



Hospitality Initiative

Office of Economic and Workforce Development

San Francisco: Building Tomorrow's Workforce Today



Hospitality Resource Guide

- Hospitality Initiative Services
 - Review of San Francisco's Hospitality Sector
 - Information on Hospitality Subsectors
 - Industry Job Search
 - Customer Service Skills
 - Additional Information & Resources
-

Prepared by the Office of Economic &
Workforce Development
June 2012



Rob Black, Executive Director, Golden Gate Restaurant Association



San Francisco’s restaurants are the number one driver of the number one industry in the City; hospitality. The City is a leading culinary destination and our restaurants help give San Francisco its unique character. Jobs and career opportunities in restaurant and food service are as varied as the visitors who come here for a taste of what makes San Francisco great. The Hospitality Initiative Resource Guide is a valuable tool for figuring out where you can fit in this diverse industry.

Kevin Carroll, Executive Director, Hotel Council of San Francisco

Hospitality is the largest industry and the second largest employer in San Francisco, offering an amazing array of rewarding careers. Our industry welcomes millions of visitors a year from around the world who spend their money at businesses across the City. The Hospitality Initiative Resource Guide provides invaluable information about the diverse opportunities and how best to pursue employment in the exciting hospitality industry.



Tannis Reinhertz, Dept. Chair, City College of SF, Culinary Arts & Hospitality Studies .



The Hospitality Initiative Resource Guide helps to dismiss many of the common myths about hospitality jobs and careers. From restaurants, to hotels, to tourism and conventions, the hospitality industry in the Bay Area offers tremendous opportunity for accessible and rewarding careers. From entry level jobs to management and everything in between, anyone who is willing to work hard and develop their skills should consider hospitality as a great career in itself or as a stepping stone for developing valuable skills that are transferrable to jobs in many other industries.

Flynn Bradley, Manager of Employment & Community Partnerships, SFO

San Francisco International Airport (SFO), the “gateway to the Pacific,” is a world-class airport serving tens of millions of domestic and international passengers annually. The airport represents a wealth of opportunities for job seekers interested in the hospitality sector. Hopefully, the Hospitality Initiative Resource Guide will encourage more San Franciscans to take a look at these opportunities



John Noguchi, Director, Convention Facilities Department, City & County of SF



San Francisco is a popular destination for regional, national and international conventions. Maintaining our City as an attractive destination for conventions, events, meetings and tradeshows is imperative. A diverse and skilled workforce is critical to our City’s competitiveness in this industry. The Hospitality Initiative Resource Guide is like a roadmap to some exciting and often over-looked employment opportunities in this sector.

The Workforce Development Division of the Office of Economic and Workforce Development (OEWD) coordinates the San Francisco Workforce Development System; a network of public, private, and non-profit service providers that serve San Francisco job seekers and employers.

OEWD has developed this Hospitality Resource Guide to help service providers, job seekers, and other stakeholders understand and connect to opportunities available in the hospitality industry.

Additional information about OEWD Workforce Division programs and strategies are available on our website at www.workforcedevelopmentsf.org.

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USING THIS RESOURCE GUIDE

This resource guide is designed for workforce development professionals and job seekers interested in the local hospitality industry. Its purpose is to help readers understand:

- The vast array of opportunities and career pathways within the industry.
- The factors that affect whether a career in hospitality is a good fit for someone, and
- How to get connected to hospitality jobs and training

This guide provides a broad overview of the industry and can be a starting point for conversations between workforce specialists and job seekers. It is recommended that readers conduct further research into the specific occupation(s) and employer(s) they may be interested in pursuing. Additional resources for learning about this sector are provided at the end of this guide.

The resource guide is organized in seven sections:

- 1. OEWD's Hospitality Initiative:** An overview of San Francisco's Hospitality Initiative including the services that are offered.
- 2. Introduction to Hospitality Sector Careers:** An introduction to the hospitality industry and its most common types of occupations and workplaces.
- 3. Sub-sectors within Hospitality:** The guide explores the four major sub-sectors within the hospitality sector. In this section, readers get a sense of entry-level occupations, as well as the opportunities for career growth within each sub-sector. The guide outlines the key job duties of entry-level occupations and the skills and experience required, as well as basic labor market information. Each of the four sub-sectors is coded with a color and shape so that readers can keep track of which information goes together.
- 4. Finding a Job in the Hospitality Industry:** A review of job search strategies and resources specific to the hospitality sector. A sector-specific approach to job search can provide jobseekers an important advantage in getting employers' attention.
- 5. Customer Service Skills:** Customer service is an essential part of virtually every occupation within hospitality. Understanding hospitality industry customer service skills and expectations is critical to successful job interviews and for success on the job in this sector.
- 6. Hospitality Trainings:** Highlights of some of the local trainings available to prepare job seekers for employment in hospitality.
- 7. Additional Information and Resources:** A list of resources and information about local unions, additional trainings, and further explains the OEWD initiative designed to strengthen the hospitality industry.

OEWD'S HOSPITALITY INITIATIVE

A vibrant and thriving industry, hospitality plays a critical role in the economy and culture of San Francisco. A diverse and qualified hospitality workforce is therefore vital to the City's overall economic stability. The Office of Economic and Workforce Development (OEWD) has teamed up with local hospitality industry employers, industry associations, unions and workforce education, training and service providers to coordinate the Hospitality Initiative.

Goal and Objectives:

The goal of the Hospitality Initiative is to effectively coordinate training and employment resources that support the growth of a diverse and well qualified hospitality sector workforce in San Francisco.

In support of this goal are the following objectives:

- To prepare San Francisco residents for training and employment opportunities in the hospitality sector.
- To fulfill hiring needs of Hospitality sector employers with qualified candidates that are job ready, possess the skills and abilities to perform job duties, and hold knowledge and passion for the industry.
- To educate Workforce System service providers and jobseekers about the hospitality industry and provide them with relevant and current information on connecting to jobs, careers and/or relevant training.

Sector- Specific Strategy:

OEWD's Hospitality sector strategy is designed to be responsive to the needs of industry employers and local job seekers. We conducted extensive research, analysis and strategic planning efforts, including:

- Research on existing training programs, sector models and best practices in hospitality workforce development
- Analysis of labor market information, in-demand occupations and career pathways in hospitality
- Focus groups and interviews with employers and other stakeholders on specific workforce needs

Based on this research and in anticipation of several high profile events that impact the City's hospitality and tourism industries (e.g. America's Cup, etc.), OEWD has developed a hospitality –specific workforce development strategy that is focused on:

- Increasing awareness, interest, and understanding of the sector;
- Understanding labor market trends within the sector by facilitating stronger relationships between industry stakeholders and workforce development system providers;
- Coordinating the resources and services that support talent development, career pathways, and job growth within the sector.

The Hospitality Initiative will educate workforce system providers and clients about the employment and training needs of the Hospitality Industry. The creation of Hospitality-specific employment and training resources will ensure that workforce providers and clients are knowledgeable about the sector's demands and needs.

- Workforce providers will be trained on how to screen and prepare job seekers for successful careers in this sector. By augmenting relationships established by OEWD and sector leads, workforce providers will understand specific employer hiring needs, brand-specific expectations and refer appropriate job seekers to fill employer hiring needs.
- OEWD will collaborate with workforce service providers to establish and maintain relationships with industry employers in the hotel, restaurant and tourism/conventions subsectors in order to ensure that the San Francisco workforce system remains responsive to the dynamic needs of hospitality industry employers.

Services

The Hospitality Initiative offers a broad range of services, including:

- Orientation
- Assessment
- Job readiness training (JRT)
- Vocational skills training (VST)
- Employment referral services

These services are explained in further detail in the following section of this guide.

Orientation

The first step for job seekers interested in participating in Hospitality Initiative services is to attend an orientation. Citywide orientations will be held monthly. These orientations will provide job seekers with an overview of the hospitality industry, including information on entry-level positions and corresponding trainings and career paths. Job seekers will also learn about the services offered under the Hospitality Initiative and how to proceed with accessing employment or training in the industry.

An updated orientation schedule is available online at: www.workforcedevelopmentsf.org

Assessment

Following the orientation, job seekers who are interested in receiving services through the Hospitality Initiative will go through an assessment with a workforce specialist. The assessment is a set of tools designed to support job seekers in determining what occupations within hospitality might be right for them. The assessment is a guided conversation between a job seeker and workforce specialist, following a series of written questions. Note: this sector specific assessment is designed to complement an agency's general intake and assessment process.

The assessment explores the following topics:

- What services is the job seeker eligible for?
- What are the job seeker's career goals?
- What are the job seeker's skills and professional background?
- What skills or knowledge does the job seeker need to develop further?
- What trainings might be appropriate for the job seeker?
- What is the appropriate next step for the job seeker? (job readiness training, vocational skills training, or employment services)

Job Readiness Training

The job readiness training (JRT) component of the Hospitality Initiative is recommended for any job seeker who can benefit from learning more about the keys to success in the hospitality work place or who is interested in building some critical hospitality work place skills. Job seekers must be able to conduct an interview in English to be eligible for this service.

The JRT is an intensive, one week training covering the following topics:

- Labor market information on specific hospitality occupations
- Minimum qualifications of specific occupations
- Customer service skills
- Workplace expectations within hospitality
- How to handle challenging customers
- Strategies for conducting a successful hospitality-focused job search

Vocational Skills Training

Vocational skills training (VST) will be appropriate for job seekers who have not already had solid work experience in the hospitality industry or who are interested in building industry-specific skills. Job seekers may be referred to VST directly following the assessment or after completing JRT. Workforce specialists will work individually with job seekers to determine which local training is the best match for their needs, interests, schedule, and goals.

The resource guide provides detail about local hospitality trainings, including: City College of San Francisco, community-based organization trainings, the CA Food Handlers Card certification process, and security guard trainings.

Employment Referral Services

Job seekers who have a defined job goal and adequate experience and skills to conduct a job search targeting their occupation they are interested in will be referred to employment services. Job seekers might enter employment services directly following the assessment (if they meet the qualifications described above), or following JRT or VST.

By working with a workforce specialist with expertise in the hospitality industry, job seekers will strengthen and tailor their job search portfolios, gain important sector-specific job search strategies, and get connected to hospitality employers. Job seekers will partake in a variety of hospitality-sector focused activities including one-on-one employment counseling, group workshops, hospitality employer spotlights, and hospitality job fairs/ recruitment events.

INTRODUCTION TO HOSPITALITY

This section provides an introduction to hospitality, exploring the various types of positions and employers within the industry, and taking a look at the industry within San Francisco specifically. This section provides answers to some of the most common questions about hospitality, including:

- What is the hospitality industry?
- What is the hospitality industry like in San Francisco?
- What kinds of occupations, work environments, and employers are found within the hospitality industry?
- What is the future of jobs in the industry?
- Why is hospitality a good option for individuals looking for career opportunities?



The Hospitality Industry: General Information

The hospitality industry is focused on service (service of food, service of lodging, or service of experiences). The industry is made up of a broad range of businesses and services including restaurants, cafes, hotels and other accommodations, cruises, tourist services, airports, special events, and conventions.

Hospitality is a dynamic industry that offers a wide diversity of occupations, career paths, and work environments.

People working in the hospitality industry serve in a wide variety of occupations, from administrative assistant to chef, from shuttle driver to hotel manager.

The strength of the hospitality industry, like all industries, is affected by the economy. When people have money to spend on travel, tourism, and dining out, the industry grows.

Hospitality: An Industry with High Growth Potential in San Francisco

San Francisco is a tourist destination for people from around the country and the world and is well-known for its restaurants. The hospitality industry, therefore, is central to the strength and vibrancy of the City. Although the hospitality industry suffered as a result of the recent economic downturn, there are several reasons to be optimistic about the future of this industry in San Francisco:

- San Francisco is a vibrant tourist destination with more than 200 hotels and 3,000 restaurants.
- San Francisco will host the America's Cup sailing competition in 2013, and potentially several other high-profile events, bringing new dollars to the local economy and creating new jobs.
- The San Francisco Airport is one of the world's 30 busiest airports and home to a wide variety of food and beverage and other hospitality services.

Four Sub-Sectors within Hospitality: An Overview

As previously mentioned, the hospitality industry is incredibly vast and diverse with regard to occupations, career paths, employers, and workplaces. Though there are many sub-sectors that make up the hospitality industry, this guide focuses on these four:

1. **Food and Beverage:** This sub-sector includes businesses or areas of a business that focus on food preparation and service. Examples include: restaurants, cafes, hotel restaurants, airports, and more informal food service businesses (such as delis and lunch cafeterias);
2. **Facilities Maintenance:** This sub-sector focuses on the hotel industry and includes all aspects of keeping a hotel clean and working smoothly (housekeeping, laundry, electrical maintenance, etc.);
3. **Guest Services:** This sub-sector also focuses on the hotel industry and includes the aspects of the business that involve making guests' experience positive and easy (check in and check out, baggage, transportation, trip planning, etc.);
4. **Events and Conventions:** Large events or meetings in the city (sporting events, annual business meetings, conferences, etc.) require huge space, lots of logistics, planning, and labor. This sub-sector includes the occupations that make this all possible.

The table below shows the four sub-sectors explained above and possible workplaces associated with each. It also introduces the color and shape coding used throughout the guide to help readers identify each sub-sector.

Sub-Sector	Shape	Examples of workplaces
Food and Beverage		Restaurants, events catering, hotels*, cafeterias, cafes, airports
Guest Services		Hotels
Facilities Maintenance		Hotels, convention centers, events facilities
Events and Conventions		Hotels, convention centers, events facilities

*This guide uses the term “hotel” with the understanding that it includes other types of accommodations including motels, bed & breakfasts, and hotel residency suites.

Job Openings in Hospitality's Entry and Mid-Level Occupations

One way to further understand the potential for growth within an industry is to look at employment projections. The California Employment Development Department (EDD) compiles employment projection statistics on ALL occupations across ALL industries. It then makes a list of the 50 occupations that are expected to have the highest number of job openings from 2008-2018. These hospitality occupations are on the top 50 list for the San Francisco area:

Food and Beverage	Facilities Maintenance	Events and Conventions
Server*	Housekeeping	Security guard
Counter attendant		Janitor
Cook (restaurant)		
Food prep worker		
Bartender		
Host/ hostess		
Dining room, cafeteria, bar attendant		

*Server is expected to have the 3rd highest number of job openings of ALL occupations!

Job Growth in Hospitality's Entry and Mid-Level Occupations

CA EDD also puts together a list of the top 50 occupations that are expected to grow the most from 2008-2018 (percentage growth of number of positions from 2008 to 2018). The following hospitality occupations are on the list for the San Francisco area:

Food and Beverage	Guest Services
Combined food preparation & service worker, including fast food (14.7%)	Hotel, motel, resort desk clerk (14.3%)

These two tables show that through 2018, there is expected to be significant opportunity for employment in the hospitality industry in the San Francisco Bay area.

Why Pursue a Career in the Hospitality Industry

Considering the key role that hospitality plays in San Francisco, the diversity of career opportunities available, and the potential for growth in the area, there are many strong reasons to consider a career in this industry. Some of these reasons include:

- Opportunities for career growth and advancement: As this resource guide will demonstrate, entry-level positions within hospitality have potential for growth. By excelling in entry-level positions within hospitality, individuals obtain the skills and experience necessary to move up to positions with higher wages and increased responsibility.
- A wide diversity of workplaces and employers: Thanks to San Francisco's reputation as an international tourist destination, employees in the hospitality industry may have the opportunity to work in a wide variety of exciting and interesting workplaces throughout their careers. For example, an individual trained and employed in the Food and Beverage sub-sector could work at a local coffee shop, a five star restaurant, or an internationally renowned hotel.
- Key skills in hospitality are transferrable to many occupations: As this guide will explain, customer service skills are the priority across all sub-sectors of hospitality. This means that an individual with strong customer service skills and experience will be a strong candidate for employment in a diversity of occupations. For many entry-level positions, basic computer or cashier skills are also required; these skills are transferrable across occupations. For example, someone who has excelled as a hostess or cashier in Food and Beverage positions would be able to apply his/her customer service skills and other basic job skills to a position as a front desk clerk at a hotel.

What Challenges Do San Francisco Hospitality Employers Report Facing?

The hospitality industry (employers, professional associations, and training institutions), as well as city government, is committed to growing a strong hospitality workforce. A strong workforce means that there are enough workers with the right skills and they are able to experience career growth within the industry. However, there are challenges to achieving this goal. Hospitality employers in San Francisco report the following challenges:

- Retaining high quality staff (high staff turnover, especially in entry-level positions)
- Hiring staff who have a strong understanding of and commitment to the hospitality industry
- Recruiting staff with strong guest services (customer service) background and understanding of the industry's workplace norms

Employers want individuals in entry-level positions, as well as those interested in pursuing hospitality careers, to understand the diverse potential for professional growth within the industry.

SUB-SECTORS WITHIN THE HOSPITALITY INDUSTRY

This section explores four specific sub-sectors within the hospitality industry. It begins with a thorough explanation of the graphics provided within this section: career ladders, information on entry-level occupations, and employment projections for each sub-sector.

- Food and Beverage p. 17
- Facilities Maintenance p. 26
- Guest Services p. 28
- Events and Conventions p. 31



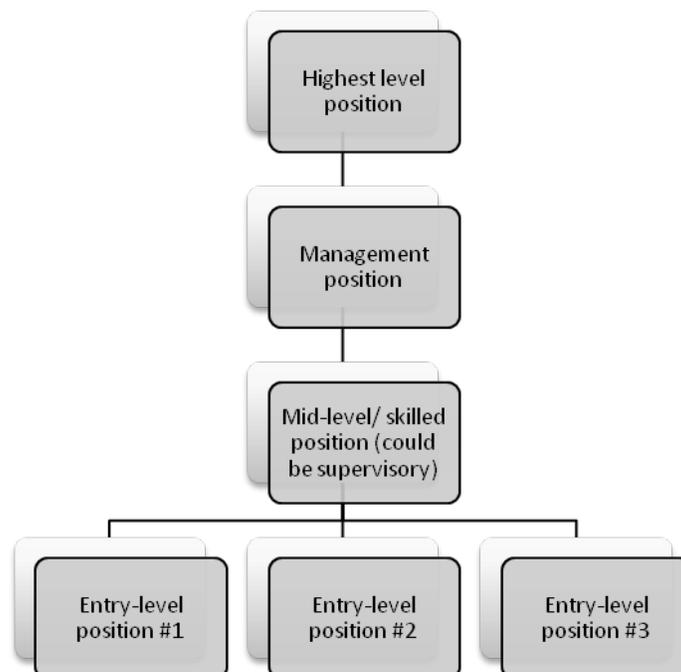
How This Next Section of the Resource Guide is Organized

This next section is intended to help the reader better understand the four sub-sectors highlighted throughout the guide by exploring some of the entry-level positions and career pathways within each sub-sector. Using the tools provided, readers can start to think about which occupations, if any, they might be qualified for or interested in pursuing. For each of the four sub-sectors, the following information is available:

- Career ladders: What are the entry-level occupations within each sub-sector, and what are the opportunities for promotion?
- Entry-level occupations tables: What education and skills are required for each occupation? What are the most important job duties?
- Employment projections tables: How many positions are there for each occupation in the San Francisco area? Is the number of positions expected to increase? What are average wages?

Career Ladders: Explanation

Career ladders demonstrate how someone can start out in a specific entry-level position, and after gaining work experience and new skills, can move up to a position with more responsibility and higher wages. Here is an example of a career ladder template (not specific to any career path):



When looking at a career ladder, it is important to start at the bottom of the page. That is where the entry-level positions are. As you follow the boxes up the page, you will see occupations with greater responsibility and higher wages.

Career ladders show that there are many different paths that someone can take in their career. For example, referring to the template above, someone in entry-level position #2 and someone in entry-level position #3, could both be promoted to the same mid-level position. Likewise, two people who enter an industry in the same entry-level position could end up following very different paths, once they have been promoted. It all depends on an individual’s interests and skills and on the opportunities that exist with their employer.

The job titles used in the career ladders in this guide are the official titles used by the US Department of Labor’s O*NET system. However, across employers, there are many variations in the specific job titles associated with occupations. For example, one hotel might call the person who works at the desk checking in guests a “Hotel Desk Clerk”, while another hotel might call the same person a “Front Desk Agent”.

Entry-Level Occupations Table: Explanation

The tables titled “Entry-Level Occupations” go into more detail about each of the entry-level occupations included on the career ladders. The information included is synthesized from the CA EDD website, the US Department of Labor’s O*NET website, and from a wide variety of job postings found on various job search sites. Below is a template of the Entry-Level Occupations table with an explanation of each column.

Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
O*NET’s official job title for the position being highlighted	The type of training, certification, or education level that may be required to be considered for a position The kind of work experience that may be required	The most common and central job duties or activities for a position This is not a complete job description, but focuses on the most important tasks of a position Job functions may overlap across occupations, depending on the employer (similar job functions may be found in two or more occupations)	The key skills necessary for success in a position Some skills listed are hard skills (computer, writing, etc.), while some are soft skills (interpersonal, communication, etc.) This is not a complete list of required skills, but the most common requirements across employers

For some of the occupations within the Food and Beverage sub-sector, further explanation is included about alternate job titles, job duties, and potential employers. The reason for this is that different employers will use different job titles to refer to positions with similar job duties. For instance, the occupation that this guide refers to as “Dining Room, Cafeteria, Bar Attendant” (O*NET’s official job title) may be listed in one job posting as “Busser” and another job posting as “Bar Back”, even though the requirements and duties of the job are similar.

The further explanations provided in this section aim to give readers a clearer understanding of the overlap and diversity within the Food and Beverage sub-sector so that they can view job announcements and descriptions with greater knowledge.

Employment Projections Table: Explanation

The tables titled “Employment Projections” offer readers statistical information about the expected growth of the entry-level occupations highlighted throughout the guide. The figures provided are taken from CA EDD’s labor market information and are for the San Francisco metro area (City and County of San Francisco, San Mateo County, Marin County). Below is a template of the Employment Projections table with an explanation of each column.

Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
Due to growth	Due to separation			
The estimated number of new positions that are added each year because the economy or industry is growing	The estimated number of positions that open each year because employees quit or are terminated from their position (staff turnover)	The estimated number of people who worked in this occupation in the San Francisco area in May 2010	<p>An estimate of how much an occupation is projected to grow</p> <p>A percentage, based on how many positions existed in 2008 and how many are expected to exist in 2018</p> <p>If the percentage is positive, the position is expected to grow; if it is negative, it is expected to go down</p> <p>If 500 people worked as bakers in 2008 and they expect there to be 550 baking jobs in 2018, the projected percent growth is 10%</p>	The middle hourly wage for a position (50% of the people in the position make more, 50% of the people make less)

Sub-Sector: Food and Beverage

Reminder: The graphics on the following pages use the color and shape coding introduced on page 9 of this guide”



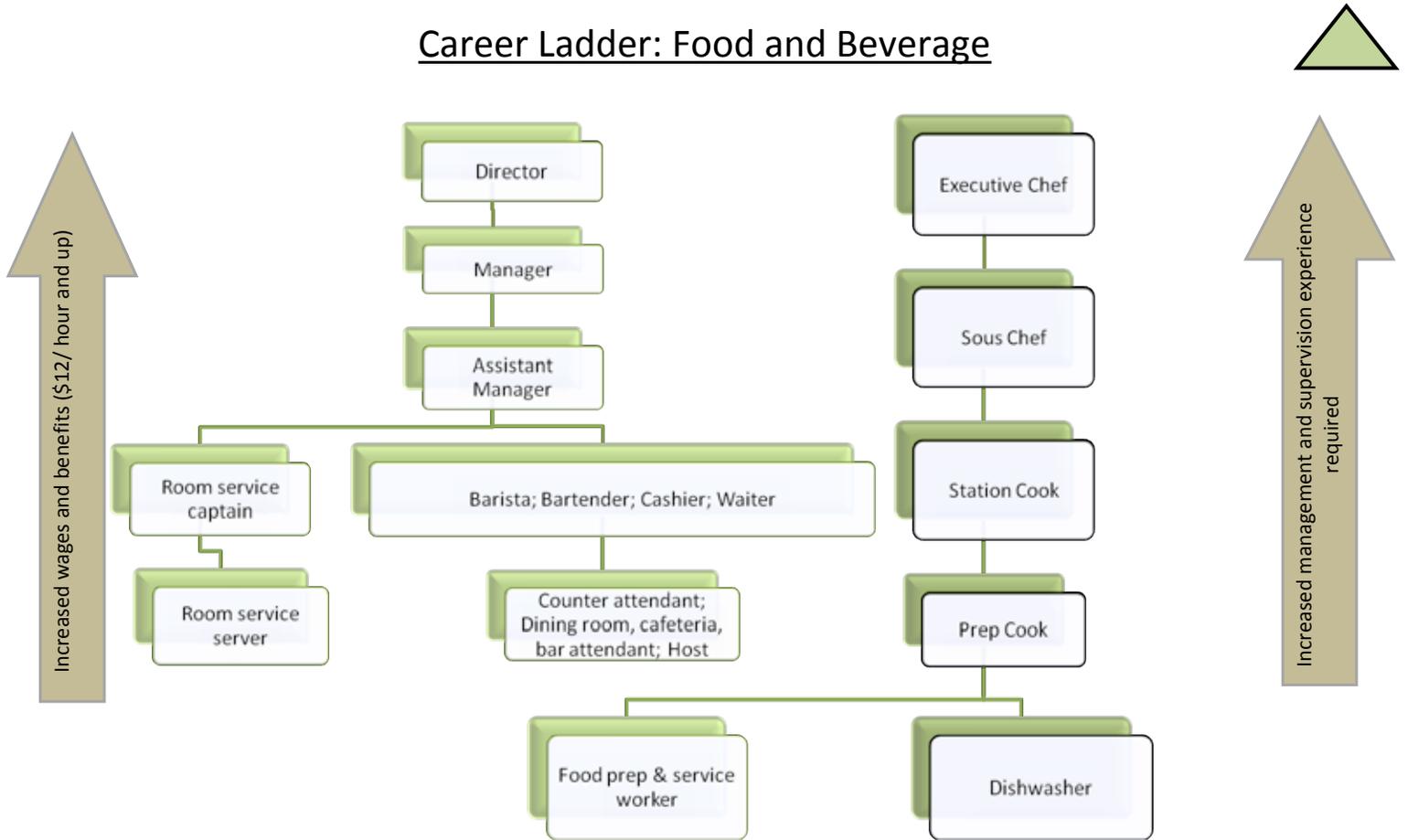
A note about the Food and Beverage sub-sector:

Because the Food and Beverage sub-sector is so diverse and includes so many occupations and workplaces, this guide further divides it into three categories. The table below provides an explanation of each category. The guide provides entry-level occupation and employment projection information separately for each of these three categories.

Culinary	Food and Beverage Service: Hotels only	Food and Beverage Service: Restaurant, bar, cafe, cafeteria, hotel restaurant
The preparation of food, mostly in a kitchen Positions usually requires minimal customer interaction	The delivery of food to guests in their rooms (Room Service)	The delivery of food or beverage to tables at restaurants or The service of food or beverage from behind a counter or bar



Career Ladder: Food and Beverage



Entry-Level Occupations: Culinary



Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
DISHWASHER	<ul style="list-style-type: none"> • May require previous restaurant experience • Flexible schedule 	<ul style="list-style-type: none"> • Clean dishes, kitchen, food preparation equipment, or utensils • Maintain kitchen work areas, equipment, or utensils in clean and orderly condition • Stock supplies, such as food or utensils, in serving stations, cupboards, refrigerators, or salad bars 	<ul style="list-style-type: none"> • Customer services/ team work • Ability to stand for long periods of time • Ability to lift heavy kitchen objects • Able to communicate in English, or primary language spoken in kitchen
PREP COOK	<ul style="list-style-type: none"> • Kitchen experience preferred • Flexible schedule • Likely requires CA Food Handlers Card 	<ul style="list-style-type: none"> • Perform a variety of food preparation duties other than cooking, such as preparing cold foods and shellfish, slicing meat, and brewing coffee or tea • Clean and sanitize work areas, equipment, utensils, dishes, or silverware • Wash, peel, and cut various foods, such as fruits and vegetables, to prepare for cooking or serving 	<ul style="list-style-type: none"> • Customer services/ team work • Ability to stand for long periods of time • Ability to communicate in English • Ability to multi-task and work in fast paced environment • Excellent knife skills and food preparation skills
FOOD PREPARATION & SERVICE WORKER	<ul style="list-style-type: none"> • Customer service experience • May require previous food prep/service experience • Likely requires CA Food Handlers Card 	<ul style="list-style-type: none"> • Perform duties that combine preparing and serving food and nonalcoholic beverages • Serve customers in eating places that specialize in fast service and inexpensive carry-out food • Request and record customer orders, and compute bills using cash registers • Prepare daily food items, and cook simple foods and beverages 	<ul style="list-style-type: none"> • Customer services/ team work • Ability to stand for long periods of time • Ability to communicate in English • Ability to multi-task and work in fast paced environment • Basic food preparation and cash register skills

Entry-Level Occupations: Culinary Further Explanations



As explained earlier, employers may use different job titles to describe the same type of work. The job titles used in this guidebook are official job titles from CA EDD and O*NET. They may not sound familiar to the reader or give the reader a clear sense of what the job entails. This table provides further information about two culinary occupations:

Occupation	Alternate Job Titles	Further Explanation of Job Duties	Examples of Employers
PREP COOK		<ul style="list-style-type: none"> • The prep cook is usually the person in a kitchen who prepares the ingredients that will then be cooked by a line cook, assistant chef, or chef • The prep cook washes, chops, and sorts ingredients 	<ul style="list-style-type: none"> • Any restaurant, café, or hotel restaurant/ kitchen
FOOD PREPARATION & SERVICE WORKER	<ul style="list-style-type: none"> • Deli Clerk (Delicatessen Clerk) • School Cafeteria Cook • Car Hop • Deli Worker (Delicatessen Worker) • Food Service Worker • Counter Attendant 	<ul style="list-style-type: none"> • This occupation combines the duties of positions that prepare food and those that serve food • Often, these positions are found in eating places that specialize in fast service and inexpensive food (not more formal, sit-down restaurants) • Duties would likely include working the cash register, preparing basic foods (ie sandwiches, take out items, drinks, salads, etc), cleaning, and communicating with cooks and other co-workers 	<ul style="list-style-type: none"> • Delis • Businesses that serve customer sandwiches and salads for lunch take-out • Cafeterias in schools, corporate offices, or hospitals

Employment Projections: Culinary



Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
DISHWASHER	81	241	6,640	13.8%	\$10.49
PREP COOK	38	255	6,730	5.3%	\$11.43
FOOD PREPARATION & SERVICE WORKER	227	325	14,820	14.7%	\$11.46



Entry-Level Occupations: Food and Beverage Service- Hotels Only



Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
ROOM SERVICE WORKER	<ul style="list-style-type: none"> • May require HS diploma/GED • May require CA Food Handlers Card • Customer service experience 	<ul style="list-style-type: none"> • Set-up and deliver all food and beverage orders to hotel rooms • Conduct floor sweeps and retrieve all food and beverage trays in order to maintain established sanitation guidelines • Assist customers, as needed 	<ul style="list-style-type: none"> • Excellent customer service experience • Ability to communicate effectively in English, verbal and written • Ability to stand for long periods of time and carry heavy food service trays

Employment Projections: Food and Beverage Service- Hotels Only

Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
ROOM SERVICE WORKER	7	28	1,650	3.6%	\$14.73

Entry-Level Occupations: Food and Beverage Service- Restaurant/ Bar/ Café/ Cafeteria/ Hotel Restaurant



Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
COUNTER ATTENDANT	<ul style="list-style-type: none"> • May require HS diploma/ GED • May require CA Food Handlers Card • Customer service experience 	<ul style="list-style-type: none"> • Serve food & beverages to customers in such settings as take-out counters of restaurants or lunchrooms, business or industrial establishments, hotel rooms, and cars • Prepare bills for food, using cash register • Cook food or prepare food items • Take customers' orders 	<ul style="list-style-type: none"> • Excellent customer service skills • Ability to communicate in English, verbal and written • Ability to multitask in fast-paced environment • Basic food preparation skills
DINING ROOM, CAFETERIA, BAR ATTENDANT	<ul style="list-style-type: none"> • May require HS diploma/ GED • May require CA Food Handlers Card • Customer service experience 	<ul style="list-style-type: none"> • Facilitate food service • Clean and set tables • Perform stocking and cleaning duties • Serve items such as water, condiments, and coffee to patrons 	<ul style="list-style-type: none"> • Excellent customer service skills • Ability to communicate in English, verbal and written • Ability to multitask in fast-paced environment • Ability to carry dishes, trays, etc.
HOST	<ul style="list-style-type: none"> • Customer service experience • Restaurant experience • May require experience with computer reservation software, such as Open Table 	<ul style="list-style-type: none"> • Greet guests and seat them at tables or in waiting areas • Provide guests with menus • Answer telephone calls and respond to inquiries or transfer calls • Maintain contact with kitchen staff, management, serving staff, and customers to ensure that dining details are handled properly and customers' concerns are addressed 	<ul style="list-style-type: none"> • Excellent customer service skills • Ability to communicate in English, verbal and written • Professional demeanor • Excellent telephone communication skills • Friendly, with ability to problem solve

Entry-Level Occupations: Food and Beverage Service-
Restaurant/ Bar/ Café/ Cafeteria/ Hotel Restaurant
Further Explanation



Here is further information regarding two food and beverage service occupations:

Occupation	Alternate Job Titles	Further Explanation of Job Duties	Examples of Employers
COUNTER ATTENDANT	<ul style="list-style-type: none"> • Food Service Worker • Cafeteria Worker • Cafeteria Server • Food Service Assistant • Line Server • Cafe Attendant • Cafe Worker 	<ul style="list-style-type: none"> • These positions usually entail serving customers from behind a counter at a café or cafeteria-type business • They could also include aspects of food and beverage preparation, depending on the employer • They likely would include taking customers' orders and using a cash register • They could also include making coffee drinks 	<ul style="list-style-type: none"> • Cafes • Cafeterias • Corporate lunchrooms • Hotel food service locations • Airports
DINING ROOM, CAFETERIA, BAR ATTENDANT	<ul style="list-style-type: none"> • Busser • Dietary Aide • Bus Person • Server • Wait Staff • Bar Back 	<ul style="list-style-type: none"> • These positions often support more skilled positions such as waiters and bartenders • They involve cleaning dishes, clearing tables and stocking supplies • They often require fast movement and carrying heavy trays • They may include serving water, coffee, or other basic items to customers 	<ul style="list-style-type: none"> • Restaurants • Bars • Cafes • Cafeterias • Hotel food service locations • Airports

**Employment Projections: Food and Beverage Service-
Restaurant/ Bar/ Café/ Cafeteria/ Hotel Restaurant**

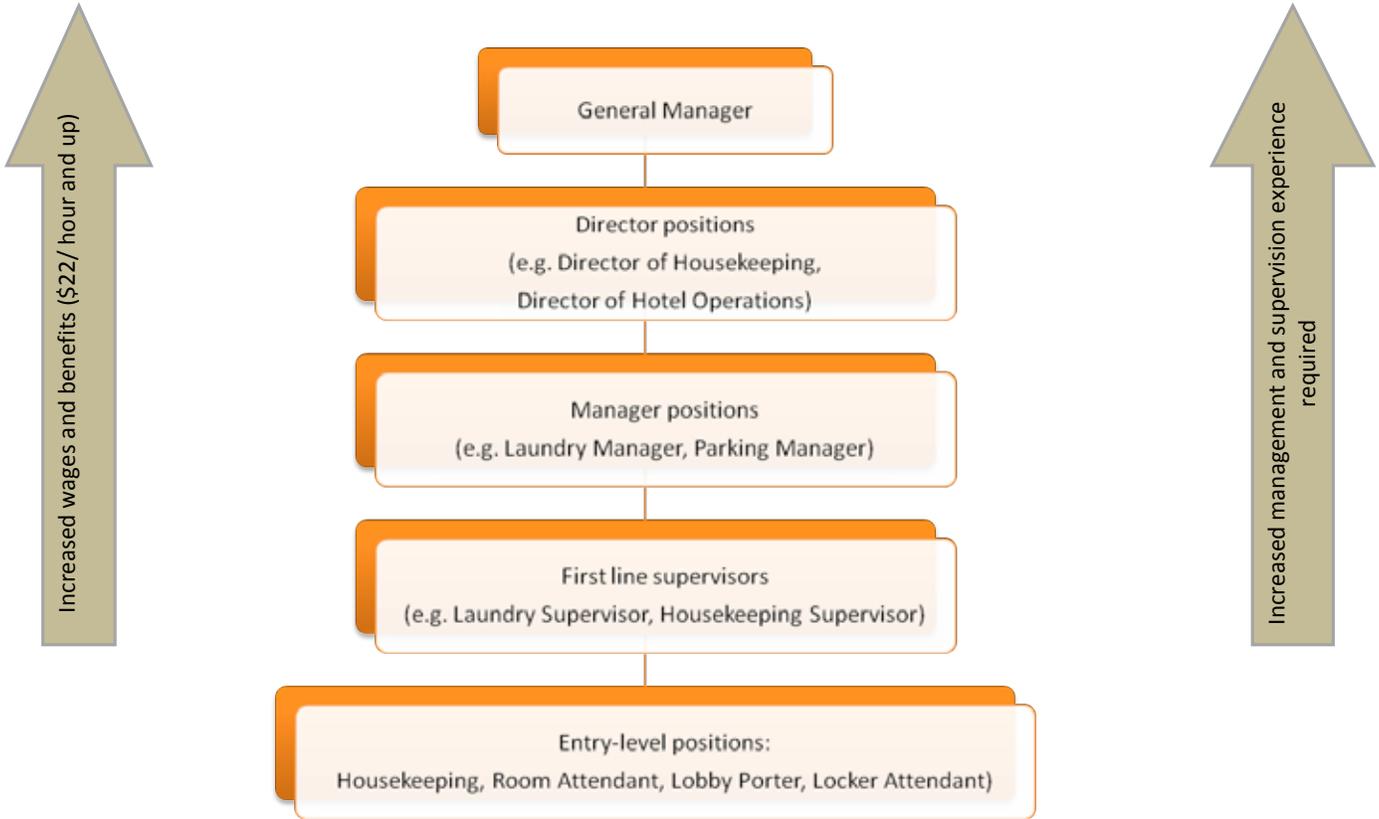


Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
COUNTER ATTENDANT	65	487	5,980	10%	\$11.18
DINING ROOM, CAFETERIA, BAR ATTENDANT	45	232	5,110	8.4%	\$12.38
HOST	23	179	2,570	8.8%	\$12.63



Sub-Sector: Facilities Maintenance

Career Ladder: Facilities Maintenance





Entry-Level Occupations: Facilities Maintenance

Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
HOUSEKEEPER	<ul style="list-style-type: none"> • HS diploma may or may not be required • 6 months experience or training often preferred or combination of education or experience • May require background check 	<ul style="list-style-type: none"> • Clean and re-stock all rooms • Clean public areas such as lobby or restrooms • Complete daily cleaning according to employer guidelines • Interact with customers in a professional and friendly manner • Report damage, missing items to management 	<ul style="list-style-type: none"> • Basic reading and numeracy skills • Basic customer service skills • Ability to bend, crawl, carry, reach • Ability to lift 50-75 lbs • Ability to operate cleaning tools and utilize supplies • Time management

Note: This guidebook only focuses on the entry-level occupation “Housekeeper” because other entry-level occupations within this sub-sector either are not projected to grow or require significant skills and training.

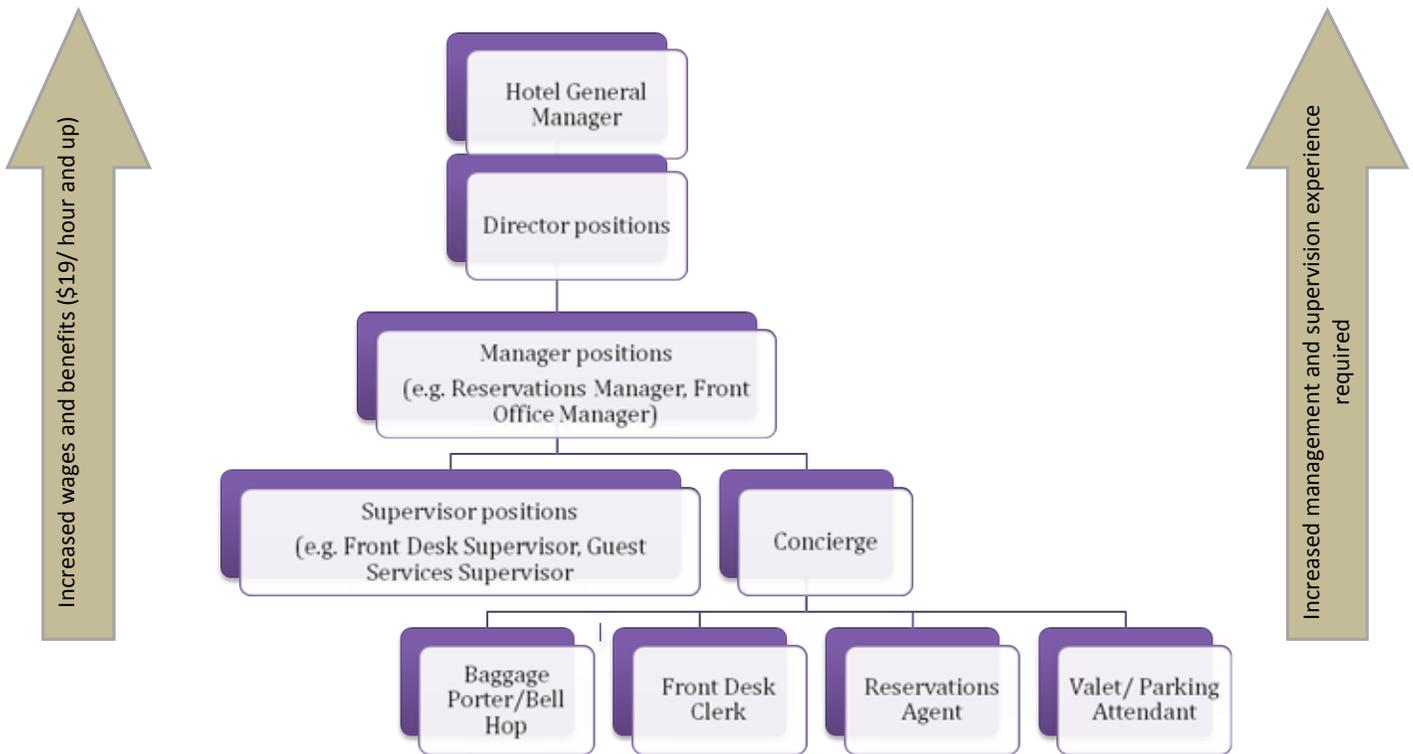
Employment Projections: Facilities Maintenance

Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
HOUSEKEEPING	60	189	8,480	5.7%	\$14.62



Sub Sector: Guest Services

Career Ladder: Guest Services



Entry-Level Occupations: Guest Services

Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
BELLHOP/ BAGGAGE PORTER	<ul style="list-style-type: none"> • May require HS diploma • Customer service experience 	<ul style="list-style-type: none"> • Transfer luggage, trunks, and packages to and from rooms, loading areas, vehicles, or transportation terminals, by hand or using baggage carts • Supply guests or travelers with directions, travel information, and other information 	<ul style="list-style-type: none"> • Excellent customer service • Ability to communicate in English, verbal and written • Ability to lift heavy luggage and stand for long periods of time
PARKING ATTENDANT/ VALET	<ul style="list-style-type: none"> • Valid drivers license • Ability to safely and responsibly drive automatic and manual transmission vehicles • Pass DMV records check • May require background check or drug test 	<ul style="list-style-type: none"> • Greet guests • Assist guests with loading/unloading luggage • Park and retrieve vehicles • Document any damage to vehicle prior to parking 	<ul style="list-style-type: none"> • Excellent customer service • Speak, read, and write English • Safe, responsible driving skills • Ability to lift heavy luggage • Ability to be on feet for long periods • Comfortable outdoors, regardless of weather
HOTEL DESK CLERK	<ul style="list-style-type: none"> • HS diploma usually required • Previous customer service and hospitality experience 	<ul style="list-style-type: none"> • Accommodate patrons by registering and assigning rooms to guests, issuing room keys, transmitting and receiving messages, collecting payments • Keep records of occupied rooms and guests' accounts • Make and confirm reservations 	<ul style="list-style-type: none"> • Excellent customer service • Strong written and verbal skills • Ability to communicate with people of diverse backgrounds • Basic computer skills • Excellent telephone skills
RESERVATIONS AGENT	<ul style="list-style-type: none"> • HS diploma usually required • Previous customer service and hospitality experience 	<ul style="list-style-type: none"> • Make and confirm reservations and sell tickets to hotel customers • May check baggage and direct customers • Make reservations, deliver tickets, arrange for visas, provide tourists with travel and tour information 	<ul style="list-style-type: none"> • Excellent customer service • Strong written and verbal skills • Basic computer skills • Ability to communicate with people of diverse backgrounds • Knowledge of tourist attractions and transportation systems

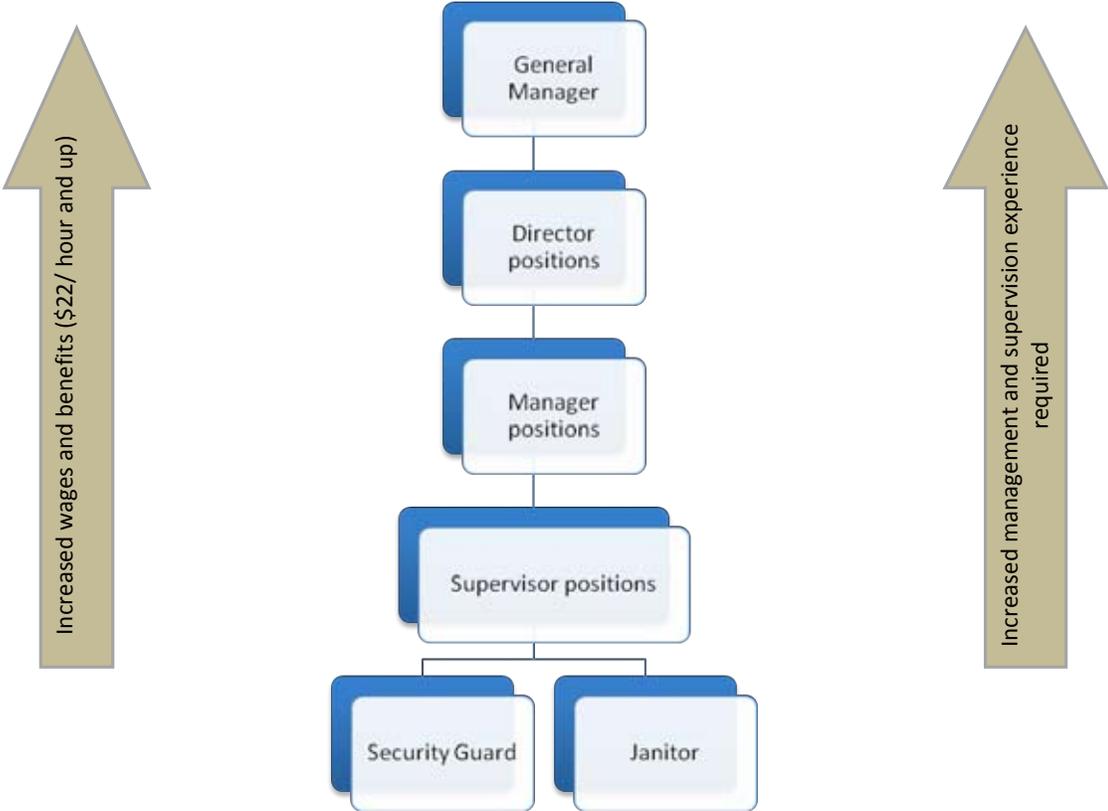
Employment Projections: Guest Services

Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
BELLHOP/BAGGAGE PORTER	8	31	1,130	6.8%	\$14.53 (not including tips)
PARKING ATTENDANT/VALET	0	85	2,370	-1.3%	\$14.27 (not including tips)
HOTEL DESK CLERK	33	76	2,240	14.3%	\$15.85
RESERVATIONS AGENT	5	40	1,170	2.8%	\$18.02



Sub Sector: Events and Conventions

Career Ladder: Events and Conventions





Entry-Level Occupations: Events and Conventions

Occupation	Minimum Experience/ Education Required	Core Job Functions	Key Skills Required
SECURITY GUARD	<ul style="list-style-type: none"> Security Guard Registration (Guard Card) May require additional certifications Drug screening and background check Likely require HS diploma/GED May require previous experience 	<ul style="list-style-type: none"> Guard, patrol, or monitor premises to prevent theft, violence, or infractions of rules Write reports of activities Call police or fire departments in cases of emergency Answer alarms and investigate disturbances 	<ul style="list-style-type: none"> Ability to stand for long periods; physically fit Effective written and verbal communication skills Flexible schedule Excellent customer service skills Ability to make fast, responsible decisions
JANITOR	<ul style="list-style-type: none"> May require HS diploma/GED May require CA drivers license May require background check May require previous experience 	<ul style="list-style-type: none"> Keep buildings in clean and orderly condition Perform heavy cleaning duties (i.e. cleaning floors and rugs, washing walls and glass, and removing rubbish) Perform routine maintenance activities, notifying management of need for repair 	<ul style="list-style-type: none"> Ability to stand for long periods Ability to operate cleaning tools and equipment Ability to work independently Knowledge of cleaning chemicals and procedures

Employment Projections: Events and Conventions

Occupation	Annual openings		Estimated employment (May 2010)	Projected percent growth in number of positions (2008-2018)	Median SF hourly wage
	Due to growth	Due to separation			
SECURITY GUARD	75	234	10,250	6.6%	\$14.87
JANITOR	70	385	21,280	3.4%	\$14.12

FINDING A JOB IN THE HOSPITALITY INDUSTRY

The purpose of this section is to provide tools and resources for individuals seeking employment in the hospitality industry. Information is provided on where to look for job openings and how to apply for positions.



Job Search Strategies:

Where to Find and Apply for Positions in Hospitality

Craigslist: www.craigslist.org

- Lists hospitality jobs in the following categories: Food/bev/hosp, part-time
- Many postings from small, local businesses, as well as larger employers
- Postings may request email response, questionnaire, resume/cover letter, or phone call

HotelCareers: www.hotelcareers.com

- Posts openings in wide diversity of settings including hotels, restaurants, cruises, retail
- Job seeker enters geographic area and specific occupation title
- Job seeker can sign up to receive postings via email
- Detailed profiles of employer, job search tips, and industry newsletters available
- Brings job seeker to employers' website to complete online application

HireSF: www.hiresf.org

- Citywide job posting and matching system, maintained by OEWD
- Job postings, career assessments, education/ training information
- Job seeker can post up to 10 separate resumes
- Over 15,000 local jobs posted
- Links job seeker to application on employers' website

Culintro: www.culintro.com

- Culinary job postings
- Job seeker can post resume
- Weekly email newsletter on events, jobs, and other information regarding the culinary industry
- Instructions for application provided with each individual posting

HCareers: www.hcareers.com

- Posts openings in wide diversity of Hospitality jobs across various skill levels
- Job seeker enters geographic area and specific occupation title
- Job seeker can post resume

Poached: www.sfpoachedjobs.com

- Website for employers in food & drink businesses who are looking to hire qualified staff
- Job seekers can post resumes for employer review, as well as view open positions

Employer websites

- Often include page where job seekers search for openings in their geographic area
- Openings may or may not be posted in other locations as well
- Websites will also contain information about company's values, philosophy, and opportunity for career growth
- Online applications; may request copying resume and cover letter into application

Online Applications: Key Information

Online applications are very common among large employers in all sub-sectors of the hospitality industry. When applying for positions online, it is important to read through any detailed FAQs and instructions on a specific employer's website. Online applications:

- Often request applicants to upload resume and cover letter, as well as complete detailed work history;
- Often include an extensive survey focused on character, moral values, work habits, personality traits, commitment to customer service, and potential commitment to employer; survey is scored and will determine likelihood of continuing in application process;
- Require applicant to select user name and password (recording this information is critical); application will remain active in system for specified amount of time (depending on the employer);
- Usually allows job seeker to apply for multiple positions through same employer;
- May require a social security number to submit.

Two websites that enable job seekers to practice completing online applications are:

- <http://www.careerkokua.org/js/jsa/article.cfm?id=12>
- http://www.experienceworks.org/site/PageServer?pagename=Practice_Online_application

Finding a job in the hospitality industry may be as challenging as finding a job in any industry, given the current economy, yet demonstrating a commitment to the specific industry will certainly benefit job seekers.

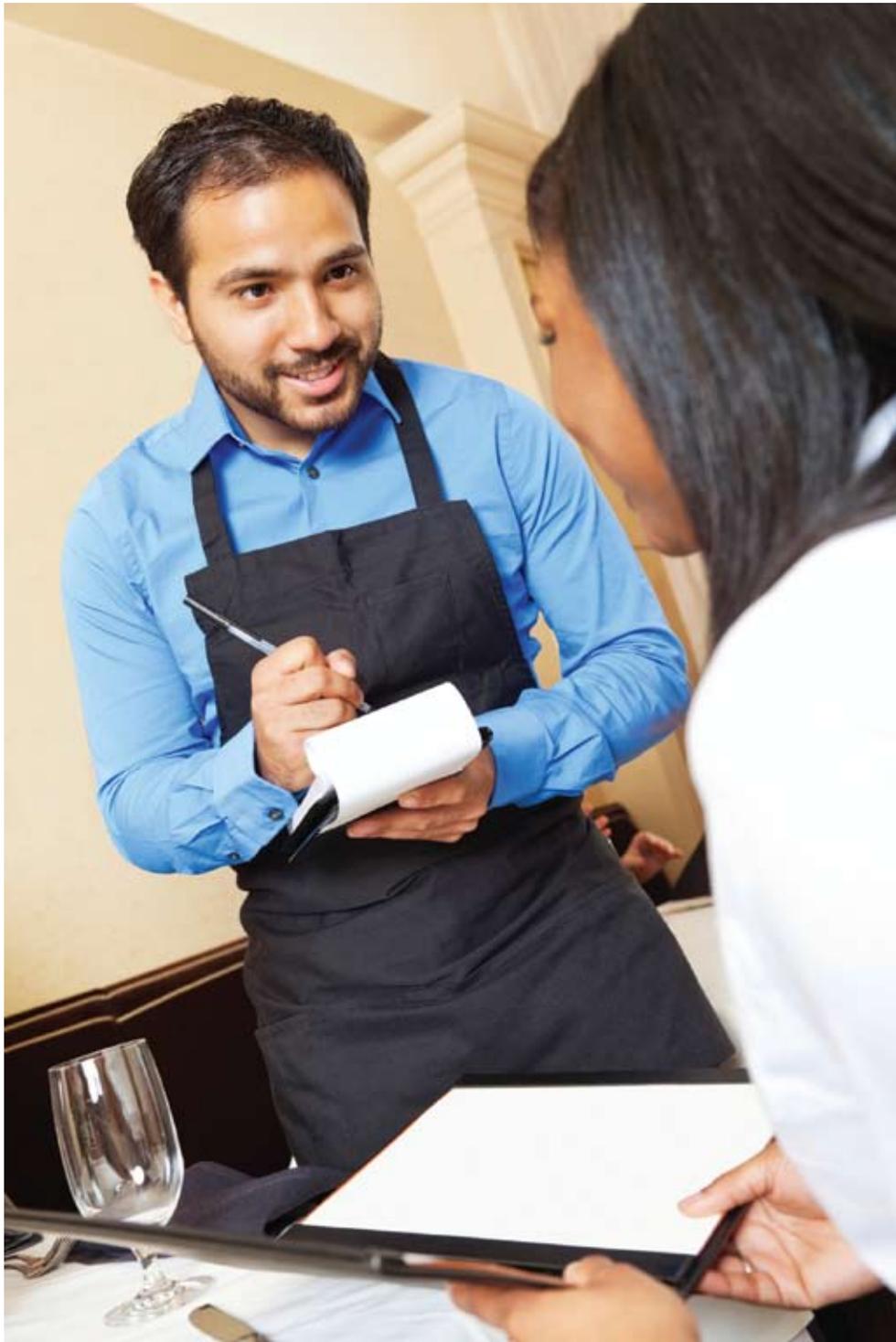
The FAQs page on the Marriott Hotel's corporate website indicates that flexibility and a strong commitment to customer service is exactly what employers are looking for in applicants:

Q: "I don't have any hospitality experience. How can I get a job with Marriott?"

A: "Keep your options open, be flexible about your first role within the industry, and be willing to learn new skills. By staying open to all opportunities to get your foot in the door, you'll gain experience in hospitality and will be able to demonstrate an understanding of how the business works. If you're considering transitioning from another industry, realize that hospitality is an industry that requires a passion for service and the ability to demonstrate that passion when providing service to guests or customers."

CUSTOMER SERVICE SKILLS

This section of the resource guide highlights a skill set that is critical to any hospitality professional's success: customer service. It outlines key customer service skills and offers examples of how they are demonstrated in the hospitality industry.



Customer Service Skills: Critical to All Sub-Sectors within the Hospitality Industry

The reason that this resource guide contains detailed information about customer service is that it is **KEY** to the success of restaurants, hotels, and other hospitality employers. The majority of entry-level positions (as well as mid-level and management positions) within hospitality require excellent customer service skills. Employers look to hire people who are friendly, professional, positive, and who like to interact with others. Across the industry, employers stress that a commitment to high-quality customer service and to the industry is what they look for in potential employees.

Customer service is a term that is used frequently throughout the professional world. But, what does it really mean?

According to Christopher McKnight's "Top 7 Skills for Customer Service Jobs", on www.top7business.com, **key customer service skills include:**

- Communication (professional, positive, clear, patient)
- Active listening (understanding a situation and others' point of view)
- Problem solving (asking questions, commitment to helping customer)
- Flexibility (adapting to customers' needs and changing circumstances)
- Initiative and proactiveness (anticipating & preventing problems, making improvements)
- Professionalism (respectful, friendly, courteous, team player)
- Task orientation (resolving issues, hard working, focused)

Customer Service Skills in Hospitality:

What Is Expected of Employees in Hotels, Restaurants, and other Workplaces?

Within hospitality, customer service refers to some specific abilities and actions. As described in “Guest Services in Hospitality” on www.themanagementskills.com, there are key customer service actions that are used on the job across hospitality occupations. These actions are expected of all employees:

- **Smile:** Smiling when dealing with guests helps create a friendly atmosphere. A smile says, “We’re glad you are here.”
- **Greet:** Greeting a guest includes smiling and eye contact. If a guest’s name is not known, “Sir or Madame” is the appropriate address.
- **Use proper conversation etiquette (phone and in person):** With introductions, try to attain the guest’s name and use it in conversation, it is a positive form of recognition.
- **Provide assistance:** When a guest arrives at the hotel/restaurant and during the course of their stay it is imperative that the guest knows that the employees are there to assist with their needs.
- **Give attention:** Enhance the attention given to guests by initiating extra guest interactions. Guests should never be ignored by any staff.
- **Provide positive endings:** Upon departure from an establishment, guests should be thanked for coming and told how much they are wanted back.
- **Follow through on all request and inquiries:** It is important that staff assures that the services provided are above satisfactory and guests are pleased with the service.
- **Maintain a positive attitude:** Having a positive attitude means the employee has the desire to consistently provide excellent customer service to guests.
- **Make positive decisions:** Employees must be taught to be objective when making decisions. This means keeping their emotions under control at all times.

Across the industry, employers stress that a commitment to high-quality customer service and to the industry is what they look for in potential employees.

TRAININGS

This section provides an overview of the hospitality trainings available in the San Francisco area. The following trainings are highlighted:

- Associate degree and non-credit programs at City College of San Francisco
- Vocational skills trainings at local community-based organizations
- CA Food Handlers Card
- Security registration card training



Culinary and Food Service Trainings: CCSF

Though on-the-job training is critical to building skills in all sub-sectors of the hospitality industry, there are also many opportunities for formal preparation and education. When exploring careers in hospitality, it is important to do research into what training may be required or beneficial.

Here is some general information regarding hospitality-focused trainings:

- San Francisco is home to a wide diversity of training institutions that cater to individuals interested in pursuing careers in hospitality.
- Training requirements vary across specific occupations and employers but are likely to be required for many culinary positions, as well as managerial positions.
- The fees, program intensity and length, and outcomes (degree, certificate, etc.) vary greatly across training institutions. It is critical for individuals pursuing hospitality careers to understand the training requirements of positions they are interested in, as well as the details of specific training programs they are considering.
- Though there are many institutions approved by the Bureau of Security and Investigative Services to provide Security Guard training, the quality and cost of trainings may vary greatly. It is recommended that individuals learn more about a specific training institution (details on fees, reputation, timeline for obtaining registration, etc.) before applying.

Culinary and Food Service Training: City College of San Francisco (CCSF)

Program	Basic Program Info	Eligibility	Campus Info
<u>Culinary and Service Skills:</u> Food Technology and Dining Services	<ul style="list-style-type: none"> • Non-credit • 2 semesters • Monday-Friday • 6 hours/day • Free tuition • Fee for supplies (@\$600) 	<ul style="list-style-type: none"> • 8th grade reading and math, or ESL 7 • Ability to lift 50 lbs • Good written and verbal skills • Regular attendance 	<p>CCSF Culinary and Service Skills Training Program Downtown Campus 88 Fourth Street/Mission (415) 267-6555 (Campus Counseling Office)</p> <p>CCSF website: www.ccsf.edu/hotelandrestaurant</p>
<u>Culinary and Service Skills:</u> Baking and Pastry	<ul style="list-style-type: none"> • Non-credit • 2 semesters • Monday-Friday • 6 hours/day • Free tuition • Fee for supplies (@\$600) 	<ul style="list-style-type: none"> • 8th grade reading and math, or ESL 7 • Ability to lift 50 lbs • Good written and verbal skills • Regular attendance 	
<u>Culinary Arts and Hospitality Management:</u> Culinary Arts major	<ul style="list-style-type: none"> • Associate's degree • 4 semesters • Includes unpaid internship • Tuition, plus supplies 	<ul style="list-style-type: none"> • CCSF English 92 or ESL 150 • HS or college GPA: 2.0 • Ability to lift 40 lbs 	<p>CCSF Culinary Arts and Hospitality Studies Department Ocean Campus 50 Phelan Avenue, SW 156 Telephone: (415) 239-3152/ Fax: (415) 239-3913. Email: cahs@ccsf.edu</p> <p>CCSF website: www.ccsf.edu/hotelandrestaurant</p>
<u>Culinary Arts and Hospitality Management:</u> Food Service Management major	<ul style="list-style-type: none"> • Associate's degree • 4 semesters • Includes unpaid internship • Tuition, plus supplies 	<ul style="list-style-type: none"> • CCSF English 92 or ESL 150 • HS or college GPA: 2.0 • Ability to lift 40 lbs 	
<u>Culinary Arts and Hospitality Management:</u> Hotel Management major	<ul style="list-style-type: none"> • Associate's degree • 4 semesters • Includes unpaid internship • Tuition, plus supplies 	<ul style="list-style-type: none"> • CCSF English 92 or ESL 150 • HS or college GPA: 2.0 • Ability to lift 40 lbs 	

Culinary and Food Service Training: Community-based organizations

Program	Basic Program Info	Eligibility	Contact Info
(MLVS) Professional Cooking	<ul style="list-style-type: none"> Monday- Friday, 9am-4pm 27 weeks 810 classroom hours 60 hours internship Includes case management and employment referrals 	<ul style="list-style-type: none"> Low-income (WIA or CalWorks eligible) Intermediate English (ESL level 4) 	Mission Language & Vocational School: www.mlvs.org/culinary 2929 19th Street (The Mission) (415) 648-5220
(CCSC) Western Cooking	<ul style="list-style-type: none"> Monday- Friday, 8am-12pm 18 weeks 2 sessions/year Free Includes job search assistance Includes case management Monday-Friday, 8am-2pm 	<ul style="list-style-type: none"> New immigrants Below-moderate income or unemployed ESL level 4 or above WIA eligible New immigrants 	Charity Cultural Services Center: www.sfccsc.org/job_training 731 Commercial Street (Chinatown) (415) 989-8224
(CCSC) Chinese Cooking	<ul style="list-style-type: none"> (Includes ESL and cooking classes) 18 weeks Free Includes job search assistance Includes case management 	<ul style="list-style-type: none"> Below-moderate income or unemployed WIA eligible 	
(CCSC) Bartending	<ul style="list-style-type: none"> Monday-Friday, 8:30-10:30am 18 weeks Free Includes job search assistance Includes case management 	<ul style="list-style-type: none"> New immigrants Below-moderate income or unemployed Must be over 21 ESL level 6 or above WIA eligible 	
(ECS) CHEFS Cooking Program	<ul style="list-style-type: none"> 6 month program (3 month classroom & kitchen, 3 month internship & job skills class) Free Students paid \$100/week stipend during internship Includes job search assistance and case management Includes 6 months of retention services 	<ul style="list-style-type: none"> Homeless (according to HUD guidelines) TB test Validation to work in US (or documented attempts towards validation) 	Episcopal Community Services: ecs-sf.org/programs/chefs.html Canon Kip Community House 705 Natoma Street (SOMA) (415) 487-3792

CA Food Handlers Card

- Under California state law, most individuals who are involved in the preparation, storage, or service of food are required to obtain a CA Food Handler Card
- The card is obtained by taking a training course and passing an assessment
- The focus of the course is food safety/ hygiene
- The card is valid for 3 years
- Employees must obtain a card within 30 days of their hire date
- The course and assessment cost \$12-15, takes about 90 minutes and can be completed online
- For a list of online training providers see: <https://www.ansica.org/wwwversion2/outside/ALLdirectoryListing.asp?menuID=212&prgID=228&status=4>
- More information about the CA Food Handlers Card can be found at: http://ccdeh.com/component/docman/cat_view/5-food-safety-policy-committee/142-foodhandler-cards

Security Guard Training

- Security guards must be 18 years or older, pass a criminal background check with the FBI and the CA Department of Justice, and complete 40 hours of training to obtain a Security Guard registration from the Bureau of Security and Investigative Services (often referred to as a “guard card”).
- Training requirements are as follows:

Date of completion	Training hours required (all trainings include examination)
Prior to being assigned to post	8 hours (“Power to Arrest” training)
Within first 30 days	16 hours
Within first 6 months	16 hours
Total training	40 hours

- Registration is valid for 2 years
- Fees: \$51 registration application fee, \$51 Live Scan fee (covers FBI and DOJ checks), plus cost of training class
- Firearm, tear gas, and baton permits require additional trainings
- For list of approved trainers see: <http://guardcard.net/bsis-training-facilities.htm>

* The U.S. Equal Employment Opportunity Commission (EEOC) issued a revised guidance on the application of Title VII to criminal records on April 25, 2012. The new guidance, which supersedes the original version issue in 1987, can be found at www.eeoc.gov/laws/guidance/arrest_conviction.cfm

ADDITIONAL INFORMATION AND RESOURCES

This section provides additional information and resources including:

- Sources of data
- Links to helpful resources
- Local unions
- Additional local trainings
- Additional sub-sectors and occupations
- OEWD's Hospitality Initiative



Sources of Data

All **2008-2018** figures included in this guide are projections made by the California Employment Development Department (EDD) for the metropolitan area comprised of San Francisco, San Mateo, and Marin counties:

<http://www.calmis.ca.gov/htmlfile/msa/sf.htm>

Median wages are based on 2011 1st Quarter wages.

Employment numbers are from May 2010:

<http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=152>

Growth projections (2008-2018) for each occupation:

<http://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/areaselection.asp?tablename=ocprj>

For this guide, the San Francisco area is defined as the city and county of San Francisco, Marin county, and San Mateo county. It does not include the East Bay.

Links to Helpful Resources

Bureau of Labor Statistics: Information on the hospitality industry: overview, workplace norms, workplace descriptions, descriptions of occupations, opportunities for growth, etc.

<http://www.bls.gov/oco/cg/cgs036.htm>

CA Career Zone: Interest assessments, career exploration activities, budgeting tools, occupational information, outlook, and videos

www.cacareerzone.org

O*NET: Occupational information and descriptions, projections, training information, and more

<http://www.onetonline.org/>

Hcareers: Hospitality job postings, information on employers, training, and other resources

www.hcareers.com

Hospitality Online: Hospitality job postings, information about employers

<http://www.hospitalityonline.com/>

CSU East Bay: Sample career ladder of hospitality industry

<http://www.calstate.edu/hospitality/research/advancement/>

Culinaryschools.org: Exploration and information on culinary careers and trainings

<http://www.culinaryschools.org/>

Local Unions

Many hospitality employees in San Francisco are union members. Below is a list of some of the unions representing workers in the hospitality industry:

UNITE HERE Local 2: Represents about 12,000 hospitality workers in San Francisco and San Mateo at job sites such as hotels, restaurants, food services, laundries, and SFO
More information at: <http://www.onedaylongersf.org>

SEIU United Service Workers West (Local 1877, SOULA Local 2006, Local 24/7): Represents janitors, security officers, stadium and arena workers, and other service workers
More information at: <http://www.seiu-usww.org>

Baker's Union Local 24: Represents bakers with employers such as Safeway, Boudin Bakeries, Bimbo Bakeries, and more
More information at: <http://bakerslocal24.com>

Local 510: Represents convention and trade show workers at Moscone Center
More information at: <http://www.local510.org/>

Additional Local Training: Four-Year Institutions and Culinary Schools

School	Programs	Info
San Francisco State: Hospitality & Tourism Management Department	Bachelor of Science in Hospitality Management	http://cob.sfsu.edu/cob/hospitality/
	Bachelor of Science in Recreation, Parks, and Tourism Administration	http://www.sfsu.edu/bulletin/programs/recreat.htm#341503
CSU East Bay	Bachelor of Science in Hospitality & Tourism	http://www20.csueastbay.edu/ceas/departments/hrt/index.html
	Bachelor of Science in Recreation Management	
San Jose State	Bachelor of Science in Hospitality Tourism and Event Management	http://www.sjsu.edu/hrtm/
California Culinary Academy	Certificates and Associates Degrees in Culinary Arts and Baking & Pastry Arts	http://www.chefs.edu/programs
	Online courses in restaurant and operations management	
The Art Institute of California- San Francisco	Associate of Science- Baking & Pastry	http://www.artinstitutes.edu/san-francisco/culinary-802.aspx
	Associate of Science- Culinary Arts	
	Bachelor of Science- Culinary Management	
	Diploma- Art of Cooking	
	Diploma- Baking & Pastry	

Additional Sub-Sectors and Occupations

Though this guide focuses on four specific sub-sectors within hospitality, there are other sub-sectors comprised of a diversity of occupations. Examples include:

Sub-sector	Occupations
Recreation, amusement, attractions	Amusement & Recreation Attendant, Gaming Dealer, Gaming Manager, Recreation Worker, Set/Exhibit Designer, Sports Official
Travel and tourism	Translator, Travel Agent, Reservation Agent, Meeting and Convention Planner, Tour Guide, Transportation Attendant

For more information about these and other hospitality sub-sectors, see the online resources listed on page 45, or attend a Hospitality Initiative- sponsored orientation to hospitality careers.

Orientation to Hospitality Careers

The first step for job seekers interested in participating in Hospitality Initiative services is to attend an orientation. Citywide orientations will be held monthly. These orientations will provide job seekers with an overview of the hospitality industry, including information on entry-level positions and corresponding trainings and career paths. Job seekers will also learn about the services offered under the Hospitality Initiative and how to proceed with accessing employment or training in the industry.

The orientation schedule and other updated information about the latest Hospitality Initiative efforts are available online at: www.workforcedevelopmentsf.org

OEWD SECTOR STRATEGY AND PROGRAMS

Overview

OEWD supports workforce development initiatives in several priority industry sectors identified through its 2009 Strategic Plan. OEWD's Sector Strategy is designed to improve the responsiveness of the workforce system to meet the demands of sustainable and growing industries, providing employers with skilled workers and expanding employment opportunity for San Francisco residents. This dual customer approach is flexible and responsive to the changing needs of the labor market.

Selection of Sectors

The Sector Strategy targets growing and in-demand industries that provide multiple entry points to jobs that offer upward mobility and lead to self-sufficiency. Using labor market data and real-time intelligence gathered from employers and other stakeholders, OEWD considers the following criteria to inform the development of sector initiatives:

- Industries that are growing and vital to the San Francisco economy
- Occupations that are in demand among employers
- Accessible Entry-Level Jobs that require only a high-school diploma and short-term vocational training
- Quality Jobs with higher than average wages and benefits
- Career Pathways that provide upward mobility and lead to self-sufficiency

The Sector Strategy includes the following initiatives:

- CityBuild (construction)
- Healthcare Academy
- Hospitality
- TechSF (IT/digital media)
- TrainGreenSF

Additional information about OEWD Workforce Division programs and strategies are available on our website at www.workforcedevelopmentsf.org.



The Office of Economic and Workforce Development would like to thank the following Hospitality Initiative partners for their input and assistance in developing this guide:

Charity Cultural Services Center

City College of San Francisco

Episcopal Community Services

The Golden Gate Restaurant Association

Jewish Vocational Service

Mission Hiring Hall

Mission Language & Vocational School

San Francisco City and County Convention Facilities Department

San Francisco International Airport

The San Francisco Hotel Council

The San Francisco Labor Council

Self Help for the Elderly



San Francisco

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