

**RESEARCH BRIEF**

**Employment Outcomes of NOVA Graduates:  
Hospitality Management, A.A.S. and Certificate Programs**

**Introduction**

This Research Brief presents the employment outcomes of 139 NOVA graduates of the Hospitality Management, A.A.S. and Certificate programs from 2007 through 2017 (Section I) and provides employment data for Hospitality Management (A.S. and B.S.) graduates (Section II).<sup>1</sup> The employment data includes target occupations, job postings, companies hiring, and highly desired job skills and qualifications for Hospitality Management (A.S. and B.S.) graduates in the NOVA region during the specified period.<sup>2</sup>

Data were extracted utilizing the Economic Modeling Specialists International (EMSI) product, which provides employment data derived from government sources, online job posting activity, and professional networking profiles (e.g., LinkedIn) and résumés. EMSI employment data were also used to determine the employment outcomes and workforce credentials of NOVA graduates.<sup>3</sup>

**Key Findings**

- The vast majority of NOVA Hospitality Management (A.A.S. and Certificate) graduates are employed in a Hospitality Management-related field (94 percent).
- The employment opportunities for Hospitality Management (A.S. and B.S.) graduates in the NOVA region are favorable for some target occupations including Business Operations Specialists, Managers, Public Relations Specialists, and Postsecondary Teachers.
  - Regionally, these target occupations have frequent job openings, expected job growth, and median hourly earnings higher than national median hourly earnings for these occupations.
- Booz Allen Hamilton, Leidos Holdings, General Dynamics, Science Applications International, and Mantech International are the top five companies hiring Hospitality Management (A.S. and B.S.) graduates in the NOVA region.

<sup>1</sup> Graduates may have earned additional degrees beyond the Hospitality Management (A.A.S. or Certificate).

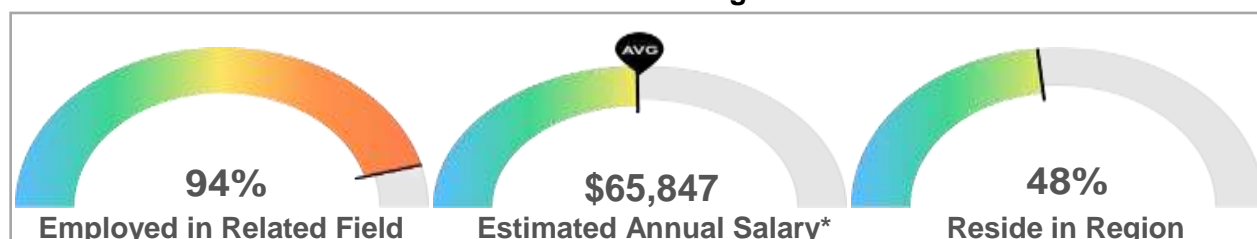
<sup>2</sup> Job postings comprise both full-time and part-time positions.

<sup>3</sup> EMSI: <https://www.economicmodeling.com/>

## Section I. Employment Outcomes of NOVA Graduates

This section provides recent (2019) employment outcomes information for 139 NOVA graduates of the Hospitality Management, A.A.S. and Certificate programs who graduated from 2007 through 2017.<sup>4</sup> Of these graduates, the vast majority (94 percent) were employed in a Hospitality Management-related occupation, and 48 percent resided within the NOVA region.<sup>5</sup> The average estimated annual salary among these graduates was \$65,847—1 percent less than the average estimated annual salary (\$66,652) for *all* NOVA graduates from 2007 through 2017 (Figure 1).

**Figure 1. Employment Outcomes of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**



\* The average estimated annual salary among all NOVA 2007 through 2017 graduates was \$66,652.

### Alumni Occupations

The top in-field occupations of NOVA’s Hospitality Management, A.A.S. and Certificate program graduates were Meeting, Convention, and Event Planners (7 percent), First-Line Supervisors of Office and Administrative Support Workers (6 percent), Hotel, Motel, and Resort Desk Clerks (6 percent), Waiters and Waitresses (6 percent) (Table 1).<sup>6</sup>

**Table 1. Occupations among NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**

Occupations	SOC Code**	Graduates	
		#	%
Meeting, Convention, and Event Planners	13-1121	9	6.5
First-Line Supervisors of Office and Administrative Support Workers	43-1011	8	5.8
Hotel, Motel, and Resort Desk Clerks	43-4081	8	5.8
Waiters and Waitresses	35-3031	8	5.8
Food Service Managers	11-9051	5	3.6
General and Operations Managers	11-1021	5	3.6
First-Line Supervisors of Food Preparation and Serving Workers	35-1012	4	2.9
Administrative Services Managers	11-3011	3	2.2
Childcare Workers	39-9011	3	2.2
Human Resources Specialists	13-1071	3	2.2
Paralegals and Legal Assistants	23-2011	3	2.2
Receptionists and Information Clerks	43-4171	3	2.2
Sales Managers	11-2022	3	2.2
Secretaries and Administrative Assistants (excluding Legal, Medical, and Executive)	43-6014	3	2.2
<i>Unclassified Occupation*</i>	99-9999	11	7.9

\* Occupations classified as out-of-field and not related to the program of study.

\*\* Standard Occupational Classification (SOC) is a U.S. Bureau of Labor Statistics occupational coding standard (<https://www.bls.gov/soc/>)

Note: Occupations with percentages less than 2.0% are not included in the table.

<sup>4</sup> Graduates may have earned additional degrees beyond the Hospitality Management (A.A.S. or Certificate).

<sup>5</sup> The NOVA region refers to Arlington County, Fairfax County, Loudoun County, Prince William County, Alexandria City, Fairfax City, Falls Church City, Manassas City, Manassas Park City, and Washington, D.C.

<sup>6</sup> In-field occupations refer to those occupations that are related to the Hospitality Management program of study.

## Employers and Job Titles of Alumni

The top employers of NOVA's Hospitality Management, A.A.S. and Certificate program graduates were Marriott International (3 percent) and the United States Army (2 percent) (Table 2).

**Table 2. Top 20 Employers of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**

Employers	Graduates	
	#	%
Marriott International, Inc.	4	2.9
United States Army	3	2.2
Edens Gate	2	1.4
Hampton Inn	2	1.4
Hyatt Regency	2	1.4
Northern Virginia Community College	2	1.4
Starwood Hotels & Resorts Worldwide, Inc.	2	1.4
The Taberna Del Alabardero, Inc.	2	1.4
Thomas, Ballenger, Vogelmann and Turner PC	2	1.4
Westin Hotels Limited Partnership	2	1.4
Affordable Housing Tax Credit Coalition	1	0.7
Anita's New Mexico Style Mexican Food, Inc.	1	0.7
Dominion Valley Country Club	1	0.7
Fairfax County Virginia	1	0.7
Goodwin House Incorporated	1	0.7
KCI USA, Inc.	1	0.7
Koons Ford Silver Spring	1	0.7
Shop-Rite Supermarkets, Inc.	1	0.7
Sodexo, Inc.	1	0.7
Wegmans Food Markets, Inc.	1	0.7

The most popular job titles among NOVA's Hospitality Management, A.A.S. and Certificate program graduates were Front Desk Clerk (4 percent) and General Manager (4 percent) (Table 3).

**Table 3. Top Job Titles of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**

Job Titles	Graduates	
	#	%
Front Desk Clerk	6	4.3
General Manager	6	4.3
Legal Assistant	3	2.2
Office Manager	3	2.2
Operations Manager	3	2.2
Server	3	2.2
Administrative Assistant	2	1.4
Assistant Manager	2	1.4
Au Pair	2	1.4
Banquet Server	2	1.4
Collector	2	1.4
Designer	2	1.4
Event Coordinator	2	1.4
Front Desk Coordinator	2	1.4
Partner	2	1.4
Recruiter	2	1.4
Registration Representative	2	1.4
Sergeant	2	1.4
Travel Consultant	2	1.4
Waiter/Waitress	2	1.4

Note: Job titles with percentages less than 1.0% are not included in the table.

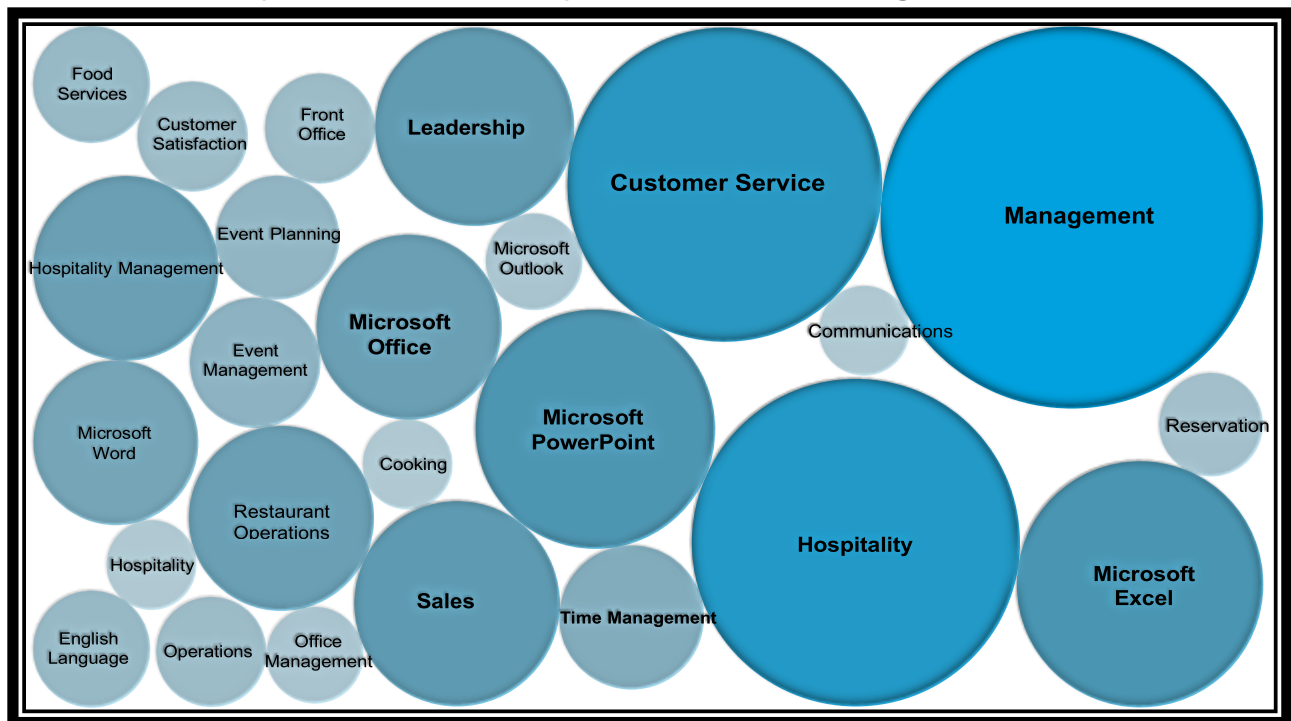
## Alumni Skills

The top hard and common skills of NOVA's Hospitality Management, A.A.S. and Certificate program graduates included management (57 percent), customer service (44 percent), hospitality (42 percent), and Microsoft Excel (31 percent) (Table 4 and Figure 2, below).<sup>7</sup>

**Table 4. Top 10 Hard and Common Skills of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**

Hard and Common Skills	Graduates	
	#	%
Management	79	56.8
Customer Service	61	43.9
Hospitality	58	41.7
Microsoft Excel	43	30.9
Microsoft PowerPoint	40	28.8
Leadership	39	28.1
Sales	37	26.6
Microsoft Office	35	25.2
Event Management	32	23.0
Microsoft Word	31	22.3

**Figure 2. Hard and Common Skills of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**



<sup>7</sup> Hard skills are defined as technical or specialized skills often acquired through formal education, while common skills refer to soft and transferable skills broadly utilized in various professions.

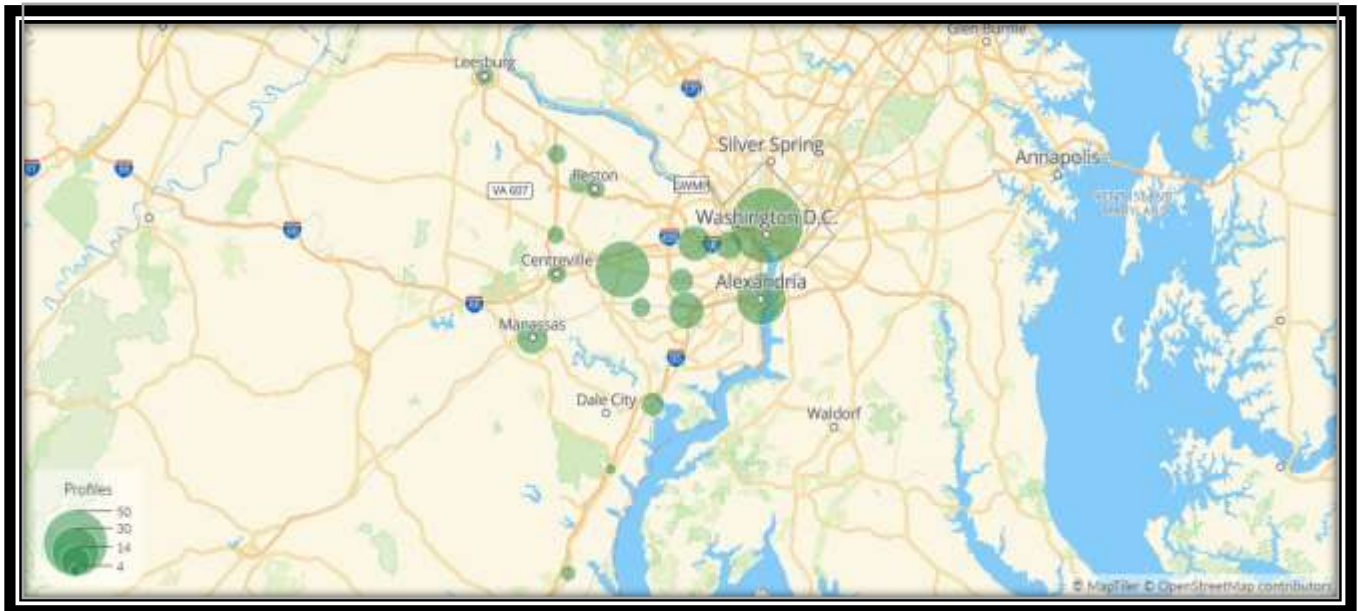
## Alumni Locations

The top locations where NOVA's Hospitality Management, A.A.S. and Certificate program graduates resided included Washington, D.C. (36 percent), Alexandria, VA (10 percent), Arlington, VA (5 percent), Springfield, VA (4 percent), and Fairfax, VA (4 percent). Overall, fifty-two percent resided in the state of Virginia (Table 5 and Figure 3, below).

**Table 5. Top 20 Locations of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**

Locations	Graduates	
	#	%
Washington, D.C.	50	36.0
Alexandria, VA	14	10.1
Arlington, VA	7	5.0
Fairfax, VA	6	4.3
Springfield, VA	6	4.3
Falls Church, VA	5	3.6
Annandale, VA	4	2.9
Herndon, VA	4	2.9
Centreville, VA	3	2.2
Manassas, VA	3	2.2
Woodbridge, VA	3	2.2
Leesburg, VA	2	1.4
Bristow, VA	1	0.7
Chicago, IL	1	0.7
Fairfax Station, VA	1	0.7
Newton, NJ	1	0.7
Norman, OK	1	0.7
Philadelphia, PA	1	0.7
Reston, VA	1	0.7
Vienna, VA	1	0.7

**Figure 3. Locations of NOVA Hospitality Management (A.A.S. and Certificate) Graduates: 2007 through 2017**



## Section II. Regional Employment Opportunities for NOVA Graduates

This section presents regional employment opportunities data and provides job postings for target occupations within the NOVA region for Hospitality Management (A.S. and B.S.) graduates.<sup>8</sup>

### Target Occupations

In 2018, regionally, there were roughly 65,000 jobs and 6,000 job openings in target occupations for Hospitality Management (A.S. and B.S.) graduates.<sup>9</sup> Among these target occupations, median hourly earnings were \$48.50—55 percent higher than the \$31.26 national median hourly earnings for these target occupations. The projected job growth among these target occupations is 3 percent from 2018 to 2023—4 percentage points fewer than the projected national growth for these target occupations (7 percent). Annual job openings for target occupations for Hospitality Management (A.S. and B.S.) graduates were greatest for Business Operations Specialist (2,310 openings), Managers (1,279 openings), and Public Relations Specialists (1,356 openings) (Table 6).

**Table 6. NOVA Region Job Openings, Earnings, and Growth of Target Occupations: 2018**

Target Occupations	# of Jobs	# of Job Openings	Median Hourly Earnings	% Job Growth (2018 – 2023)	Location Quotient*
Business Operations Specialists	24,991	2,310	\$46.14	1.3%	2.9
Managers	17,195	1,279	\$66.38	1.9%	2.7
Public Relations Specialists	13,096	1,356	\$42.01	3.0%	5.1
Postsecondary Teachers	4,494	396	\$36.26	4.9%	1.0
Meeting, Convention, and Event Planners	2,784	364	\$31.59	6.8%	2.3
Food Service Managers	1,089	136	\$30.73	7.5%	0.7
Residential Advisors	821	150	\$16.02	5.9%	1.0
Tour and Travel Guides	356	74	\$13.40	12.9%	0.9
Lodging Managers	269	28	\$30.65	0.4%	0.8

\*Location Quotient = the ratio of an occupation's share of employment in a given area to that occupation's share of employment in the U.S. as a whole. For example, an occupation that makes up 10 percent of employment in a specific metropolitan area compared with 2 percent of U.S. employment would have a location quotient of 5 for the area (signifying the occupation is roughly 5 times more concentrated regionally than nationally).

From January 2018 through December 2018, there was an average of about 5,200 Hospitality Management graduates hired monthly for target occupations in the NOVA region.<sup>10</sup> Occupations with the top average monthly job hires were for Business Operations Specialists (1,342 hires), Managers (950 hires), and Postsecondary Teachers (943 hires) (Table 7, below, and Figure 4, next page).

**Table 7. NOVA Region Top Job Hires in Target Occupations: 2018**

Target Occupations	Avg. Monthly Hires*	Target Occupations	Avg. Monthly Hires*
Business Operations Specialists	1,342	Meeting, Convention, and Event Planners	220
Managers	950	Residential Advisors	97
Postsecondary Teachers	943	Tour and Travel Guides	39
Public Relations Specialists	777	Lodging Managers	24

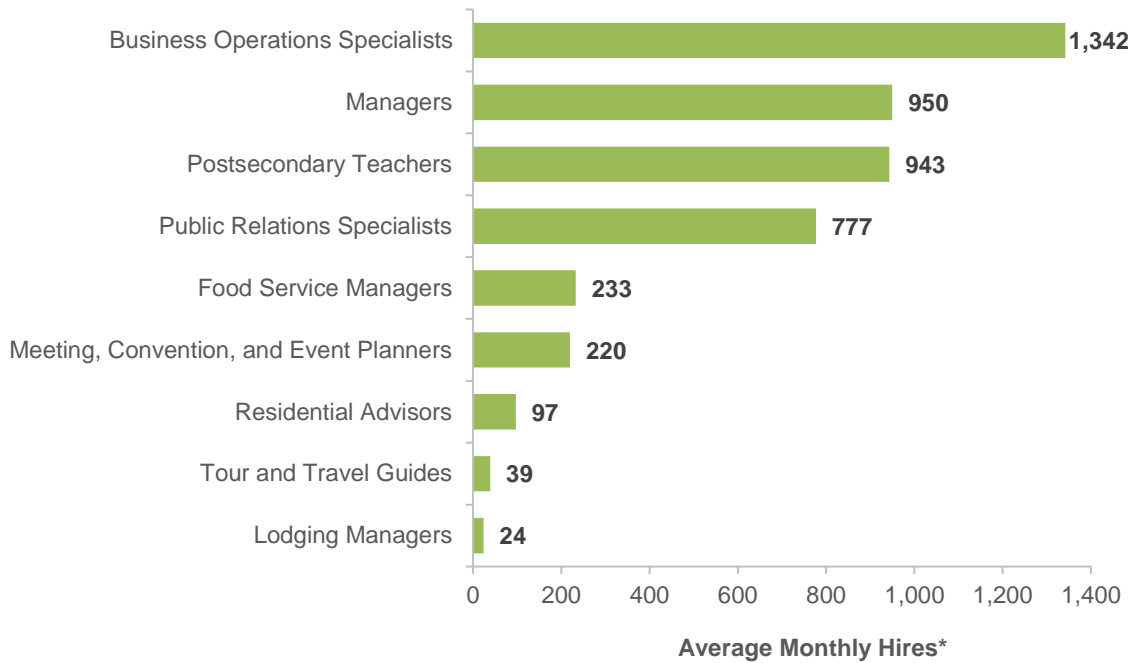
\* Average monthly hires include Hospitality Management graduates with an A.A.S., B.S., or post-baccalaureate degree.

<sup>8</sup> The NOVA region refers to Arlington County, Fairfax County, Loudoun County, Prince William County, Alexandria City, Fairfax City, Falls Church City, Manassas City, Manassas Park City, and Washington, D.C.

<sup>9</sup> The Hospitality Management A.S. and B.S. were the minimum degree qualifications in these job postings.

<sup>10</sup> Includes Hospitality Management graduates with an A.S., B.S., or post-baccalaureate degree

**Figure 4. NOVA Region Top Job Hires in Target Occupations: 2018**



\* Average monthly hires include Hospitality Management graduates with an A.A.S., B.S., or post-baccalaureate degree

### Job Posting Sources

From January 2018 through December 2018, the top job postings website sources for target occupations for Hospitality Management (A.S. and B.S.) graduates in the NOVA region were Nexxt.com (9,332 postings), My.jobs (6,363 postings), and Geebo.com (5,667 postings) (Table 8).

**Table 8. Top 20 Job Posting Sources for Target Occupations in NOVA Region: 2018**

Website	# of Target Job Postings on Website
Nexxt.com	9,332
My.jobs	6,363
Geebo.com	5,667
Employmentcrossing.com	4,445
Virginiajobnetwork.com	3,396
Bluecollarcrossing.com	3,228
Jobing.com	2,087
Clearancejobs.com	2,081
Jobs.net	2,069
Monster.com	1,962
Careerbuilder.com	1,870
Beyond.com	1,774
Disabledperson.com	1,773
Washingtonpost.com	1,685
Antheminc.com	1,669
Americasjobexchange.com	1,472
Jobserve.com	1,387
Jofdav.com	1,308
Thejobnetwork.com	1,245
Careerboard.com	1,167



## Job Postings in NOVA Region

Companies in the NOVA region with the most job postings from January 2018 through December 2018 for Hospitality Management (A.S. and B.S.) graduates included Booz Allen Hamilton Holding Corporation (1,807 postings), Leidos Holdings (684 postings), and General Dynamics Corporation (469 postings) (Table 9 and Figure 5, below).

**Table 9. Top 20 Companies Posting Jobs in the NOVA Region: 2018**

Company Name	# of Unique Job Postings	Median Duration of Job Posting (# of days)
Booz Allen Hamilton Holding Corporation	1,807	21
Leidos Holdings, Inc.	684	44
General Dynamics Corporation	469	42
Science Applications International Corporation	435	47
Mantech International Corporation	379	33
Oracle Corporation	367	53
Caci International, Inc.	249	45
Capital One Financial Corporation	249	61
BAE Systems, PLC	238	49
Deloitte, LLP	230	73
Engility Holdings, Inc.	206	44
Northrop Grumman Corporation	191	30
Perspecta, Inc.	185	66
Anthem, Inc.	166	37
Raytheon Company	163	45
Vencore, Inc.	152	55
Cleared People, LLC	144	38
Capital Markets Placement, Inc.	137	39
Amazon.com, Inc.	123	47
Workbridge Associates	121	55

**Figure 5. Top 20 Companies Posting Jobs in the NOVA Region: 2018**





## Job Titles in NOVA Region

From January 2018 through December 2018, the most frequently posted job titles for Hospitality Management (A.S. and B.S.) graduates in the NOVA region were for Project Managers (2,306 postings) and Program Managers (2,151 postings) (Table 10 and Figure 6, below).

**Table 10. Top 20 Posted Job Titles in the NOVA Region: 2018**

Job Title	# of Unique Job Postings	Median Duration of Job Posting (# of days)
Project Managers (Management)	2,306	36
Program Managers (Management)	2,151	38
Communications Specialists (Arts, Design, Entertainment, Sports, and Media)	971	39
Project Managers (Computer and Mathematical)	846	35
Contract Specialists	800	30
Proposal Managers (Management)	672	43
English Teachers	482	23
Compliance Managers (Management)	430	26
Training and Development Specialists	426	31
Marketing Coordinators	394	34
Operations Specialists (Business and Financial Operations)	393	32
Directors of Public Relations (Arts, Design, Entertainment, Sports, and	358	34
Marketing Communications Associates	308	33
Business Analysts (Business and Financial Operations)	275	45
Science Teachers	243	33
Assistant Professors	235	56
Supply Chain Managers	226	53
Adjunct Faculty	224	83
General Managers (Management)	219	26
Marketing Specialists (Arts, Design, Entertainment, Sports, and Media)	202	36

**Figure 6. Top 20 Posted Job Titles in the NOVA Region: 2018**



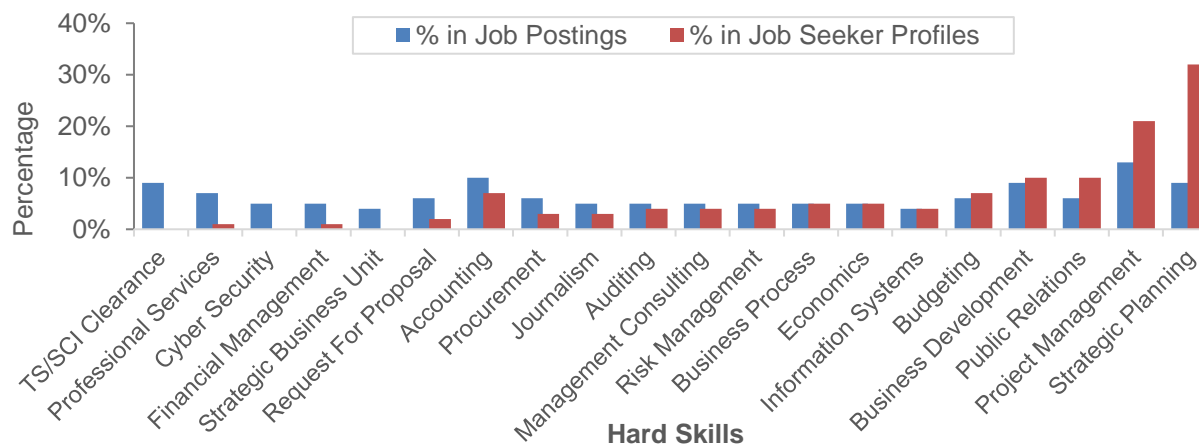
## Desired Hard Skills

Table 11 and Figure 7 (below) show disproportions between the top *hard* skills that NOVA region employers sought among their job applicants and the hard skills that Hospitality Management (A.S. and B.S.) graduates mentioned in their job-seeker profiles from January 2018 through December 2018.<sup>11</sup> Professional Services and Cyber Security were among the most desired hard skills in job postings that were disproportionately mentioned in job-seeker profiles. These differences represent potential areas in which job applicants could align their hard skills more closely with their prospective employers' desired skills.

**Table 11. Top 20 Desired Hard Skills for Hospitality Management Graduates: 2018**

Hard Skills	% of Job Postings Mentioning Skill	% of Job Seeker Profiles Mentioning Skill	Difference in Percentage
Top Secret-Sensitive Compartmented Info. (TS/SCI Clearance)	9	0	-9
Professional Services	7	1	-6
Cyber Security	5	0	-5
Financial Management	5	1	-4
Strategic Business Unit	4	0	-4
Request For Proposal	6	2	-4
Accounting	10	7	-3
Procurement	6	3	-3
Journalism	5	3	-2
Auditing	5	4	-1
Management Consulting	5	4	-1
Risk Management	5	4	-1
Business Process	5	5	0
Economics	5	5	0
Information Systems	4	4	0
Budgeting	6	7	1
Business Development	9	10	1
Public Relations	6	10	4
Project Management	13	21	8
Strategic Planning	9	32	23

**Figure 7. Top 20 Desired Hard Skills for Hospitality Management Graduates: Percentage Mentioned in Job Postings and Job Seeker Profiles in 2018**



<sup>11</sup> Hard skills are defined as technical or specialized skills often acquired through formal education.

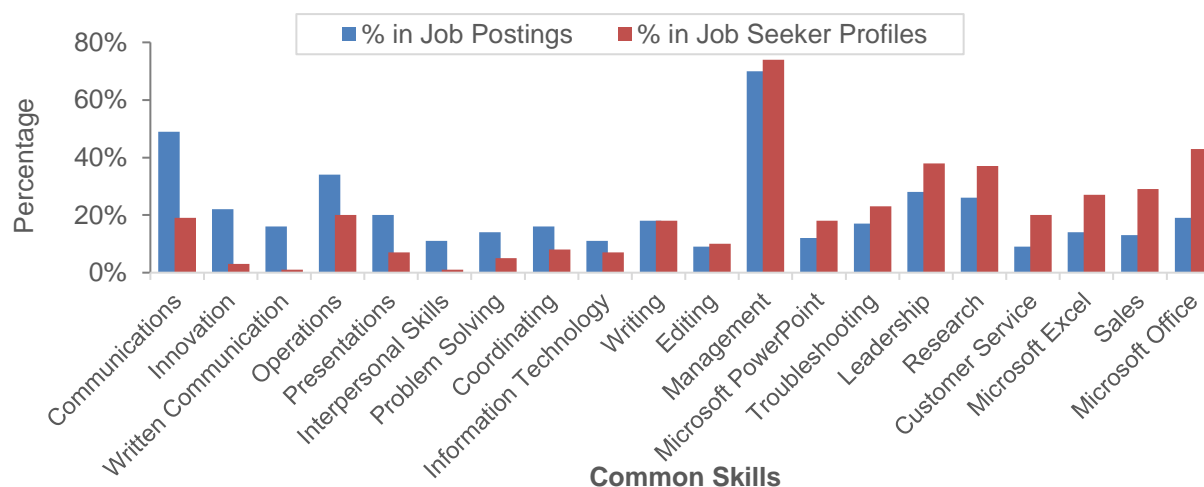
## Desired Common Skills

Table 12 and Figure 8 (below) show disproportions between the top *common* skills that NOVA region employers sought among their job applicants and the common skills that Hospitality Management (A.S. and B.S.) graduates mentioned in their job-seeker profiles from January 2018 through December 2018.<sup>12</sup> Communications and innovation were among the most desired common skills in job postings that were disproportionately mentioned in job-seeker profiles. These differences represent potential areas in which job applicants could align their common skills more closely with their prospective employers' desired skills.

**Table 12. Top 20 Desired Common Skills for Hospitality Management Graduates: 2018**

Common Skills	% of Job Postings Mentioning Skill	% of Job Seeker Profiles Mentioning Skill	Difference in Percentage
Communications	49	19	-30
Innovation	22	3	-19
Written Communication	16	1	-15
Operations	34	20	-14
Presentations	20	7	-13
Interpersonal Skills	11	1	-10
Problem Solving	14	5	-9
Coordinating	16	8	-8
Information Technology	11	7	-4
Writing	18	18	0
Editing	9	10	1
Management	70	74	4
Microsoft PowerPoint	12	18	6
Program Management	17	23	6
Leadership	28	38	10
Research	26	37	11
Customer Service	9	20	11
Microsoft Excel	14	27	13
Sales	13	29	16
Microsoft Office	19	43	24

**Figure 8. Top 20 Desired Common Skills for Hospitality Management Graduates: Percentage Mentioned in Job Postings and Job Seeker Profiles in 2018**



<sup>12</sup> Common skills refer to soft and transferable skills broadly utilized in various professions.

## Desired Qualifications

The top desired qualifications for Hospitality Management (A.S. and B.S.) graduates in NOVA region job postings from January 2018 through December 2018 included Project Management Professional Certification (2,116 postings), Master of Business Administration (500 postings), and PMI Certified (301 postings) (Table 13 and Figure 9, below).

**Table 13. Top 20 Desired Qualifications Posted for Hospitality Management Graduates: 2018**

Job Qualifications	# of Job Postings
Project Management Professional Certification	2,116
Master of Business Administration (MBA)	500
PMI Certified	301
Certified Information Systems Security Professional	263
Association Of Proposal Management Professionals (APMP) Certification	248
ITIL Certifications	176
ServSafe Certification	171
Certified Public Accountant	118
Certified Internal Auditor	115
Program Management Professional	112
Certified Benefits Professional	111
CompTIA Security+	109
Professional Engineer	105
ITIL Foundation Certification	100
Certificate In English Language Teaching To Adults (CELTA)	93
Certified Information System Auditor (CISA)	88
Certified Information Security Manager	81
Bachelor of Science in Nursing (BSN)	71
Certified Fraud Examiner	71
LEED Accredited Professional (AP)	67

**Figure 9. Top 20 Desired Qualifications Posted for Hospitality Management Graduates: 2018**

