



Diagnostic Medical Sonography

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

September 2016

12345 El Monte Road
Los Altos Hills, California 94022
650.949.7777

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 2016, the number of Diagnostic Medical Sonography/Sonographer and Ultrasound Technician jobs in the target occupations in Santa Clara and San Mateo Counties totaled 409. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 9% over the next three years.

Occupation Summary for Diagnostic Medical Sonography

409 Jobs (2016)¹ 38% below National average ²	9.0% % Change (2016-2019)³ Nation: 8.4%	\$55.32/hr Median Hourly Earnings Nation: \$34.03/hr
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¹Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

²Represents occupation density as compared to national average (national average=1).

³Based on turnover and new jobs.

Target occupations that are mapped to the Diagnostic Medical Sonography/Sonographer and Ultrasound Technician program are disaggregated to see which occupations are projected to see the highest number of annual openings (Diagnostic Medical Sonographers), highest percentage rate of growth over the next three years (Diagnostic Medical Sonographers), and the highest median hourly earnings (Diagnostic Medical Sonographers). While Diagnostic Medical Sonographers are expected to experience job growth (9%), these occupations are less represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

Target Occupations

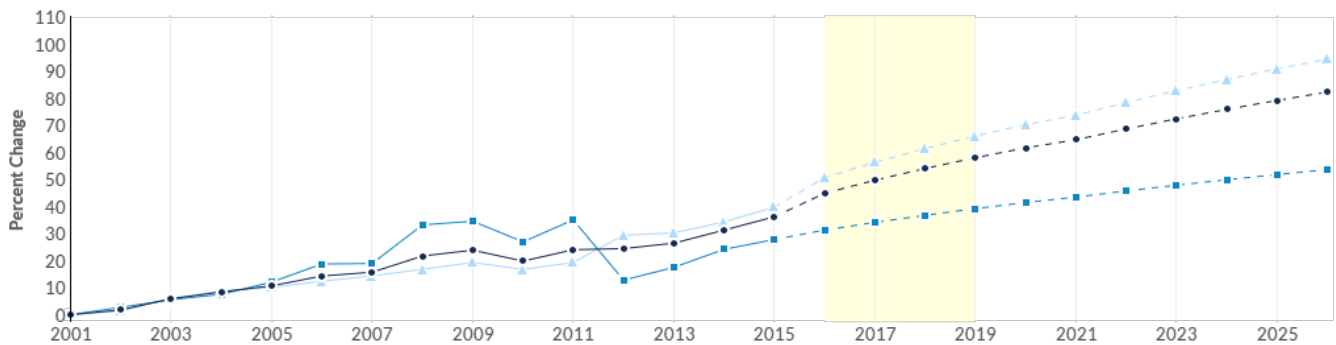
Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2019)	Location Quotient (2016)
Diagnostic Medical Sonographers	409	21	\$55.32/hr	9.05%	0.62

Growth in the Diagnostic Medical Sonography occupations show how each occupation is projected to increase in jobs over the next three years. A growth of about 9% is expected in the next three years for Diagnostic Medical Sonographers.

Growth for Diagnostic Medical Sonographers (SOC 29-2032)

409 2016 Jobs	446 2019 Jobs	37 Change (2016-2019)	9.0% % Change (2016-2019)
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Regional Trends

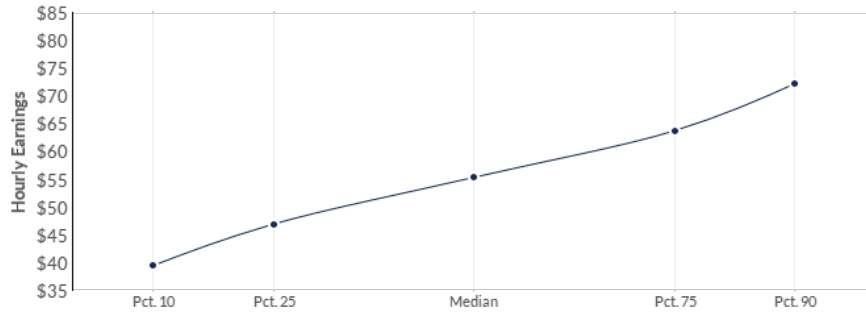


Region	2016 Jobs	2019 Jobs	Change	% Change
● Region	409	446	37	9.0%
● San Mateo County, CA	111	117	6	5.4%
● Santa Clara County, CA	298	328	30	10.1%

The percentile earnings table shows the range the Diagnostic Medical Sonography occupations earn in the region. While the median earnings are about \$55/hour, wages can range from below \$46/hour to above \$63/hour.

Percentile Earnings for Diagnostic Medical Sonographers (SOC 29-2032)

\$46.90/hr	\$55.32/hr	\$63.71/hr
25th Percentile Earnings	Median Earnings	75th Percentile Earnings



Program Completion Data

Program data reviews completion information about awards by institution and types of awards conferred in the region (Santa Clara and San Mateo Counties). Foothill College is the one of three regional institutions that is supporting and preparing for Diagnostic Medical Sonography occupations.

Program Summary for Diagnostic Medical Sonography/Sonographer and Ultrasound Technician

3	62	32
Regional Institutions	Regional Program Completions (2015)	Annual Openings (2015)
had Completions in the last 13 years	Foothill College Completions: 32	

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
Gurnick Academy of Medical Arts	30	0	30
Foothill College	17	15	32
Institute of Medical Education	0	0	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
Associates degree	15	24.2% 
Award of at least 2 but less than 4 academic years	47	75.8% 



Target Occupations Demographics

The demographics among those employed in Diagnostic Medical Sonography occupations in Santa Clara and San Mateo Counties for 2016 show that are a majority of females (69%) and almost a third are between the ages of 35-44 (30%) and a majority are White (50%).






Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent
Males	128	31.4% 
Females	280	68.6% 

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent
14-18	0	0.0%
19-24	10	2.5% 
25-34	110	27.0% 
35-44	121	29.6% 
45-54	95	23.2% 
55-64	62	15.1% 
65+	10	2.5% 

Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent
White	205	50.1% 
Asian	108	26.3% 
Hispanic or Latino	70	17.1% 
Black or African American	16	3.9% 
Two or More Races	8	1.9% 
Native Hawaiian or Other Pacific Islander	2	0.5%
American Indian or Alaska Native	1	0.2%

Industries Employing Diagnostic Medical Sonography Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Diagnostic Medical Sonography and its related occupations. The following table represents a regional industry breakdown of the number of Diagnostic Medical Sonography positions employed, the percentage of Diagnostic Medical Sonography employed by industry and the Diagnostic Medical Sonography jobs represent within all jobs by each industry. While General Medical and Surgical Hospitals employed 46% of all regional Diagnostic Medical Sonography positions in 2016, Diagnostic Medical Sonographers composed a minority of jobs in that industry (0.6%).

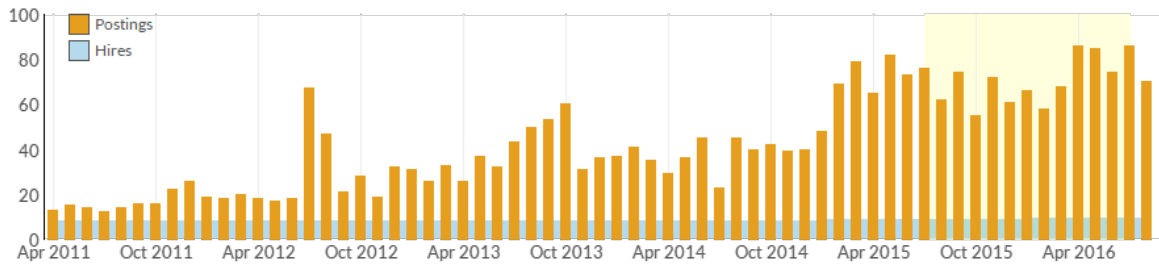
Industries Employing Diagnostic Medical Sonographers

Industry	Occupation Jobs in Industry (2016)	% of Occupation in Industry (2016)	% of Total Jobs in Industry (2016)
General Medical and Surgical Hospitals	186	45.6%	0.6%
Offices of Physicians (except Mental Health Specialists)	69	17.0%	0.4%
Hospitals (Local Government)	44	10.8%	0.5%
Medical Laboratories	34	8.4%	1.9%
HMO Medical Centers	28	6.7%	0.3%

In an average month, there were 71 unique (internet) job postings for Diagnostic Medical Sonography jobs, and 9 actually hired from July 2015 to July 2016. This means there was approximately 1 hire for every 8 unique (internet) job postings for occupations in Diagnostic Medical Sonography.

Job Postings vs. Hires

71	9
Avg. Monthly Postings (Jul 2015 - Jul 2016)	Avg. Monthly Hires (Jul 2015 - Jul 2016)



Occupation	Avg Monthly Postings (Jul 2015 - Jul 2016)	Avg Monthly Hires (Jul 2015 - Jul 2016)
Diagnostic Medical Sonographers	71	9

The top five concentrated hard and soft skills employers list in Diagnostic Medical Sonography job posting descriptions are listed below. The “Postings with Skill” column is the total amount of (internet) job postings that mention the skills listed below. These numbers may be higher than the average monthly postings from above, because this number includes duplicated (internet) job postings. The “Concentration Score” gauge relevance of the skill by indicating the frequency in which this skill is being mentioned in (internet) job postings for Diagnostic Medical Sonography compared to all other (internet) job postings.

Concentrated Hard Skills

Skill	Concentration Score	Postings with Skill
Transcranial Doppler	1,490.20	32
Abscesses	1,010.95	44
Carotid Ultrasonography	251.41	15
Breast Sonography	247.01	5
Ultrasound	227.42	462

Concentrated Soft Skills

Skill	Concentration Score	Postings with Skill
Body Language	20.17	44
Medical Ethics	6.21	39
Cooperation	0.81	36
Ethics	0.25	44
Coordinating	0.03	23

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

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.

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.

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.

CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

State Data Sources

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