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**Diagnostic Medical Sonography Program Report
For Greater South Bay and Peninsula Region
(Santa Clara and San Mateo Counties)**

November 2014

Diagnostic Medical Sonography/Sonographer and Ultrasound Technician

CIP 2010: A program that prepares individuals, under the supervision of physicians, to utilize medical ultrasound techniques to gather sonographic data used to diagnose a variety of conditions and diseases. Includes instruction in obtaining, reviewing, and integrating patient histories and data; patient instruction and care; anatomic, physiologic and pathologic data recording; sonographic data processing; sonography equipment operation; and professional standards and ethics.

Target Occupations‡

Diagnostic Medical Sonographers (29-2032)

‡Based on EMSI crosswalk of the Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes as published by the U.S. Department of Education.




In 2014, the number of diagnostic medical sonography jobs in Santa Clara and San Mateo Counties totaled 311. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 13.2% over the next three years. Regional openings in 2014, which included created jobs and turnover, totaled 19. Completions in diagnostic medical sonography programs totaled 32 from two institutions, with 152 regional completions from other related programs. These other programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

Target Occupation Performance

| | | |
|--|---|---|
| 311* Jobs (2014) National Location Quotient: 0.53† | 13.2%* Growth (2014-2017) National: 13.1% | \$55.84/hr Median Earnings National: \$32.00/hr |
|--|---|---|

*Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

†Represents occupation density as compared to national average (national average=1).

| | | |
|--|-----|---|
| Regional Openings (2014)** | 19 |  |
| Regional Program Completions (2013) | 32 |  |
| All Regional Completions for Target Occupations†† (2013) | 184 |  |

**Openings includes created jobs and turnover.

†† Includes all regional programs applicable to target occupations.

Diagnostic Medical Sonography Occupation Performance

| Target Occupations | Regional Openings (2014) | Median Hourly Earnings | Growth (2014-2017) |
|---|--------------------------|------------------------|--------------------|
| Diagnostic Medical Sonographers (29-2032) | 19 | \$55.84 | 13.2% |

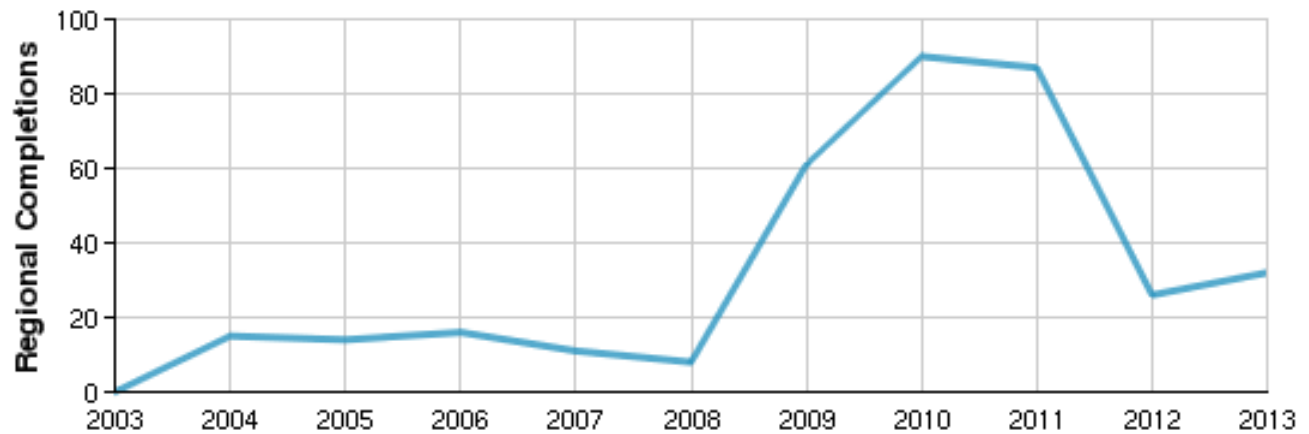
Regional Breakdown for Diagnostic Medical Sonography

| County Name | 2014 Jobs | 2017 Jobs | 2014 Annual Openings | Median Hourly Earnings | 2014 National Location Quotient |
|-------------|-----------|-----------|----------------------|------------------------|---------------------------------|
| Santa Clara | 229 | 264 | 16 | \$54.17 | 0.54 |
| San Mateo | 82 | 88 | 3 | \$60.04 | 0.52 |
| Total | 311 | 352 | 19 | \$55.84 | |

Regional Diagnostic Medical Sonography Training Providers

| | |
|--------------------------|----------------------------------|
| 2 Institutions | 32* Completions (2013) |
|--------------------------|----------------------------------|

*Based on IPEDS data.



| Institution | Degrees | Certificates | Total Completions |
|---------------------------------|---------|--------------|-------------------|
| Gurnick Academy of Medical Arts | 0 | 16 | 16 |
| Foothill College | 16 | 0 | 16 |

Other regional programs may train individuals eligible for the targeted diagnostic medical sonography occupations, which are based on an occupation-program crosswalk developed by the Department of Education. These additional programs are offered at San Jose State University and Gurnick Academy of Medical Arts. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.

Related Regional Programs Allowing Entry to Diagnostic Medical Sonography

| 2 Programs (2013) | | | 184 Completions (2013) | | |
|---|------|------|----------------------------------|------|------|
| Program | 2009 | 2010 | 2011 | 2012 | 2013 |
| Health Services/Allied Health/Health Sciences, General (51.0000) | 99 | 122 | 120 | 137 | 152 |
| Diagnostic Medical Sonography/Sonographer and Ultrasound Technician (51.0910) | 61 | 90 | 87 | 26 | 32 |






Target Occupation Demographics

Among those employed in diagnostic medical sonography occupations in Santa Clara and San Mateo Counties, a majority (95%) are divided between two age groups, 25-44 (54%) and 45-64 (41%). More women compared to men are employed in these occupations (69% vs. 31%). The national breakdown of the education level among those employed in diagnostic medical sonography occupations show that 68% complete an Associate's degree or at least some college.








Gender Demographics (Regional)

| Gender | | |
|--------|-----|---|
| Male | 31% |  |
| Female | 69% |  |

Age Demographics (Regional)

| Age | | |
|-------|-----|---|
| 14-18 | 0% |  |
| 19-24 | 3% |  |
| 25-44 | 54% |  |
| 45-64 | 41% |  |
| 65+ | 2% |  |

Educational Attainment (National)

| | | |
|-----------------------------------|-----|---|
| Doctoral or professional degree | 1% |  |
| Master's degree | 2% |  |
| Bachelor's degree | 20% |  |
| Associate's degree | 46% |  |
| Some college, no degree | 22% |  |
| High school diploma or equivalent | 9% |  |
| Less than high school diploma | 1% |  |

Industries Employing Diagnostic Medical Sonography Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in diagnostic medical sonography. The following table represents a regional breakdown of the number of diagnostic medical sonographers employed by industry, the percentage of diagnostic medical sonographer jobs employed by industry and the percentage diagnostic medical sonographer jobs represent within all jobs by each industry. While private hospitals and physicians offices employed 42.5% of all regional diagnostic medical sonographers, this targeted occupation made up less than 1% of all jobs in both industries in 2014.

Inverse Staffing Patterns

| Industry | Occupation Jobs in Industry (2014) | % of Occupation in Industry (2014) | % of Total Jobs in Industry (2014) |
|--|---|---|---|
| General Medical and Surgical Hospitals (622110) | 132 | 42.5% | 0.5% |
| Offices of Physicians (except Mental Health Specialists) (621111) | 65 | 20.9% | 0.4% |
| Hospitals (Local Government) (903622) | 33 | 10.7% | 0.4% |
| Medical Laboratories (621511) | 28 | 9.0% | 1.5% |
| HMO Medical Centers (621491) | 17 | 5.4% | 0.2% |

Compatible Occupations for Diagnostic Medical Sonography

Individuals completing a diagnostic medical sonography program share many skills and abilities with other occupations. The Occupational Information Network (O*Net) identifies compatible occupations based on an analysis of overlapping knowledge, skills and ability. Additional education required for transition can range from short on-site training to post-secondary degrees. The following table shows how much education might be needed to be employed in these compatible occupations.

Top Compatible Occupations for Diagnostic Medical Sonography: Associate's or Less

| Rank | Occupation | Median Hourly Earnings | 2014 Jobs | 2014-2017 Change | 2014-2017 Estimated Annual Openings |
|------|--|------------------------|-----------|------------------|-------------------------------------|
| 1 | Radiologic Technologists | \$43.29 | 1,087 | 84 | 33 |
| 2 | Cardiovascular Technologists and Technicians | \$28.15 | 211 | 22 | 8 |
| 3 | Respiratory Therapy Technicians | \$33.59 | 33 | 3 | 1 |
| 4 | Magnetic Resonance Imaging Technologists | \$49.11 | 131 | 17 | 6 |
| 5 | Nuclear Medicine Technologists | \$56.39 | 68 | 6 | 2 |
| 6 | Endoscopy Technicians | \$22.37 | 746 | 44 | 23 |
| 7 | Anesthesiologist Assistants | \$55.07 | 523 | 60 | 23 |
| 8 | Radiation Therapists | \$56.45 | 102 | 7 | 4 |
| 9 | Surgical Technologists | \$30.42 | 936 | 86 | 29 |
| 10 | Veterinary Technologists and Technicians | \$21.11 | 557 | 41 | 15 |

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.