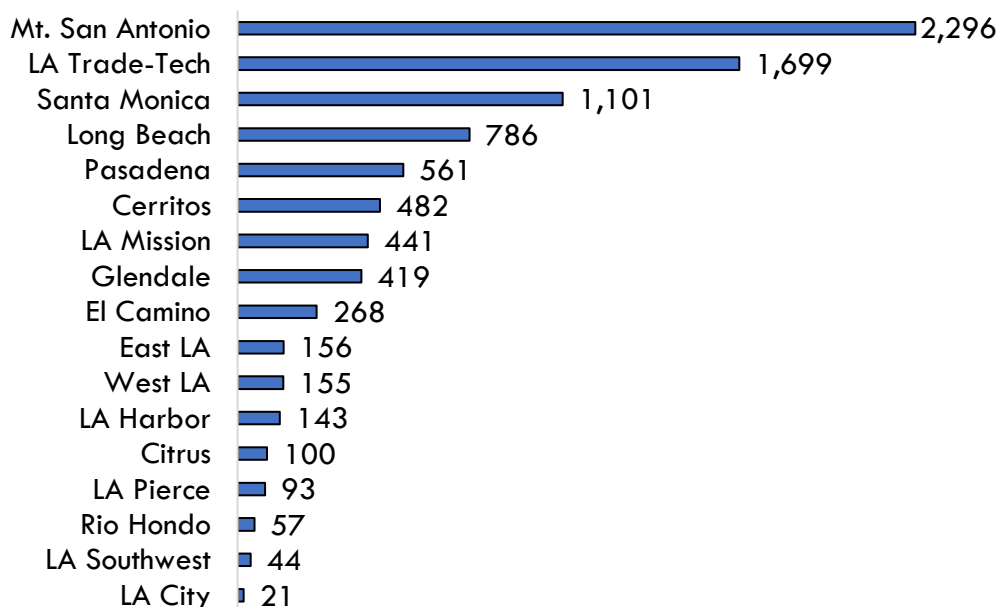
**LA Students Enrolled in RHT Pathways  
2011-12 to 2021-22**



Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

Looking more closely at the 8,772 student enrollments from the 2020-21 academic year, the exhibit below displays the number of students taking courses in RHT pathways by college, with Mt. San Antonio, LA-Trade Tech, and Santa Monica each enrolling more than 1,000 students.

### LA RHT Student Enrollments by College, 2020-21

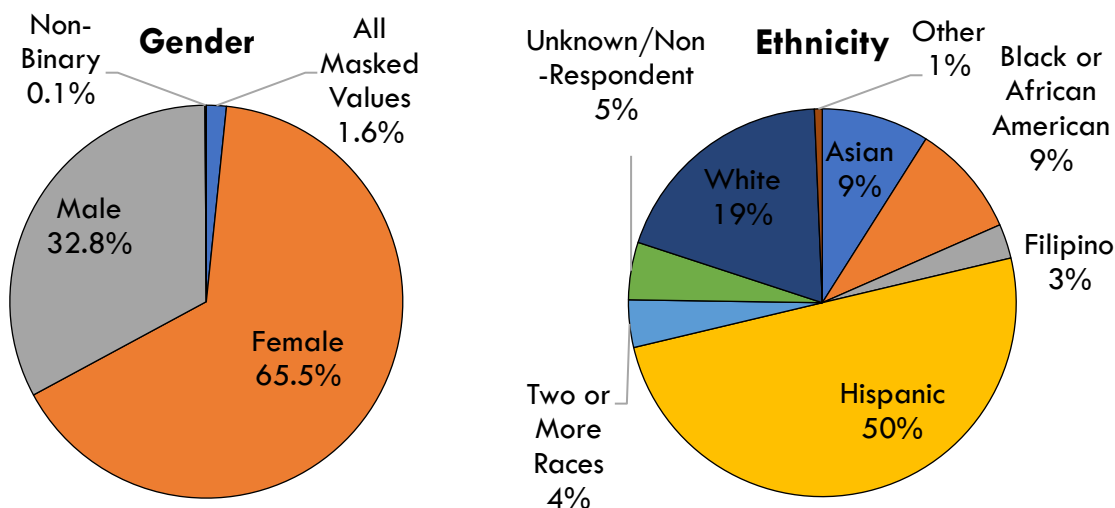


Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

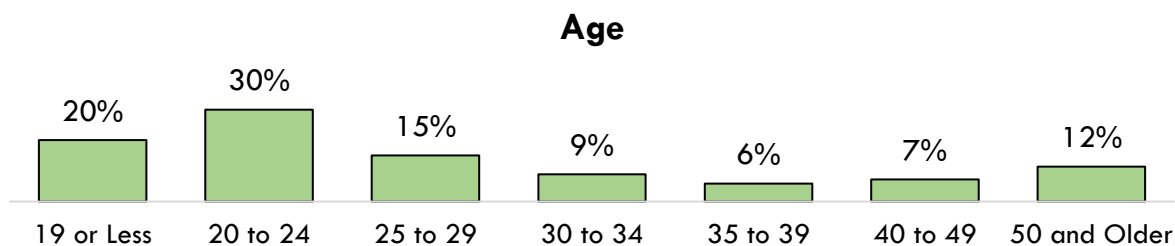
### RHT Student Demographics

Nearly two-thirds of RHT students at the LA community colleges are female, half identify as Hispanic, and half are 24-years-old or younger. This young group of ethnically-diverse RHT students represents the new female-forward workforce entering LA's retail, hospitality and tourism industries. The exhibits below display LA RHT student demographics from the 2020-21 academic

year, based on the 8,772 students enrolled that year.



\*For ethnicity, the “other” category includes Asian American/Alaska Native, Pacific Islander or Hawaiian Native and Multiple Values Reported.



Source: [California Community Colleges Chancellor’s Office LaunchBoard](#)

### Retail, Hospitality and Tourism (RHT) Programs at-a-glance

To demonstrate the size and breadth of retail, hospitality and tourism programs offered by LA’s community colleges, the table below displays the number of awards issued (certificates and degrees) from LA’s RHT programs over the most recent three academic years. Business Management has issued the greatest number of awards, averaging 729 during the last three years. There was a decline in RHT program awards between 2019-20 to 2020-21 (-10%), most likely due to the COVID-19 pandemic and widespread shutdown within the RHT industry. However, RHT program awards rebounded with a 9% increase in 2021-22.

TOP6 - Program Title	2019-20	2020-21	2021-22	Latest 3 Yr Avg
050600 - Business Management	832	721	635	<b>729</b>
130630 - Culinary Arts	390	302	426	<b>373</b>
050650 - Retail Store Operations and Mgmt.	217	211	217	<b>215</b>
050630 - Mgmt. Development and Supervision	116	143	172	<b>144</b>
130310 - Fashion Design	152	102	103	<b>119</b>
130700 - Hospitality	87	97	98	<b>94</b>
130200 - Interior Design and Merchandising	80	76	93	<b>83</b>

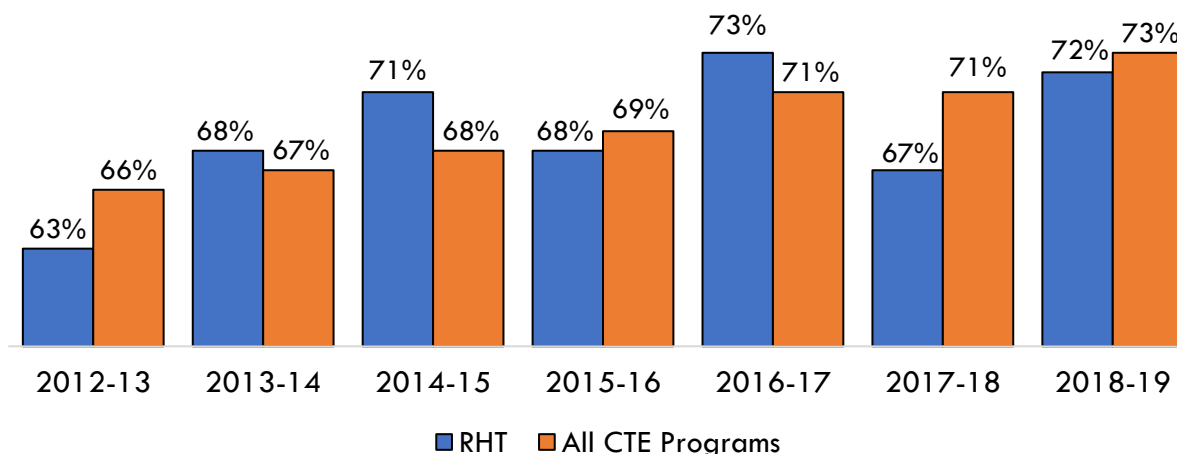
130320 - Fashion Merchandising	91	87	65	<b>81</b>
130710 - Restaurant and Food Services and Mgmt.	65	32	46	<b>48</b>
130620 - Dietetic Services and Management	28	28	52	<b>36</b>
130720 - Lodging Management	-	21	71	<b>31</b>
050940 - Sales and Salesmanship	19	34	28	<b>27</b>
130300 - Fashion	23	24	33	<b>27</b>
051800 - Customer Service	23	28	20	<b>24</b>
051600 - Labor and Industrial Relations	9	12	11	<b>11</b>
302040 - Flight Attendant	8	7	10	<b>8</b>
011510 - Parks and Outdoor Recreation	3	5	6	<b>5</b>
130110 - Consumer Services	-	2	8	<b>3</b>
051440 - Office Management	1	2	4	<b>2</b>
060600 - Public Relations	2	1	1	<b>1</b>
130100 - Family and Consumer Sciences, General	-	-	1	<b>0</b>
<b>Total</b>	<b>2,146</b>	<b>1,935</b>	<b>2,100</b>	<b>2,060</b>

Source: [California Community Colleges Chancellor's Office Management Information Systems Data Mart](#)

## RHT Student Employment Outcomes

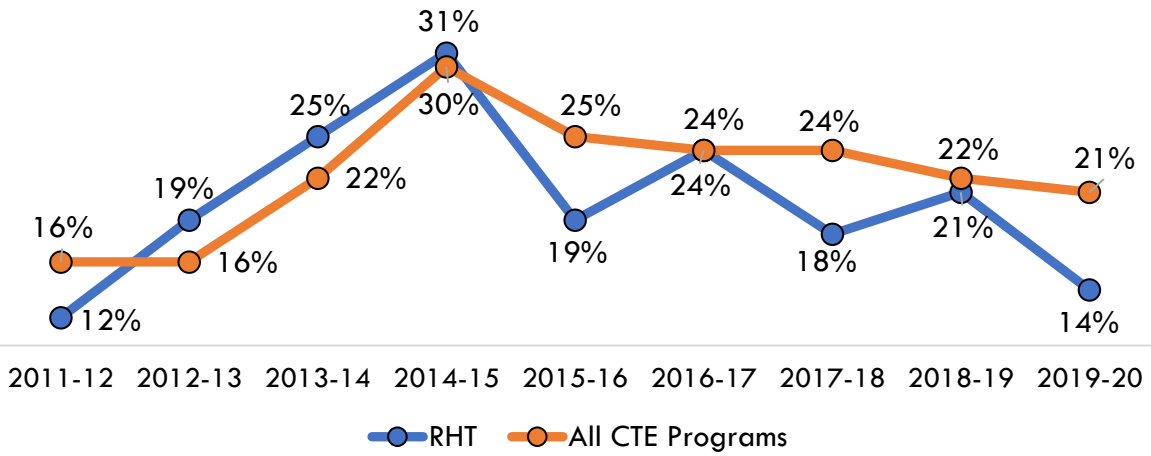
According to LaunchBoard data, an average of two-thirds of exiting students from LA's RHT programs reported working in a job closely related to their field of study between 2013 and 2019. Compared with all CTE exiting students, LA RHT students are working in a job closely related to their field of study at similar rates.

### Students with a Job Closely Related to Their Field of Study



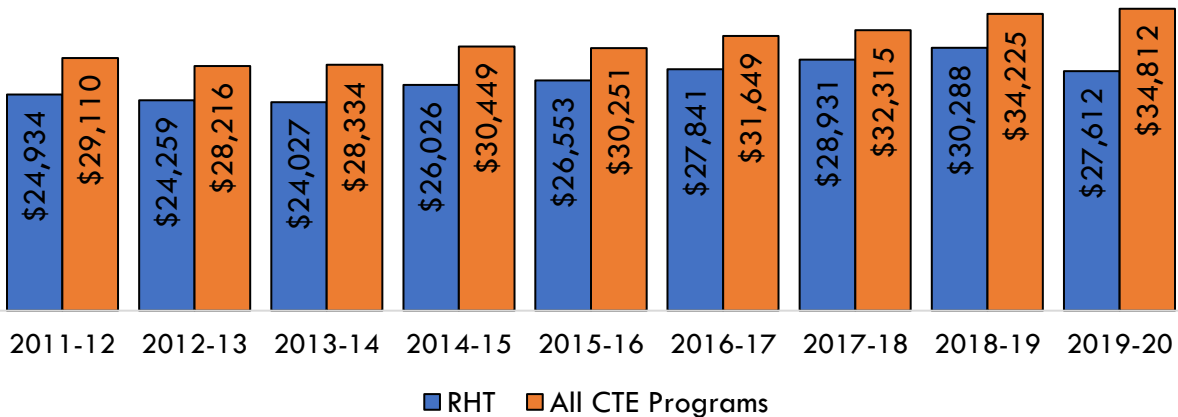
RHT students increased their annual earnings between 14% and 24% over the past five years of data collection (2015-2020). However, this median change in earnings is less for each academic year when compared to all exiting CTE students. For instance, while RHT students increased their earnings by 14% in 2020, all CTE students increased their earnings by 21% - a 7% difference.

### Median Change in Earnings for Exiting Students



Median annual earnings for exiting RHT students have increased over the past decade, with students earning \$27,612 in 2019-20. Median annual earnings for all CTE students in 2019-20 was \$34,812, a \$7,200 difference in annual salaries compared to RHT exiting students. However, these median annual earnings for both RHT and all CTE students are still less than the living wage in Los Angeles County (\$38,217).

### Median Annual Earnings after Exiting

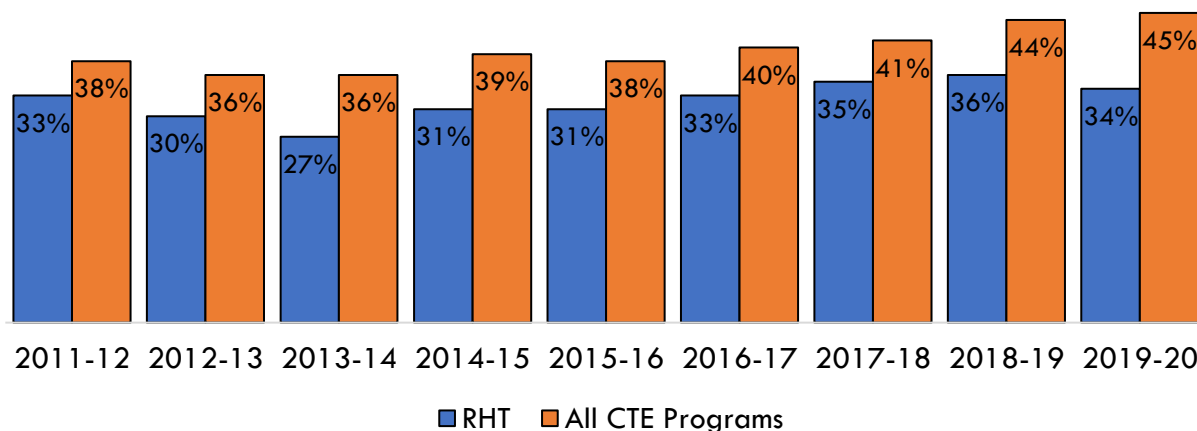


The same can be said for exiting students who attained a living wage. Since 2011, RHT students are less likely to earn a living wage than all CTE students, with approximately one-third of exiting RHT students earning a living wage. On average, 40% of all CTE students earned a living wage after exiting between 2011 and 2020. There are several potential explanations for these lower-than-average earnings; from the likelihood that most exiting students are working in entry-level positions, to the way the data are collected, to the fact that that the RHT industry employs a large share of gig workers compared to other prominent industries in county. Regardless of the reason, the rising rate of inflation coupled with increasing living costs places a premium on our students



landing jobs that pay above a living wage to adequately support themselves and in many cases, their families.

### Exiting Students Who Attained the Living Wage



Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

### Target RHT Occupations for Regional Training Programs

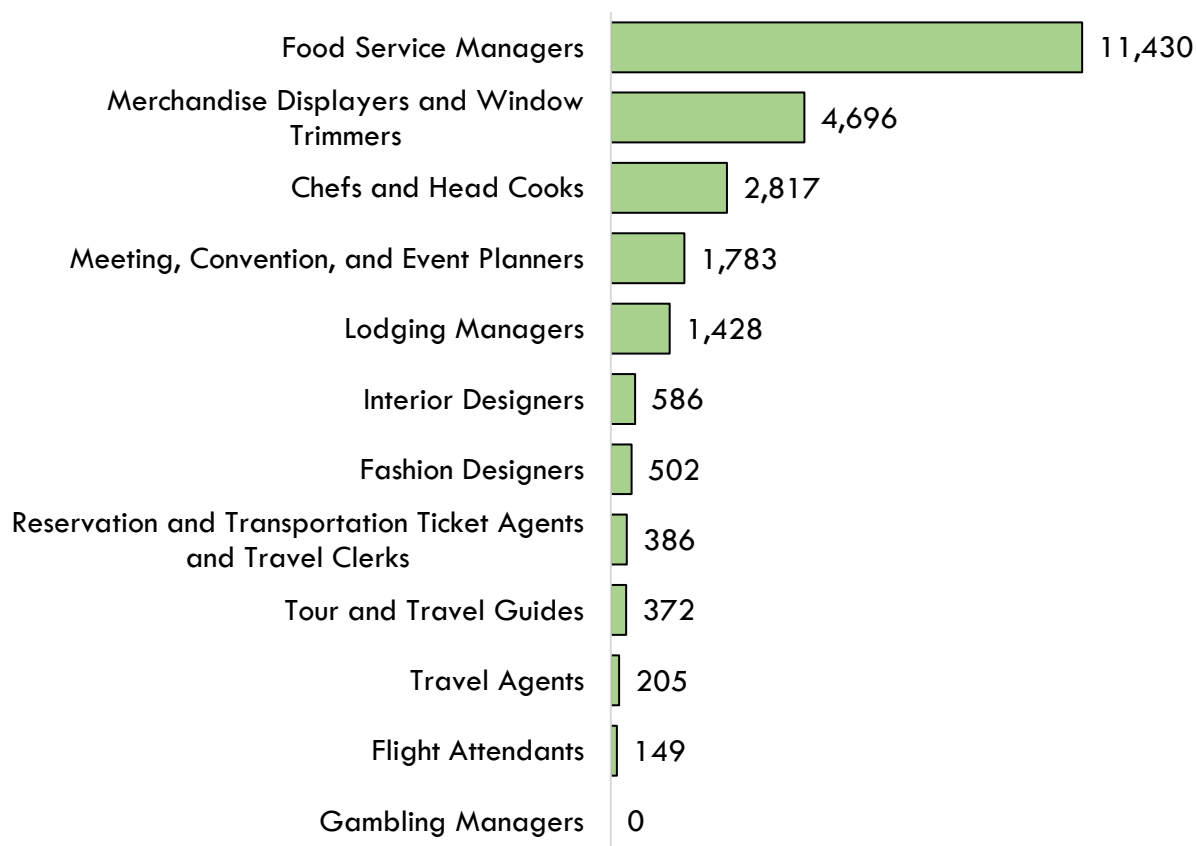
Occupation	2022 Jobs	2027 Jobs	2022 - 2027 % Change	Avg. Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Food Service Managers	12,815	13,789	8%	1,865	\$19.14	\$27.53	\$36.29
Flight Attendants	8,692	9,974	15%	1,518	\$26.07	\$32.95	\$39.94
Reservation and Transportation Ticket Agents and Travel Clerks	7,145	7,412	4%	922	\$17.64	\$18.22	\$23.06
Chefs and Head Cooks	5,781	6,519	13%	967	\$22.37	\$30.54	\$39.73
Merchandise Displayers and Window Trimmers	5,684	5,932	4%	731	\$17.51	\$19.12	\$22.18
Interior Designers	4,718	5,071	7%	491	\$25.12	\$34.38	\$46.08
Fashion Designers	4,524	4,296	(5%)	439	\$29.10	\$38.33	\$52.34

Meeting, Convention, and Event Planners	4,411	4,954	12%	589	\$22.16	\$29.41	\$39.72
Travel Agents	2,149	1,775	(17%)	253	\$20.37	\$24.57	\$31.12
Tour and Travel Guides	1,889	1,887	(0%)	367	\$16.85	\$17.91	\$22.20
Lodging Managers	1,214	1,302	7%	167	\$19.73	\$28.55	\$43.54
Gambling Managers	116	115	(1%)	13	\$44.41	\$49.51	\$66.91
<b>Total</b>	<b>59,138</b>	<b>63,024</b>	<b>7%</b>	<b>8,323</b>	-	-	-

Source: [Lightcast, datarun 2023.3](#)

## Employer Job Postings

Over the past 12 months (Oct 2022 through Sept 2023), there were 24,354 online job postings for the 12 occupations of interest. The majority of job postings (47%) were for *food service managers*, followed by *merchandise displayers and window trimmers* (19%), and *chefs and head cooks* (12%).



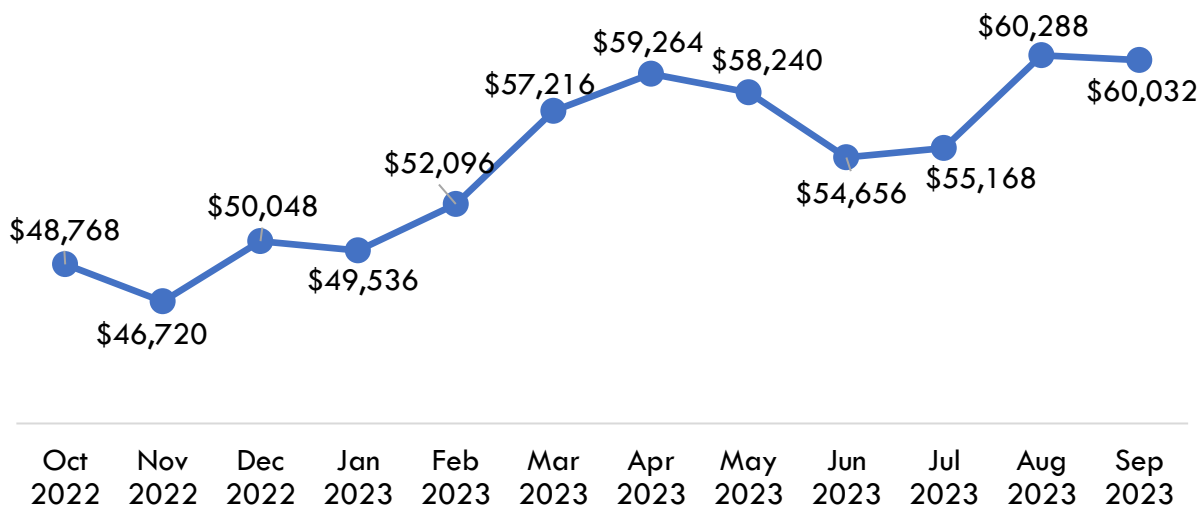
The highest number of job postings by job title were for *general managers, assistant managers, restaurant managers, assistant general managers, and retail merchandisers*. The top employers, by number of job postings, in Los Angeles County were Domino’s Pizza, Pizza Hut, and Taco Bell. The top skills desired by employers for potential job candidates were restaurant operating, merchandising, food safety and sanitation, marketing, restaurant management, food services, purchasing, customer complaint resolution, auditing, cooking, and food quality assurance and control.

### Top Job Titles and Employers from Job Postings

Job Title	Job Ads	Employer	Job Ads
General Managers	1,486	Domino's Pizza	654
Assistant Managers	1,272	Pizza Hut	411
Restaurant Managers	844	Taco Bell	332
Assistant General Managers	764	Restaurant Depot	328
Retail Merchandisers	654	Marriott International	266
Sous Chefs	591	Compass Group	259
Merchandisers	588	Hilton	235
Shift Managers	520	Buffalo Wild Wings	181
Assistant Restaurant Managers	426	McDonald's	181
Restaurant General Managers	426	The Coca-Cola Company	154

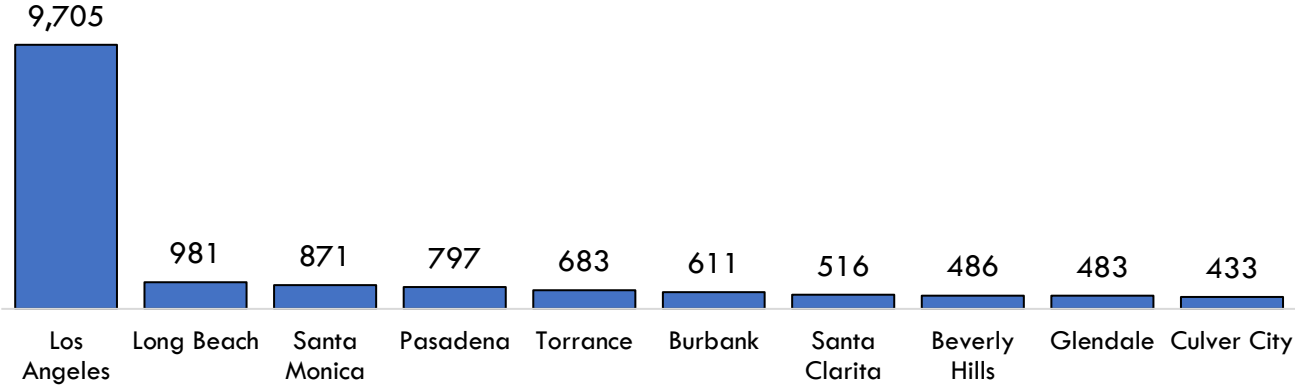
Since October 2022, advertised wages from job postings for these 12 retail, hospitality and tourism occupations have risen by 23%. August and September 2023 has had the highest advertised wages over the past 12 months, with job postings averaging an annual salary of more than \$60,000. Of the job postings that listed minimum experience criteria, the majority (50%) were for positions asking for 2-3 years of work experience. Only 38% of job postings listed a minimum education requirement for these retail, hospitality and tourism occupations; of these job postings, 55% listed a high school diploma or GED, 10% listed an associate degree, and 35% listed a bachelor’s degree.

### Advertised Wage Trend Over Last 12 Months



Within Los Angeles County, the top cities for these retail, hospitality and tourism job postings were Los Angeles, Long Beach, Santa Monica, Pasadena, and Torrance. These cities align with Los Angeles County’s most populous cities, as well as the locations of large hospitality and tourism hubs in the region. The city of Los Angeles accounted for 43% of job postings.

### Top Job Postings by City



Source: [Lightcast, Job Postings, datarun 2023.3](#)

# COMMUNITY COLLEGE REPRESENTATION

## Cerritos College

<b>Program Name</b>	Hospitality Management
<b>Website</b>	<a href="https://www.cerritos.edu/culinary-arts/default.htm">https://www.cerritos.edu/culinary-arts/default.htm</a>
<b>Overview</b>	The Hospitality Management Associate of Science for Transfer (AS-T) degree will provide students with both the hospitality and operational competencies necessary for a career in the hospitality industry. The goal of the Hospitality Management AS-T Transfer Degree is to prepare students for transfer to a 4-year university to complete a degree in Hospitality Management.

For more information, contact:

Michael Pierini, Program Director, [mpierini@cerritos.edu](mailto:mpierini@cerritos.edu)

## Citrus College

<b>Program Name</b>	ADT In Business Administration
<b>Website</b>	<a href="http://catalog.citruscollege.edu/disciplines/business/">http://catalog.citruscollege.edu/disciplines/business/</a>
<b>Overview</b>	The Associate in Science in Business Administration 2.0 for Transfer (AS-T) provides lower division preparation for students planning to transfer into business or business administration programs. Students will take courses in business as well as related fields required for business majors. This degree can lead students into several areas of concentration at four-year universities, including the following: business management, business law, marketing, finance, business ethics, and business communications.

For more information, contact:

Victoria Dominguez, Dean of Math & Business, [vdominguez@citruscollege.edu](mailto:vdominguez@citruscollege.edu)

## Compton College

<b>Program Name</b>	Business Management
<b>Website</b>	<a href="https://www.compton.edu/academics/business-industrial-studies/business/index.aspx">https://www.compton.edu/academics/business-industrial-studies/business/index.aspx</a>
<b>Overview</b>	The program provides students with the opportunity to obtain a degree in business management. The student completing this program will have the ability to organize, operate, and manage business organizations, utilize human resources, improve working relationships, draft letters and reports, and speak in various business situations. Competency will be measured by examinations, presentations, projects, and case problems.

For more information, contact:

Dr. Paul Flor, Dean of Student Learning, [pflor@compton.edu](mailto:pflor@compton.edu)

## East Los Angeles College

<b>Program Name</b>	Hospitality
<b>Website</b>	<a href="https://www.elac.edu/academics/aos/hospitality">https://www.elac.edu/academics/aos/hospitality</a>
<b>Overview</b>	This program is designed to develop student knowledge and skills for advancement in the hospitality industry beyond entry-level. The knowledge and skills consist of entrepreneurship, management, supervision, and general business operations in restaurants, hotels, and event planning.

For more information, contact:

Frank Aguirre, Department Chair, [aguirrfj@elac.edu](mailto:aguirrfj@elac.edu)

## El Camino College

<b>Program Name</b>	Fashion Merchandising Associate in Science
<b>Website</b>	<a href="https://www.elcamino.edu/academics/areas-of-study/fashion.aspx">https://www.elcamino.edu/academics/areas-of-study/fashion.aspx</a>
<b>Overview</b>	This degree prepares you for an entry-level job in fashion merchandising. You'll learn about different options in this area and prepare to pursue your chosen career. Gain insight into planning, selecting, selling, and promoting fashion merchandise. Learn about fashion merchandising as it relates to tracking fashion trends. Discover clothing construction techniques. Build fundamental skills in design, sewing, and patternmaking. Analyze the societal importance of apparel and personal appearance and how fashion defines and reflects political, social, and economic issues of the times.

For more information contact:

Ashley Vera, Fashion Department Coordinator and Professor , [vbruce@elcamino.edu](mailto:vbruce@elcamino.edu)

## Glendale College

<b>Program Name</b>	Restaurant Management
<b>Website</b>	<a href="https://www.glendale.edu/academics/academic-divisions/technology-aviation/culinary-arts-nutrition-and-hospitality-tourism/hotel-tourism-management/restaurant-management">https://www.glendale.edu/academics/academic-divisions/technology-aviation/culinary-arts-nutrition-and-hospitality-tourism/hotel-tourism-management/restaurant-management</a>
<b>Overview</b>	This degree or certificate provides students with the professional preparation required to meet the new trends and demands of management in the food service industry. Certificate courses focus on the fundamentals of operating a food service establishment, emphasizing personnel supervision, purchasing, menu development, cost control, and beverage service, as well as other aspects of management. Program Learning Outcomes: Upon completion of this program,

students will demonstrate skills and knowledge required in the field of restaurant management including: professional cooking, sanitation practices, institutional purchasing, beverage and bar operations, banquet and catering presentation, and management principles for food service personnel.

For more information contact:

Andrew Feldman, Department Chair, [afeldman@glendale.edu](mailto:afeldman@glendale.edu)

### Long Beach City College

<b>Program Name</b>	Culinary Arts
<b>Website</b>	<a href="https://www.lbcc.edu/culinaryarts">https://www.lbcc.edu/culinaryarts</a>
<b>Overview</b>	The Culinary Arts program provides students with standard, occupational, entry-level skills in the Culinary Arts, and improves the understanding of culinary fundamentals with hands-on training using traditional and state-of-the-art techniques and equipment, with an emphasis on industry-standard safety and sanitation practices.

For more information contact:

Haley Nguyen, Dept. Head of Culinary Arts, [h3nguyen@lbcc.edu](mailto:h3nguyen@lbcc.edu)

### Los Angeles City College

<b>Program Name</b>	Retail Management
<b>Website</b>	<a href="https://www.lacitycollege.edu/academics/aos/management">https://www.lacitycollege.edu/academics/aos/management</a>
<b>Overview</b>	In the Management discipline, we offer three degree programs of study: the Associate of Arts Degree in Management, Retail Management, and Small Business Management. We also offer certificate programs in the same areas. All paths are designed to give the student an extensive background in the principles and practices of the business world. The degree programs offer a more comprehensive curriculum than the certificate program and allow the student to transfer to a four-year university as a Junior.

For more information contact:

Mr. R. Britt Hastey, Department Chair, [hasteyrb@lacitycollege.edu](mailto:hasteyrb@lacitycollege.edu)

### Los Angeles Harbor College

<b>Program Name</b>	Hospitality Management
<b>Website</b>	<a href="https://www.lahc.edu/academics/pathways/beh">https://www.lahc.edu/academics/pathways/beh</a>
<b>Overview</b>	Business, Economics & Hospitality programs study finance and management to help businesses and offices function smoothly and plan for the future. They may be employed by private business, government, or work independently.

For more information contact:

Wendy Hoffman, Division Chair, [hoffmawk@lahc.edu](mailto:hoffmawk@lahc.edu)

## Los Angeles Mission College

**Program Name** Culinary Arts Pathway

**Website** <https://www.lamission.edu/academics/pathways/ca>

**Overview** The Culinary Arts Institute at Los Angeles Mission College's offers quality classroom instruction from industry professionals, along with practical, hands-on experience to ensure optimal skill enhancement. With various Certificate Programs available in Culinary Arts, Professional Baking & Patisserie and Restaurant Management, the Culinary Arts Institute at LAMC is a great choice for those who are new to the industry or are seasoned veterans wanting develop skills to stay on top of current trends. With the addition of general education courses, our certificates prepare students for entry and mid-level positions, as well as fulfill many academic transfer requirements to four-year institutions such as Cal Poly-Pomona, CSU-Long Beach, CSU-Northridge, UC Davis, New England Culinary Institute, and the Culinary Institute of America. Students at the Culinary Arts Institute at LAMC benefit from theoretical studies combined with hands-on experience, internship and externships and campus foodservice operations, including fine dining service, on campus and off campus catering services.

For more information contact:

Kari Golden, Secretary of Culinary Arts, [goldenkh@lamission.edu](mailto:goldenkh@lamission.edu)

## Los Angeles Pierce College

**Program Name** Guided Pathways: Hospitality Management

**Website** <https://www.lapc.edu/academics/pathways/bl>

**Overview** Upon successful completion of the Associate in Science Degree for Transfer in Hospitality Management requirements, the student will have demonstrated an understanding of the hospitality industry, hotel management, and cost control in the industry. This coursework will satisfy the lower division hospitality management requirements at a California State University offering this program. Employment opportunities for this major are in the many areas of the entertainment industry; arts and recreation; resorts and major hotels; notable restaurants, bars, and clubs; tourism services; event planning; and gifts and souvenirs retailing.

For more information contact:

Judy Lam, Guided Pathways Coordinators, [lamj2@piercecollege.edu](mailto:lamj2@piercecollege.edu)



## Los Angeles Southwest College

<b>Program Name</b>	Management/Supervision
<b>Website</b>	<a href="https://www.lasc.edu/academics/aos/management-supervision">https://www.lasc.edu/academics/aos/management-supervision</a>
<b>Overview</b>	Students can get Associate in Arts (AA) through LASC's Business Administration program where you will develop and strengthen your management and leadership skills, and establish real-world connections to launch your career in management or supervision.

For more information contact:

Dr. Allison Moore, Dean/Chair Person, [mooreap@lasc.edu](mailto:mooreap@lasc.edu)

## Los Angeles Trade Technical College

<b>Program Name</b>	Culinary Arts Pathway
<b>Website</b>	<a href="https://www.lattc.edu/academics/pathways/ca">https://www.lattc.edu/academics/pathways/ca</a>
<b>Overview</b>	The Culinary Arts (CA) Pathway offers programs of study in Culinary Arts, Professional Baking, and Restaurant Management. Students will gain the competencies needed to build credentials for lifelong career success as they prepare to enter the Food Service Industry. LATTTC is home to the oldest continually operating culinary school in the nation. Our programs host external accreditation from the American Culinary Federation Educational Foundation Accrediting Commission (ACFEFAC). Graduates with an AA degree may apply for the first level of industry certification with the ACF.

For more information contact:

Jerry Vachon, Chef/Chairperson of Culinary Arts, [vachonja@lattc.edu](mailto:vachonja@lattc.edu)

## Los Angeles Valley College

<b>Program Name</b>	Business Management
<b>Website</b>	<a href="https://www.lavc.edu/academics/pathways/bel/business-admin-dept">https://www.lavc.edu/academics/pathways/bel/business-admin-dept</a>
<b>Overview</b>	Students will receive a comprehensive set of classes that give you the tools to be successful in business. Whether your goals are to transfer to a university and complete a four-year degree, earn an associate's degree or certificate, master skills for a new career, advance in your current career, or obtain the skills to start a new business you are in the right place.

For more information contact:

Dr. Kevin Sanford, Chair, [sanforKR@lavc.edu](mailto:sanforKR@lavc.edu)

## Mt. San Antonio College

<b>Program Name</b>	Hospitality and Restaurant Management
<b>Website</b>	<a href="https://www.mtsac.edu/hospitality/">https://www.mtsac.edu/hospitality/</a>
<b>Overview</b>	This certificate prepares students for entry-level positions within hospitality

and tourism. Students will learn about the history, development, and inter-relatedness of segments of the industry. Topics also include the organizational structure and functions of various segments that comprise hospitality and tourism, the principles of management, service, and business operations, and an introduction to various hospitality and tourism related jobs.

For more information contact:

Shelley Doonan, Professor, [sdoonan@mtsac.edu](mailto:sdoonan@mtsac.edu)

## Pasadena City College

**Program Name** Hospitality Management

**Website** <https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/hospitality-management.php>

**Overview** The program’s curriculum offers a combination of culinary arts coursework topics in operations, management, and production; baking and cooking; and fundamentals, skills and techniques, and entrepreneurship collaboratively with hospitality coursework topics in sanitation and safety; cost control, law, operations, and human resources; and service, alcoholic beverage management, supervision, and leadership. It provides a practical foundation of hospitality management knowledge, skillsets, and competencies and prepares students for further study in a variety of programs such as Business, Communication studies, Humanities, and Social and Behavior Sciences.

For more information contact:

Dr. Armine Derdarian, CTE Dean, [aderdarian@pasadena.edu](mailto:aderdarian@pasadena.edu)

## Rio Hondo College

**Program Name** Hospitality Management

**Website** <https://www.riohondo.edu/career-and-technical-education/hospitality-management-degree/>

**Overview** Hospitality Management coursework emphasizes guest service strategies, effective communication skills, teamwork, leadership, ethics, and critical thinking. Today, the industry is more than hotel and restaurant services.

For more information contact:

Gita Runkle, Dean of Business, [grunkle@riohondo.edu](mailto:grunkle@riohondo.edu)

## Santa Monica College

**Program Name** Management/Leadership

**Website** <https://www.smc.edu/academics/areas-of-interest/business/business-program/>

**Overview** Business Managers coordinate business activities in both private industry and public agencies. They are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing the work of the employees. Business executives are the higher-level management staff, directing the activities of the firm. They develop and administer policies to maximize profits. They also direct financial programs and develop policies aimed at maintaining good relations with the public, stockholders, employees, and customers. This major may also lead to many other careers. For additional possibilities, visit the Career Services Center on campus to utilize computerized career information systems and other valuable career resources.

For more information contact:

Peter Murray, Office Manager, [murray\\_peter@smc.edu](mailto:murray_peter@smc.edu)

## West Los Angeles College

<b>Program Name</b>	Hospitality
<b>Website</b>	<a href="https://programmap.wlac.edu/academics/interest-clusters/a1179fc7-6b45-40a1-b1b1-c59d6476e12a/programs/b9fcabed-24d8-dbf5-e81e-d9237ee785bc">https://programmap.wlac.edu/academics/interest-clusters/a1179fc7-6b45-40a1-b1b1-c59d6476e12a/programs/b9fcabed-24d8-dbf5-e81e-d9237ee785bc</a>
<b>Overview</b>	The Associate of Arts degree in Hospitality is primarily designed for career and technical education and workforce training/development. Students will learn how to manage hospitality tasks found in conferences, conventions, and other hospitality events. Manage restaurants, hotels, motels, and convention centers. Identify, hire, train, and manage staff for conventions, conferences, hotels, and restaurants. Develop an awareness of various cultural customs and practices for implementation in their service to clients

For more information contact:

Todd Matosic, Division Chair, [Matosit@wla.edu](mailto:Matosit@wla.edu)