

Program Market Demand

Dental Assisting/Assistant

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive
San Mateo, California 94402
650.358.6880

Parameters

Programs

Code	Description
51.0601	Dental Assisting/Assistant

Regions

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA
6081	San Mateo County, CA
6085	Santa Clara County, CA

Education Levels

Any

Completions Year

2015

Jobs Timeframe

2017 - 2024

Job Postings Timeframe

Sep 2016 - Aug 2018

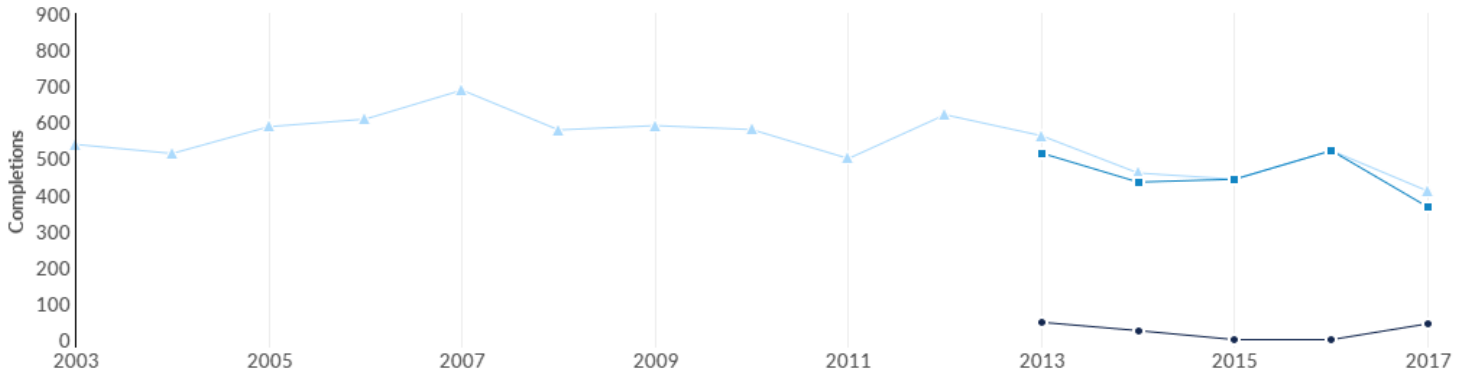
Program Overview



	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	443	100%	11	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	443	100%	11	100%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
Carrington College-San Jose	103	33.8%	23.3%
Carrington College-San Leandro	88	18.9%	19.9%
Carrington College-Pleasant Hill	67	4.7%	15.1%
San Jose City College	54	45.9%	12.2%
Mt. Diablo Adult Education-Mt. Diablo USD	32	-3.0%	7.2%
Foothill College	24	-31.4%	5.4%
College of Alameda	24	50.0%	5.4%
College of San Mateo	24	-20.0%	5.4%
Diablo Valley College	15	25.0%	3.4%
City College of San Francisco	11	10.0%	2.5%
Contra Costa College	1	-88.9%	0.2%

Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	48	0	-100.0%
■ Non-Distance Offered Programs	515	443	-14.0%
▲ All Programs	563	443	-21.3%

Job Postings vs. Hires

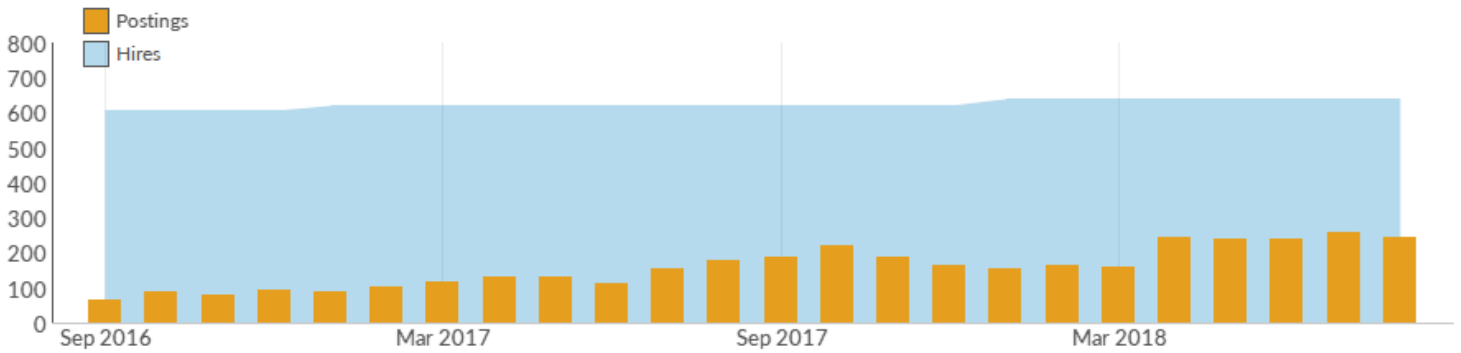
159

Avg. Monthly Postings (Sep 2016 - Aug 2018)

627

Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 159 unique job postings for *Dental Assistants*, and 627 actually hired. This means there were approximately 4 hires for *Dental Assistants* for every 1 unique job posting.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
Dental Assistants	159	627

Job Postings Summary

1,450

Unique Postings
4,046 Total Postings

3 : 1

Posting Intensity

Regional Average: 4 : 1

34 days

Median Posting Duration
Regional Average: 33 days

There were 4,046 total job postings for your selection from September 2016 to August 2018, of which 1,450 were unique. These numbers give us a Posting Intensity of 3-to-1, meaning that for every 3 postings there is 1 unique job posting.

This is lower than the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they may not be trying as hard to hire for this position.

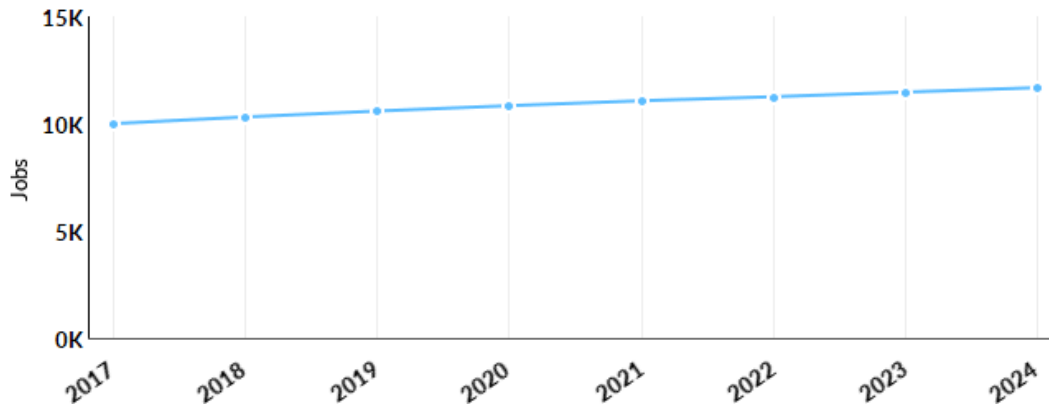
Target Occupations

<p>9,994</p> <p>Jobs (2017)</p> <p>24% above National average</p>	<p>+16.8%</p> <p>% Change (2017-2024)</p> <p>Nation: +16.1%</p>	<p>\$22.21/hr</p> <p>Median Hourly Earnings</p> <p>Nation: \$18.14/hr</p>	<p>1,404</p> <p>Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Dental Assistants	9,994	1,404	\$22.21/hr	+16.78%	1.24

Growth for Dental Assistants (31-9091)

<p>9,994</p> <p>2017 Jobs</p>	<p>11,671</p> <p>2024 Jobs</p>	<p>1,677</p> <p>Change (2017-2024)</p>	<p>16.8%</p> <p>% Change (2017-2024)</p>
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Percentile Earnings for Dental Assistants (31-9091)

\$17.01/hr

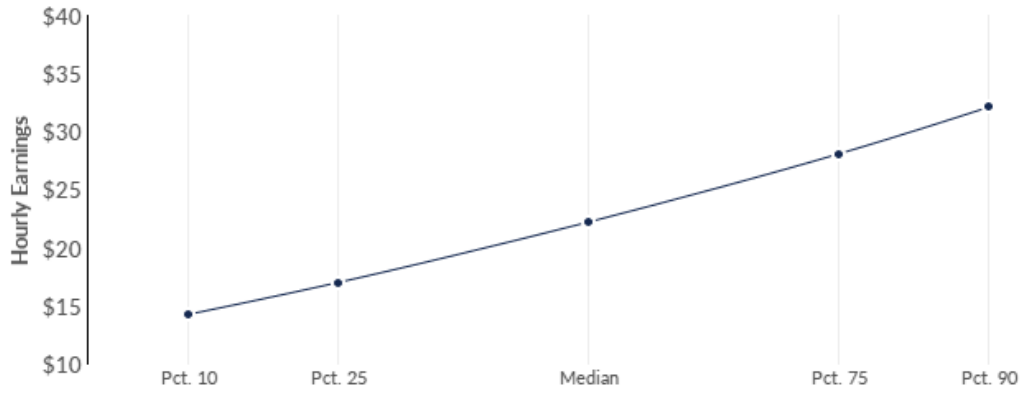
25th Percentile Earnings

\$22.21/hr

Median Earnings

\$28.09/hr

75th Percentile Earnings



Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Western Dental Services, Inc.	756 / 266	3 : 1	60 days
Pacific Dental Services, Inc.	324 / 113	3 : 1	49 days
Coast Dental Services, Inc.	147 / 48	3 : 1	61 days
La Clinica De La Raza, Inc.	166 / 44	4 : 1	53 days
Smile Brands Inc.	229 / 28	8 : 1	58 days
University of California	109 / 22	5 : 1	47 days
Native American Health Center, Inc.	40 / 16	3 : 1	30 days
Smile Brands Group Inc.	33 / 15	2 : 1	82 days
Willamette Dental Management Corporation	28 / 15	2 : 1	5 days
P D S Inc	55 / 14	4 : 1	70 days
Bay Area Kids Dentist	25 / 13	2 : 1	15 days
Clear Choice Usa, LLC	12 / 10	1 : 1	33 days
Fallon Dental Group	33 / 10	3 : 1	30 days
La Clinica Inc	19 / 10	2 : 1	19 days
San Mateo County	24 / 10	2 : 1	12 days
All Smiles Dental Group	30 / 9	3 : 1	51 days
Kids Care Dental	15 / 8	2 : 1	11 days
Modern Dentistry	22 / 8	3 : 1	45 days
Smile America, Inc.	18 / 8	2 : 1	23 days
Warm Springs Family Dentistry	14 / 8	2 : 1	6 days
Unlimited Smiles Inc	13 / 7	2 : 1	30 days
A Dental Center	16 / 6	3 : 1	60 days
Alameda Pediatric Dentistry	23 / 6	4 : 1	39 days
Berryessa Dental Care	9 / 6	2 : 1	7 days

East Bay Dental	10 / 6	2 : 1		5 days
Foothill Health Center	13 / 6	2 : 1		6 days
Gale Ranch Dental	9 / 6	2 : 1		8 days
Layton Smiles Dentistry and Orthodontics	16 / 6	3 : 1		42 days
Onsite Dental, LLC	25 / 6	4 : 1		3 days
Pleasant Smiles Dentistry	22 / 6	4 : 1		7 days
The Adams Company	73 / 6	12 : 1		68 days
Clearchoice Dental Implant Centers	17 / 5	3 : 1		30 days
County of Contra Costa	10 / 5	2 : 1		9 days
County of San Mateo	17 / 5	3 : 1		76 days
Dental Partners LLC	20 / 5	4 : 1		9 days
Erie Family Health Center, Inc.	5 / 5	1 : 1		65 days
Interdent, Inc.	10 / 5	2 : 1		21 days
Laurel Dental Office	34 / 5	7 : 1		55 days
Loyal Source LLC	12 / 5	2 : 1		17 days
Orthoworks	18 / 5	4 : 1		11 days
Perfect Smile Dental Care	9 / 5	2 : 1		36 days
Raza Corporation	6 / 5	1 : 1		6 days
Robert Half International Inc.	42 / 5	8 : 1		57 days
Aspen Dental Management, Inc.	5 / 4	1 : 1		5 days
California Forensic Medical Group Inc	5 / 4	1 : 1		4 days
Chen Dental Office	7 / 4	2 : 1		38 days
Contra Costa Dental Society	4 / 4	1 : 1		449 days
Cupertino Dental Group	6 / 4	2 : 1		4 days
Department of Veterans Affairs	8 / 4	2 : 1		2 days
Dr Mohamed Ali	5 / 4	1 : 1		31 days

Top Posted Job Titles

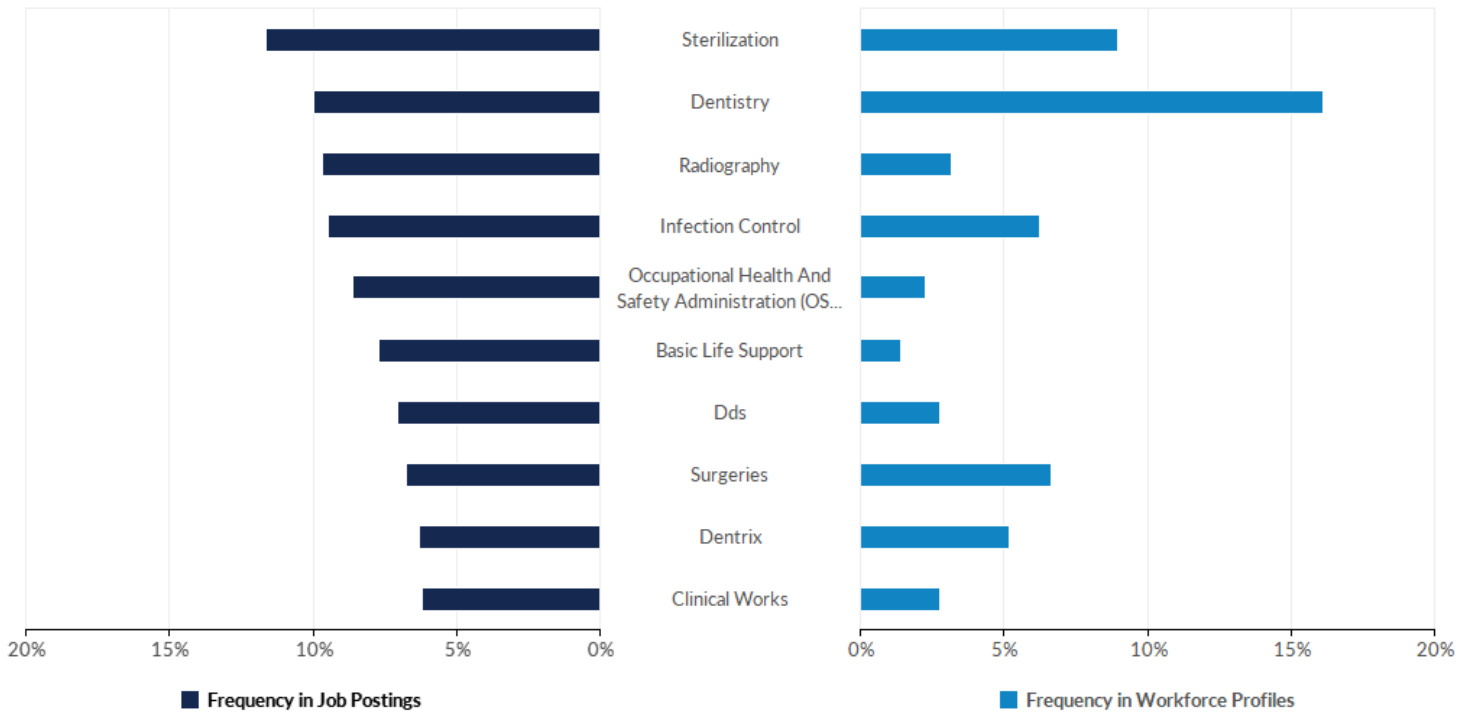
Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Dental Assistant	3,602 / 1,264	3 : 1	34 days
Orthodontic Assistant	182 / 57	3 : 1	36 days
Registered Dental Assistant	29 / 16	2 : 1	18 days
Dental Hygienist	20 / 9	2 : 1	19 days
Medical Assistant	15 / 9	2 : 1	8 days
Unit Coordinator (Healthcare Support)	17 / 8	2 : 1	14 days
Office Assistant	28 / 6	5 : 1	22 days
Care Team Assistant (CTA)	7 / 4	2 : 1	43 days
Programmer	4 / 4	1 : 1	11 days
Sterilization Technician	6 / 4	2 : 1	31 days
In-Store Banker	8 / 3	3 : 1	4 days
Patient Care Coordinator	7 / 3	2 : 1	37 days
Surgery Assistant	3 / 3	1 : 1	16 days
Bank Teller	3 / 2	2 : 1	4 days
Direct Sales Representative	3 / 2	2 : 1	22 days
Financial Assistant	11 / 2	6 : 1	63 days
Front Office Specialist	2 / 2	1 : 1	6 days
Health and Safety Officer	4 / 2	2 : 1	5 days
Lab Technician	4 / 2	2 : 1	36 days
Maintenance Technician (Installation, Maintenance, and Repair)	2 / 2	1 : 1	2 days
Physical Therapist	4 / 2	2 : 1	7 days
Receptionist	2 / 2	1 : 1	18 days
Residential Driver	6 / 2	3 : 1	45 days
Sterile Supply Technician	4 / 2	2 : 1	15 days
Administrative Assistant	2 / 1	2 : 1	62 days

Dental Assistant Instructor	6 / 1	6 : 1		n/a
Dentist	1 / 1	1 : 1		8 days
Department Manager	6 / 1	6 : 1		90 days
Design Engineer (Architecture and Engineering)	1 / 1	1 : 1		5 days
Doctor	4 / 1	4 : 1		n/a
Family Practice Physician	3 / 1	3 : 1		n/a
IT Quality Assurance Analyst	4 / 1	4 : 1		n/a
Laboratory Technician (Healthcare Practitioners and Technical)	1 / 1	1 : 1		n/a
Office Manager (Management)	1 / 1	1 : 1		10 days
Office Manager (Office and Administrative Support)	1 / 1	1 : 1		37 days
Operating Room Assistant	1 / 1	1 : 1		n/a
Outside Sales Media Consultant	1 / 1	1 : 1		6 days
Patient Service Representative (Community and Social Service)	1 / 1	1 : 1		458 days
Patient Service Representative (Office and Administrative Support)	1 / 1	1 : 1		9 days
Practice Manager	1 / 1	1 : 1		7 days
Press Assistant	3 / 1	3 : 1		92 days
Program Coordinator	5 / 1	5 : 1		5 days
Sales Manager (Sales and Related)	1 / 1	1 : 1		25 days
Sales Supervisor	1 / 1	1 : 1		6 days
Security Engineer	1 / 1	1 : 1		4 days
Surgery Coordinator	4 / 1	4 : 1		n/a
Surgical Assistant	1 / 1	1 : 1		7 days

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

*The skills associated with workforce profiles represent workers of all education and experience levels.

Top Hard Skills



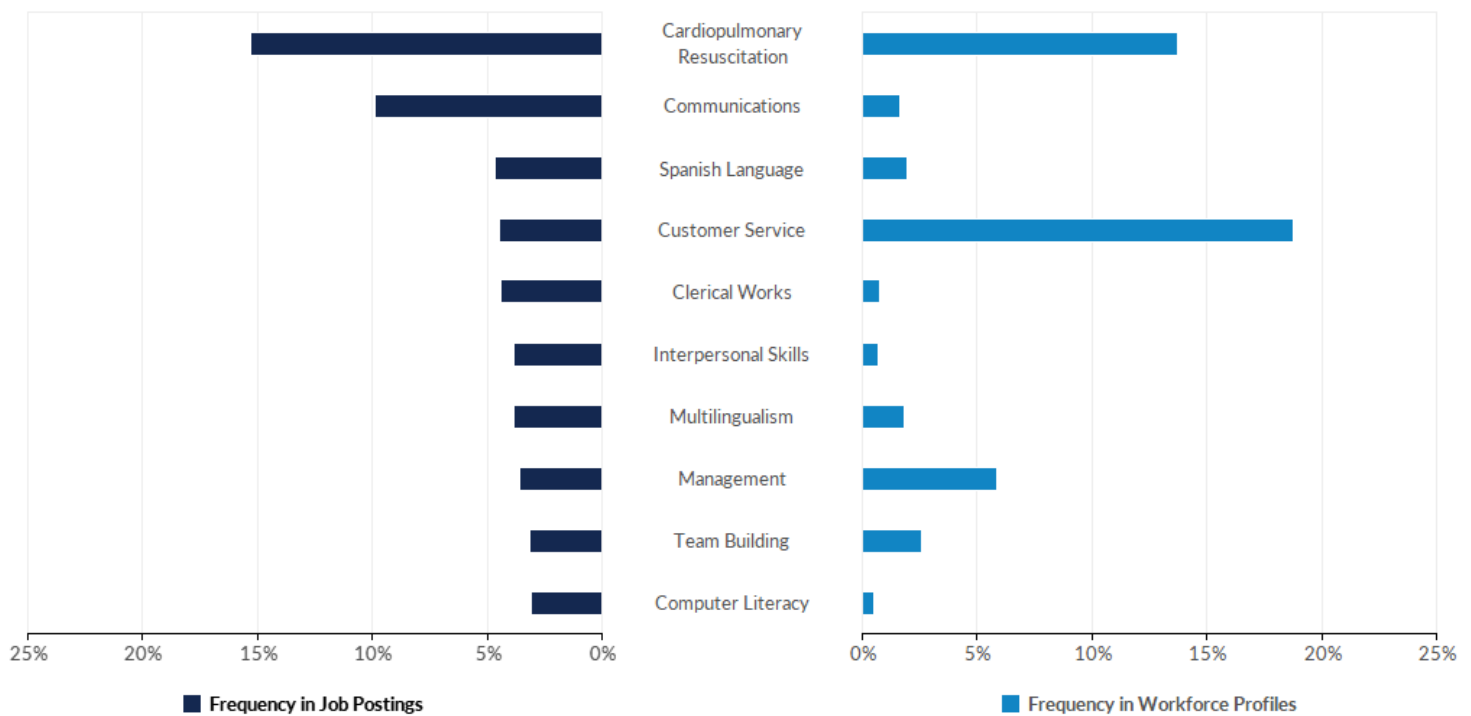
Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Sterilization	12%	169 / 1,450	9%	119 / 1,327
Dentistry	10%	145 / 1,450	16%	214 / 1,327
Radiography	10%	140 / 1,450	3%	42 / 1,327
Infection Control	9%	137 / 1,450	6%	83 / 1,327
Occupational Health And Safety Administration (OSHA)	9%	125 / 1,450	2%	30 / 1,327
Basic Life Support	8%	112 / 1,450	1%	19 / 1,327
Dds	7%	102 / 1,450	3%	37 / 1,327

Surgeries	7%	98 / 1,450	7%	88 / 1,327
Dentrix	6%	91 / 1,450	5%	69 / 1,327
Clinical Works	6%	90 / 1,450	3%	37 / 1,327
Periodontology	6%	89 / 1,450	6%	80 / 1,327
Orthodontics	6%	88 / 1,450	9%	116 / 1,327
Sealants	6%	87 / 1,450	3%	40 / 1,327
Personal Protective Equipment	6%	86 / 1,450	0%	1 / 1,327
Life Support	6%	81 / 1,450	0%	0 / 1,327
Health Insurance Portability And Accountability Act (HIPAA) Compliance	5%	77 / 1,450	5%	67 / 1,327
Office Procedures	4%	56 / 1,450	0%	3 / 1,327
Dentures	4%	53 / 1,450	2%	30 / 1,327
Emergency Medical Services	4%	52 / 1,450	0%	0 / 1,327
Oral And Maxillofacial Surgeries	3%	50 / 1,450	7%	91 / 1,327
Health Assessment	3%	41 / 1,450	0%	0 / 1,327
Safety Standards	2%	36 / 1,450	0%	0 / 1,327
Restorative Justice	2%	35 / 1,450	1%	14 / 1,327
Diseases And Disorders	2%	31 / 1,450	0%	4 / 1,327
Hygiene	2%	31 / 1,450	1%	10 / 1,327
Anesthesias	2%	30 / 1,450	0%	3 / 1,327
Dental Surgery	2%	29 / 1,450	1%	18 / 1,327
Welfare	2%	29 / 1,450	0%	0 / 1,327
Dental Informatics	2%	28 / 1,450	2%	20 / 1,327
Dental Technology	2%	25 / 1,450	0%	6 / 1,327
Biology	2%	24 / 1,450	1%	12 / 1,327
Pharmaceuticals	2%	24 / 1,450	0%	3 / 1,327
Radiology	2%	24 / 1,450	4%	48 / 1,327

Biotechnology	2%	22 / 1,450	0%	3 / 1,327
Front Office	2%	22 / 1,450	3%	46 / 1,327
Office Management	2%	22 / 1,450	3%	43 / 1,327
Dental Health	1%	21 / 1,450	0%	6 / 1,327
Medical Records	1%	21 / 1,450	2%	24 / 1,327
Operations Management	1%	21 / 1,450	0%	5 / 1,327
Eager Evaluations	1%	19 / 1,450	0%	4 / 1,327
Enhanced Data GSM Environment	1%	19 / 1,450	0%	1 / 1,327
Medical Emergency	1%	19 / 1,450	0%	2 / 1,327
Setting Appointments	1%	19 / 1,450	1%	9 / 1,327
Language Translation	1%	17 / 1,450	0%	6 / 1,327
Triage	1%	17 / 1,450	0%	5 / 1,327
Dental Materials	1%	16 / 1,450	1%	14 / 1,327
Microsoft Access	1%	16 / 1,450	1%	12 / 1,327
State Laws	1%	16 / 1,450	0%	1 / 1,327
Blood Pressure	1%	15 / 1,450	0%	5 / 1,327
Health Education	1%	15 / 1,450	2%	28 / 1,327

Top Common Skills



Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Cardiopulmonary Resuscitation	15%	222 / 1,450	14%	182 / 1,327
Communications	10%	143 / 1,450	2%	22 / 1,327
Spanish Language	5%	68 / 1,450	2%	26 / 1,327
Customer Service	4%	65 / 1,450	19%	249 / 1,327
Clerical Works	4%	64 / 1,450	1%	10 / 1,327
Interpersonal Skills	4%	56 / 1,450	1%	9 / 1,327
Multilingualism	4%	56 / 1,450	2%	24 / 1,327
Management	4%	52 / 1,450	6%	78 / 1,327
Team Building	3%	46 / 1,450	3%	34 / 1,327
Computer Literacy	3%	45 / 1,450	1%	7 / 1,327
English Language	3%	44 / 1,450	3%	46 / 1,327
Coordinating	3%	42 / 1,450	1%	10 / 1,327

Innovation	3%	42 / 1,450	0%	2 / 1,327
Teaching	2%	36 / 1,450	4%	48 / 1,327
Sales	2%	31 / 1,450	7%	92 / 1,327
Filing	2%	29 / 1,450	4%	49 / 1,327
Microsoft Outlook	2%	28 / 1,450	2%	32 / 1,327
Trust	2%	28 / 1,450	0%	0 / 1,327
Leadership	2%	27 / 1,450	5%	72 / 1,327
Literacy	2%	22 / 1,450	0%	1 / 1,327
Troubleshooting (Problem Solving)	1%	20 / 1,450	0%	4 / 1,327
Career Development	1%	19 / 1,450	0%	0 / 1,327
Microsoft Excel	1%	19 / 1,450	10%	139 / 1,327
Verbal Communication Skills	1%	18 / 1,450	0%	2 / 1,327
Research	1%	14 / 1,450	6%	81 / 1,327
Operations	1%	13 / 1,450	1%	13 / 1,327
Written Communication	1%	13 / 1,450	0%	2 / 1,327
Time Management	1%	12 / 1,450	4%	51 / 1,327
Microsoft Office	1%	11 / 1,450	11%	143 / 1,327
Typing	1%	11 / 1,450	1%	12 / 1,327
First Aid	1%	10 / 1,450	1%	13 / 1,327
Cantonese Chinese	1%	9 / 1,450	0%	3 / 1,327
Office Suite	1%	9 / 1,450	0%	2 / 1,327
Investigation	1%	8 / 1,450	0%	1 / 1,327
Mandarin Chinese	0%	7 / 1,450	0%	2 / 1,327
Microsoft Word	0%	6 / 1,450	13%	168 / 1,327
Problem Solving	0%	6 / 1,450	1%	15 / 1,327
Chinese Language	0%	5 / 1,450	0%	3 / 1,327

Tagalog Language	0%	5 / 1,450	0%	1 / 1,327
Culturally Sensitive	0%	4 / 1,450	0%	0 / 1,327
Mentorship	0%	4 / 1,450	1%	7 / 1,327
Microsoft Internet Explorer	0%	4 / 1,450	0%	0 / 1,327
Service-Orientation	0%	4 / 1,450	0%	0 / 1,327
Critical Thinking	0%	3 / 1,450	0%	5 / 1,327
Data Entry	0%	3 / 1,450	5%	64 / 1,327
Data/Record Logging	0%	3 / 1,450	0%	1 / 1,327
Decision Making	0%	3 / 1,450	0%	2 / 1,327
Endo (Language)	0%	3 / 1,450	1%	8 / 1,327
Intellectual	0%	3 / 1,450	0%	0 / 1,327
Sanitation	0%	3 / 1,450	0%	2 / 1,327

Top Qualifications

Qualification	Postings with Qualification
Registered Dental Assistant	240
Certified Medical Assistant	7
Certified Dental Assistant	5
Certified Safety Professional	2
Master Of Business Administration (MBA)	2
Certified Hazardous Materials Manager	1
Commercial Driver's License (CDL)	1
Licensed Vocational Nurses	1

Appendix A - Data Sources and Calculations

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.

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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.

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.

State Data Sources

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