CTE LABOR MARKET TOOL

This resource provides data snapshots and insights about the overall culinary, hospitality, and tourism labor market, and a closer focus on the Cooks and Food Preparation Workers, First-Line Supervisors of Food Preparation and Serving Workers, and Hotel, Motel, and Resort Desk Clerks occupations as those are popular areas for CTE culinary, hospitality, and tourism programs. It also includes some guiding questions to help apply the data to your school's CTE program.

Careers in this field include many different kinds of jobs, some working "behind the scenes" to prepare food or spaces for customers or institutional settings, while others interact directly with customers who are enjoying activities like eating out, planning to travel, or staying at hotels or resorts. People with these occupations work in many different settings, including restaurants, hospitals, hotels, and schools. The three largest culinary, hospitality, and tourism occupations in New York City are Janitors and Cleaners, Except Maids and Housekeeping Cleaners; Waiters and Waitresses; and Combined Food Preparation and Serving Workers, Including Fast Food. Chart 1 below shows the many different kinds of NYC organizations hiring professionals in culinary, hospitality, and tourism.

Why use this resource?

➢ **Use as a critical tool with your school's self study group to guide program planning and improvement aligned to labor market data**

➢ **Use as a critical tool to prepare students for postsecondary planning towards high-demand careers**

➢ **Feel prepared and confident when responding to NYSED questions about incorporating labor market data into your work**

Chart 1: Types of organizations doing the most entry-level hiring in culinary, hospitality, and tourism*, NYC, number of online job ads**, 10/1/2021 - 3/31/2022

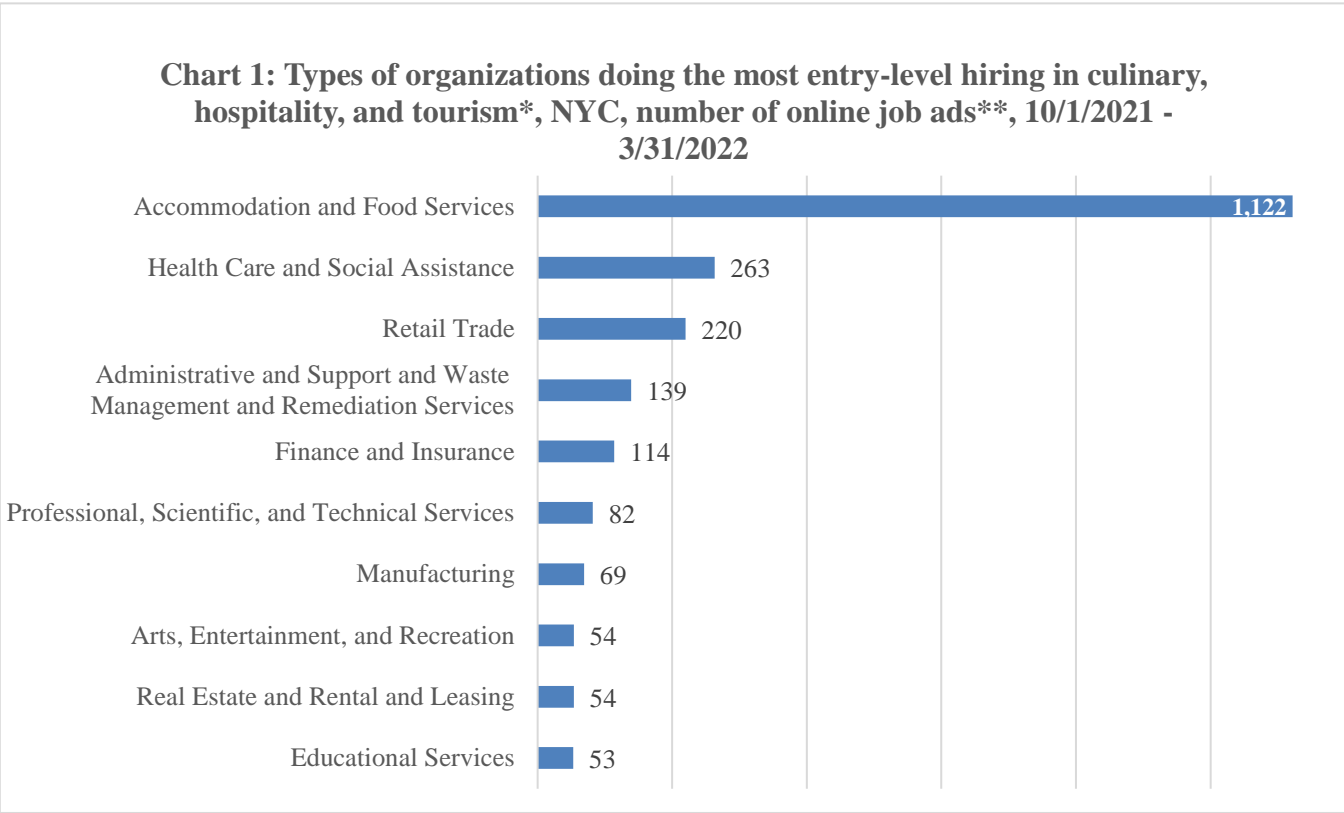| Organization type	Number
Accommodation and Food Services	1,122
Health Care and Social Assistance	263
Retail Trade	220
Administrative and Support and Waste Management and Remediation Services	139
Finance and Insurance	114
Professional, Scientific, and Technical Services	82
Manufacturing	69
Arts, Entertainment, and Recreation	54
Real Estate and Rental and Leasing	54
Educational Services	53

Chart 2 provides an overview of New York City employment in each of the three focus occupations. As you can see, the number of jobs in two of the occupations is expected to grow by 2028, while the number of jobs in the third occupation, hotel, motel, and resort desk clerks, is expected to decline by 5.3%. It's important to keep in mind that even though these predictions help us understand the labor market's trajectory, things like new technologies or innovations, shifts in the economy, or major unexpected shocks like the COVID-19 pandemic can impact their accuracy.

Chart 2: Current & projected employment for 3 focus occupations, NYC, 2018 - 2028	# Employed in NYC****	Projected NYC Employment***		Change Over Time (2018-2028)	
	2020	**2018**	**2028**	**Net**	**Percent**
Cooks and Food Preparation Workers	60,840	83,750	89,080	5,330	6.4%
First-Line Supervisors of Food Preparation and Serving Workers	13,880	20,630	21,510	880	4.3%
Hotel, Motel, and Resort Desk Clerks	3,580	4,890	4,630	-260	-5.3%

IN THIS RESOURCE...

Looking Deeper: Who's Being Hired in This Field?

- ➢ Well over half of job ads for each of the three focus occupations did not specify years of experience sought. For those that did, most sought candidates with three years or less experience.

- ➢ There is significant overlap in the employability skills that organizations look for in job candidates, with communication and customer service skills in-demand for all three focus occupations, and management and multitasking in-demand for two of the three.

- ➢ Entry-level wages for each of the three focus occupations are well below the living wage for a single adult in NYC ($48,320*******).

- ➢ For all three focus occupations, the vast majority of job ads either did not specify a preferred level of education or sought candidates with a high school diploma.

Chart 3: Percentage distribution of years of experience sought for job candidates in the 3 focus occupations in NYC, based on online job ads, 10/1/2021 - 3/31/2022**
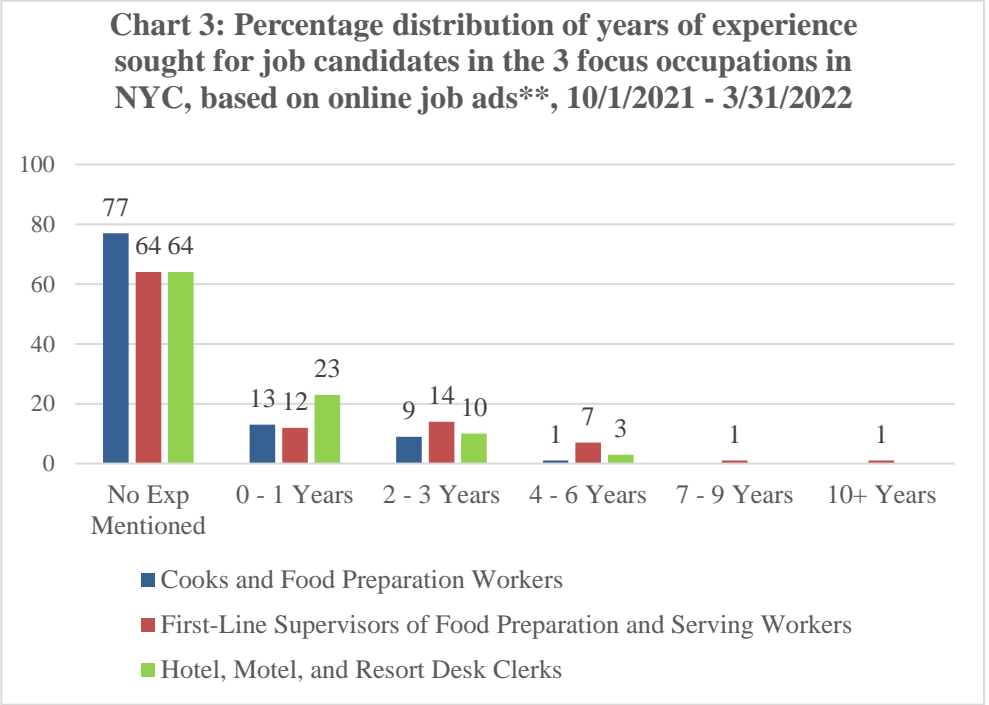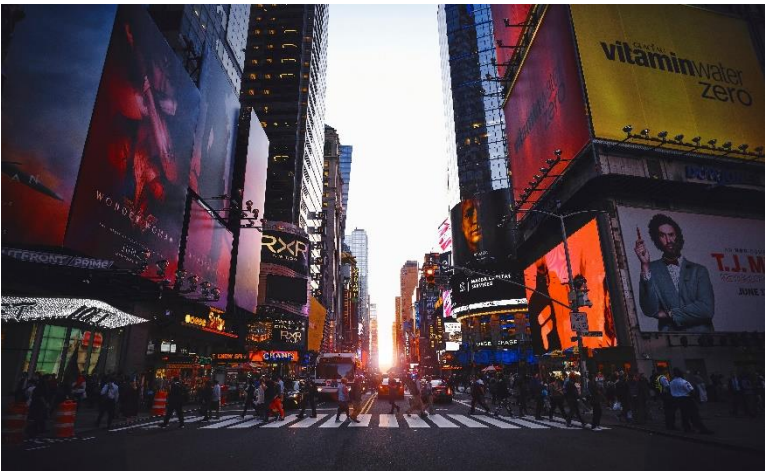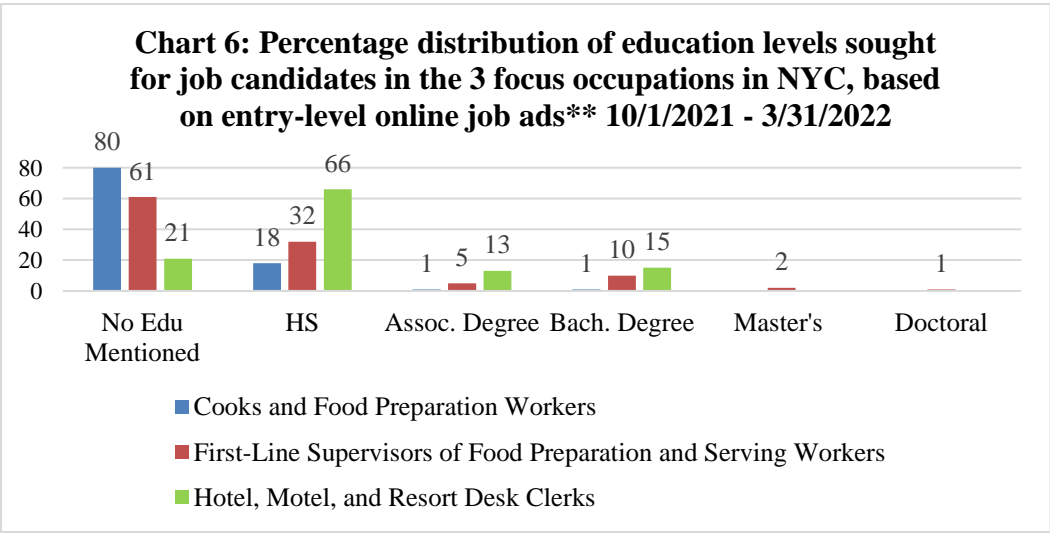

The chart below reflects entry-level wages****, as well as the most in-demand (i.e., among the five most frequently requested and in at least 10% of online job ads********) employability skills, technical skills, and certifications** for entry-level jobs in the three focus occupations from 10/1/2021 – 3/31/2022. Values in parentheses reflect the percentage of online job ads in which each skill is mentioned.

Chart 4: Entry-level wages & in-demand skills for 3 focus occupations				
Occupation	**Entry-level Wage**	**In-demand Employability Skills**	**In-demand Technical Skills**	**In-demand Certifications**
Cooks and Food Preparation Workers	$31,240	Communications (48%), Sanitation (39%), Lifting Ability (28%), Customer Service (22%), and Multitasking (22%)	Restaurant Operation (51%), Food Safety and Sanitation (37%), Cooking (28%), Food Preparation (24%), and Food Services (17%)	Food Handler's Card (10%)
First-Line Supervisors of Food Preparation and Serving Workers	$34,420	Communications (53%), Customer Service (52%), Management (43%), Leadership (33%), and Operations (31%)	Restaurant Operation (44%), Food Safety and Sanitation (34%), Food Services (28%), Cooking (16%), and Workplace Safety (13%)	ServSafe Certification (10%) and Food Handler's Card (10%)
Hotel, Motel, and Resort Desk Clerks	$32,990	Customer Service (67%), Communications (50%), Reservations (43%), Management (39%), and Multitasking (23%)	Front Office (32%), Customer Complaint Resolution (25%), Auditing (22%), Housekeeping (17%), and Selling Techniques (15%)	N/A

Chart 5 shows the ethnicity and sex of people who work in the three focus occupations in NYC*****. As you can see, there is diversity across ethnicities in people who hold these jobs, though Hispanics comprise a notable share of each occupation. Males hold the majority of jobs in all three of the occupations.

Chart 5: Sex and ethnicity distributions for 3 focus occupations								
	Ethnicity %						**Sex %**	
Occupation	**American Indian/ Alaska Native**	**Asian/Pacific Islander**	**Black**	**Hispanic**	**White**	**Multi-ethnic/Other**	**Female**	**Male**
Cooks and Food Preparation Workers	0.35	15.71	15.03	55.81	10.91	2.19	31.04	68.96
First-Line Supervisors of Food Preparation and Serving Workers	1.60	15.62	17.76	31.21	31.41	2.40	45.31	54.69
Hotel, Motel, and Resort Desk Clerks	0.00	18.76	20.58	32.92	24.23	3.50	47.19	52.81

Chart 6: Percentage distribution of education levels sought for job candidates in the 3 focus occupations in NYC, based on entry-level online job ads 10/1/2021 - 3/31/2022**

Post-secondary Planning

CTE students are encouraged to pursue education and training after graduation from high school in order to enter into an in-demand career with family-sustaining wages in NYC. The following is a list of CUNY degree programs aligned with the culinary, hospitality, and tourism industry as well as non-degree programs that result in an industry-endorsed certification and/or college credits. Some CTE programs have robust partnerships with CUNY programs that are codified by an articulation agreement. These agreements provide a range of student benefits such as advanced standing, early college credit, and preferential placement. CTE school leaders, teachers, and work-based learning coordinators are encouraged to connect with the school counseling teams at their school to determine strong postsecondary options for their students. Please reach out to your Industry Engagement Manager for more information about the articulation agreements.

➢ Chart 7 is a sample of the over 10 CUNY programs focused on culinary arts, hospitality, and tourism spread across New York City, ranging from certificate programs up through Master's degree opportunities.

➢ Chart 8 provides a list of non-degree culinary, hospitality, and tourism occupation-focused training opportunities available through a variety of different NYC-based organizations.

Chart 7: CUNY post-secondary programs related to culinary, hospitality, and tourism				
Borough	**School**	**Academic program**	**Credential*******	**DOE/CUNY articulation agreement benefits**
Bronx	Hostos CC	Food Studies	AS	
Bronx	Lehman College	Dietetics, Foods, and Nutrition and Recreation Education	BS	
Bronx	Lehman College	Recreation Education	MSEd	
Brooklyn	Kingsborough CC	Culinary Arts, Culinary Arts and Food Management, Food Service Operations, and Hospitality and Meeting Planning	Certificate	
Brooklyn	Kingsborough CC	Culinary Arts, Hotel Management, and Tourism and Hospitality	AAS	
Brooklyn	Kingsborough CC	Physical Education, Recreation, and Recreation Therapy	AS	
Brooklyn	NYC College of Tech	Facilities Management and Hospitality Management	BTECH	
Brooklyn	NYC College of Tech	Hospitality Management	AAS	Prior Learning Credit: 2 credits
Manhattan	Hunter College	Nutrition and Food Science: Dietetics/Nutrition	BS/MS	
Queens	LaGuardia CC	Nutrition and Culinary Management	AAS	Prior Learning Credit: 2 credits
Queens	LaGuardia CC	Travel, Tourism and Hospitality Management	AAS	
Queens	LaGuardia CC	School Food Service	AS	

Chart 8: Non-degree culinary, hospitality, and tourism training opportunities
AHRC New York City's Advance and Earn Program
Commonpoint Queens Employment Hub's Culinary Training and Job Placement Program
CUNY's Continuing and Professional Education
First Course NYC
Hot Bread Kitchen's Career Programs
Hospitality Pathways
The Hope Program's FOODworks
Isaacs Center's Advance and Earn Culinary Arts Training
The Mandala Kitchens Culinary Training
Queens Connect Young Adult Food Sector Initiative
Restoration Plaza/Bed Stuy Restoration Corp's Food Services Program

What Next? Guiding Questions & Web Resources

"Describe how current labor market data has informed program design and choice of technical assessment."

The prompts below are designed to promote discussion and ideas for program planning, and to help you answer the question above from the CTS self study tab and the NYSED CTE application (Part 2, Section C).

How can we incorporate this report's data insights into our…	Data points to consider:
…program focus?	Introductory paragraphs on page 1 and Charts 1, 2, 3, 4
…technical and employability skills?	Chart 4
…articulation agreement?	Charts 6, 7
…technical assessments?	Chart 4
…career pathway options?	Charts 1, 2, 7, 8

Consider the questions below keeping in mind the labor market data points you've explored in this report and the questions that you've answered above.

Select three ways that you might adjust your program in response to labor market data:

☐Program focus ☐Articulation agreement ☐Technical assessments ☐Career pathway options
☐Technical and employability skills ☐Other:

Which one of these three adjustments could most easily be implemented this school year?

Which one of the three would make the biggest difference for the quality of your program? Why?

> *Curious to explore more? Check out these web resources:*
>
> ➢ CTE NYC website: www.cte.nyc
> ➢ CTE Industry Commission resources: bitly.com/CTEIndustryEngagement
> ➢ CTE College and Career Planning Team's postsecondary milestones toolkit: https://bit.ly/35uglcc
> ➢ CareerOneStop labor market data explorer: www.careeronestop.org

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Technical Notes & Data Sources:

* "Culinary, Hospitality & Tourism" occupations have been operationalized as occupations drawn from the O*NET "Hospitality and Tourism" career cluster. The 2010 Standard Occupation Classification (SOC) codes that correspond with the O*NET codes in that career cluster are listed in the following table.

SOC code	Occupation
11-9051	Food Service Managers
11-9071	Gambling Managers
11-9081	Lodging Managers
27-2021	Athletes and Sports Competitors
27-2023	Umpires, Referees, and Other Sports Officials
35	Food Preparation and Serving Related Occupations
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
37-2012	Maids and Housekeeping Cleaners
37-2019	Building Cleaning Workers, All Other
39-1010	First-Line Supervisors of Gaming Workers
39-2011	Animal Trainers
39-3011	Gambling Dealers
39-3012	Gambling and Sports Book Writers and Runners
39-3019	Gambling Service Workers, All Other
39-3021	Motion Picture Projectionists
39-3031	Ushers, Lobby Attendants, and Ticket Takers
39-3091	Amusement and Recreation Attendants
39-3099	Entertainment Attendants and Related Workers, All Other
39-6011	Baggage Porters and Bellhops
39-6012	Concierges
39-7011	Tour Guides and Escorts
39-7012	Travel Guides
39-9032	Recreation Workers
41-2012	Gambling Change Persons and Booth Cashiers
41-3041	Travel Agents
43-3041	Gambling Cage Workers
43-4081	Hotel, Motel, and Resort Desk Clerks
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks
51-3011	Bakers

** These analyses were conducted using the EMSI Burning Glass Analyst proprietary web-based research platform. Please note that some intra-occupation percentage totals may equal >100% if the employer indicated a range of minimum/preferred years of experience or education-attainment level. "Entry-level" jobs are considered to be those with job advertisements that specified 0-1 year of experience.

*** New York City 2018-2028 long-term employment projections are determined by New York State Department of Labor (NYSDOL). Please note that these estimates include self-employed workers, which is not always true of other estimates such as the OEWS estimates.

**** NYSDOL, Occupational Employment and Wage Statistics (OEWS) estimates for New York City (July 2021 release). NYSDOL adjusted wages to reflect levels in the first quarter of 2021. NYSDOL operationalizes "Entry Wage" as the average of the bottom third of wages. Employment and entry-level wage for Cooks and Food Preparation Workers were calculated by LMIS from NYSDOL data for the 6-digit SOC codes that begin with 35-2XXX

***** Demographics based on U.S. Census, American Community Survey (ACS) estimates, NYC 2015-2019 5-year sample, IPUMS release February 2021. Please note that the ACS does not ask for respondents' gender, only biological sex. As a result, there are only results available for male and female categories. To learn more about this, please see here:
https://www.census.gov/acs/www/about/why-we-ask-each-question/sex/

****** AAS denotes Associate in Applied Science; AS denotes Associate in Science; BS denotes Bachelor of Science; BTECH denotes Bachelor of Technology; MS denotes Master of Science; MSEd denotes Master of Science in Education.

******* Massachusetts Institute of Technology's (MIT) Living Wage calculator, 2020 estimate for the five counties of New York City, NY (https://livingwage.mit.edu/metros/35620; data accessed April 2022), adjusted to the first quarter of 2021 using the U.S. Bureau of Labor Statistics Consumer Price Index for All Urban Consumers (New York-Newark-Jersey City metropolitan area, not seasonally adjusted).

******** Additional skills that are in-demand as measured by being mentioned in at least 10% of online job ads for entry-level workers but not among the top 5 most frequently requested are:

Cooks and Food Preparation Workers: Additional in-demand employability skills include cleanliness, detail oriented, management, presentations, and teamwork. Additional in-demand technical skills include grilling and food quality assurance and control.

First-Line Supervisors of Food Preparation and Serving Workers: Additional in-demand employability skills include positivity, detail oriented, sanitation, cleanliness, teamwork, multitasking, supervision, problem solving, presentations, planning, willingness to learn, lifting ability, time management, computer literacy, and sales. Additional in-demand technical skills include food preparation and cash handling.

Hotel, Motel, and Resort Desk Clerks: Additional in-demand employability skills include operations, detail oriented, professionalism, computer literacy, problem solving, cleanliness, organizational skills, scheduling, Microsoft Office, emergency procedures, sales, prioritization, and enthusiasm. Additional in-demand technical skills include cash handling, balancing (ledger/billing), greeting customers, and accounting.