

Program Endorsement Brief: 1227.00 – Diagnostic Medical Sonography
Diagnostic Medical Sonographer Certificate of Achievement
 Los Angeles/Orange County Center of Excellence, October 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/> (See comments below)	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one middle-skill occupation: *diagnostic medical sonographers* (29-2032). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupation.

Based on the available data, there does not appear to be a supply gap for *diagnostic medical sonographers* in the region. While this program does not meet the traditional supply/demand endorsement criteria, there may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is included in this report as well – to provide a more nuanced view of the regional job market for *diagnostic medical sonographers*. Furthermore, 532 out of the 576 awards (92%) included in the supply/demand analysis were issued by proprietary institutions. With community colleges only issuing 44 related awards, there may be an opportunity to attract a larger portion of prospective students to the community colleges if program offerings are expanded or created. In addition to this occupation’s entry-level wage exceeding the self-sufficiency standard wage in both Los Angeles and Orange counties, workers typically need an associate degree. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **184 jobs available annually** in the region due to new job growth and replacements, **which is less than the 576 awards conferred annually** by educational institutions in the region.
 - However, over the past 12 months there have been **1,200 online job postings for diagnostic medical sonographers**. The highest number of job postings were for **ultrasound technicians, ultrasound technologists, OB ultrasound travel technicians, vascular ultrasound technicians, and sonographers**.
- **Living Wage Criteria** – In Los Angeles County, the **typical entry-level hourly wage for diagnostic medical sonographers is \$41.42, which is higher than the self-sufficiency standard wage (living wage)** for one adult in the region (\$18.10 in Los Angeles County).²
- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists an **associate degree** as the **typical entry-level education for diagnostic medical sonographers**.
 - National-level educational attainment data indicates **48% of workers in the field have completed some college or an associate degree**.

Supply:

- Between 2017 and 2020, **two community colleges** in the region issued awards in diagnostic medical sonography programs, conferring an average of **44 awards**.
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **532 awards**.
 - With non-community colleges issuing 92% of the awards included in the supply/demand analysis, there might be an opportunity to attract a larger portion of prospective students to the community colleges if existing programs are expanded or newly created.

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 9/28/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *diagnostic medical sonographers* (29-2032). In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 10% through 2025. There will be nearly 200 job openings per year through 2025 due to job growth and replacements.

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	1,942	2,112	170	9%	131
Orange	671	765	94	14%	53
Total	2,614	2,878	264	10%	184

Wages

The labor market endorsement in this report considers the hourly wages for *diagnostic medical sonographers* in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County — The typical entry-level hourly wage for *diagnostic medical sonographers* is \$41.42, which is **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn approximately \$58.18, which is higher than the self-sufficiency standard wage.

Orange County — The typical entry-level hourly wage for *diagnostic medical sonographers* is \$42.21, which is **above** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn approximately \$59.34, which is higher than the self-sufficiency standard wage.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Job Postings

Over the past 12 months, there have been 1,200 online job postings for *diagnostic medical sonographers*. The highest number of job postings were for ultrasound technicians, ultrasound technologists, OB ultrasound travel technicians, vascular ultrasound technicians, and sonographers. The top skills were ultrasound, patient care, obstetrics/gynecology, radiology, and cardiopulmonary resuscitation (CPR). The top employers, by number of job postings, in the region were Healthcare Traveler Allied Health, Cedars-Sinai, RadNet, University of California, and MemorialCare Health System.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists an associate degree as the typical entry-level education for *diagnostic medical sonographers*. Furthermore, national-level educational attainment data indicates 48% of workers in the field have completed some college or an associate degree. Of the 8% of job postings listing a minimum education requirement in Los Angeles/Orange County, 57% (56 job ads) requested an associate degree and 43% (42 job ads) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in Diagnostic Medical Sonography (TOP 1227.00) programs. The only two colleges that have issued awards in the region are in Orange County – Cypress College and Orange Coast College. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	Community College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1227.00	Diagnostic Medical Sonography	Cypress	29	23	26	26
		Orange Coast	15	20	18	18
		OC Subtotal	44	43	44	44
Supply Total/Average			44	43	44	44

Non-Community College Supply — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training programs for the occupation of interest. Exhibit 3 shows the annual and three-year average number of awards conferred in Diagnostic Medical Sonography/Sonographer and Ultrasound Technician programs (CIP 51.0910). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 532 awards.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
51.0910	Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	American Medical Sciences Center	28	16	4	16
		ATI College-Norwalk	23	20	15	19
		Casa Loma College-Van Nuys	15	29	8	17
		CBD College	58	107	110	92
		Healthcare Career College	-	13	1	5
		Modern Technology School	31	14	23	23
		National Polytechnic College	31	17	17	22
		North-West College-Anaheim	25	24	11	20
		North-West College-Long Beach	21	29	13	21
		PCI College	25	43	24	31
		Platt College-Anaheim	-	19	85	35
		Platt College-Los Angeles	71	77	44	64
		West Coast Ultrasound Institute	248	128	130	169
Supply Total/Average			576	536	485	532

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Diagnostic Medical Sonographers (29-2032)	1,942	2,112	170	9%	131	\$41.42	\$47.49	\$58.18

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Diagnostic Medical Sonographers (29-2032)	671	765	94	14%	53	\$42.21	\$48.41	\$59.34

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Diagnostic Medical Sonographers (29-2032)	2,614	2,878	264	10%	184	Associate degree

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Luke Meyer, Director
Los Angeles/Orange County Center of Excellence
lmeyer7@mtsac.edu

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