

**FEASIBILITY STUDY
SAN DIEGO/CHULA VISTA CAMPUS PROGRAM MIGRATION PROPOSAL
MARCH 2012**

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**RECOMMENDATION FOR PROGRAM EXPANSION AT SJVC SAN DIEGO
CAMPUS: Medical Assisting and Administrative Health Care Management**

- There are over 130,000 adults in the 18 to 24 year age range who do not have an Associate of Science Degree
 - Four Community Colleges in the San Diego County are currently accommodating 75,000 students
 - SJVC has an opportunity to contribute to the career education for the 18 to 24 age demographic
- There are over 6,000 high school seniors who will add to the 18 to 24 year age range who will be seeking higher education and/or career training each year
- SJVC maintains a successful record of training students as well as positive employer satisfaction in the Medical Assisting and Medical Office career fields

San Joaquin Valley College (SJVC) San Diego Campus is currently designed to accommodate a Dental Hygiene (DH) Program that results in an Associate of Science Degree (AS). The DH Program is appropriate for a narrow career field. Expanding the program offerings at the campus provide additional career education opportunities for those seeking career educations and will result in a more diverse student body for serving the student and employer community.

The logical career fields to seek approval are in the career majors, Clinical and Administrative Medical Assisting (CAMA) for an AS Degree, Clinical Medical Assisting (CMA) as a certificate with option to continue for an AS Degree and Administrative Health Care Management (AHCM) as a certificate and AS Degree option. These programs provide the medical emphasis and SJVC experience in these career fields is extensive¹.

The State of California has over 2 million people unemployed (11.1%) and the County of San Diego² has over 145,000 people unemployed (9.2%). The demographic of the area indicates a large pool of 18 to 24 age community (126,000)³ who do not have AS Degrees and a large group of unemployed seeking career opportunity.

¹ SJVC Catalog 2012

² www.labormarketinfo.edd.ca.gov EDD Labor Market Information for California – Dec 2011

³ American Community Survey of State, Counties and Cities – US Census 2010, CA Department of Finance 2010, Educational Attainment

- **SAN DIEGO GEOGRAPHIC AREA REVIEW**

Labor Market Potential

As of January 1, 2010, The US Census American Community Survey reported that San Diego County had a population of 3,022,468⁴. In December 2011, The Employment Development Department reported an unemployment rate of 9.2% for San Diego County. The largest city in this county is San Diego, which also has with an unemployment rate of 9.2%. The 2nd largest city is Chula Vista. Chula Vista has a current unemployment rate of 10.7%. Over 145,500 people are currently out of work in the County of San Diego. The following table illustrates the population numbers for the labor force by the county and the two largest cities in the region.⁵

Area Name	Total Population	Labor Force	Employment	Unemployment Number	Unemployment Rate
San Diego County	3,022,468	1,587,600	1,442,100	145,500	9.2%
San Diego	1,282,800	708,700	643,800	64,900	9.2%
Chula Vista	229,614	93,300	83,300	10,000	10.7%

Population Available for Post High School Education

The US Census reports that over 130,000 of the population of the Cities of San Diego and Chula Vista are in the age range of 18 to 24 years old and do not have an AS Degree.⁶ This age range is the age range of the majority of SJVC students. The following table illustrates the population of 18 to 24 year olds in the two largest cities in San Diego County.

City	Age Range	Population of HS Graduates with No AS Degree
San Diego	Age 18 to 24	126,028
Chula Vista	Age 18 to 24	25,571
Total		151,599

There are over 200 public and private grade schools located in the city of San Diego.⁷ The following table includes data from the 15 largest High Schools in the city.

⁴ www.labormarketinfo.edd.ca.gov EDD Labor Market Information for California – Dec 2011

⁵ www.labormarketinfo.edd.ca.gov EDD Labor Market Information for California – Dec 2011

⁶ American Community Survey of State, Counties and Cities – US Census 2010, CA Department of Finance 2010, Educational Attainment

⁷ IPEDs Data for San Diego K-12 Schools 2009-2010

High School Name	Total Enrollment 2009-2010 data	Numbers of Seniors
Charter School of San Diego	1704	635
Claremont Senior High	1451	296
Henry Senior High	2466	487
High Tech High	549	129
Hoover Senior High	2163	372
Madison Senior High	1246	252
Mira Mesa Senior High	2637	613
Mission Bay Senior High	1622	313
Morse Senior High	2339	496
Point Loma Senior High	2115	413
San Ysidro High	2392	490
Scripps Ranch High	2390	494
Serra Senior High	2087	417
Southwest Senior High	1739	379
Westwood High	2366	602
Total	29266	6388

Available Community Colleges in San Diego/Chula Vista

Within the Cities of San Diego and Chula Vista, there are four California Community Colleges that serve the population of over 1.5 million in these two cities. Over 76,350 students currently attend one of these educational institutions.⁸

Name of College	Location of City	Enrollment on Campus Fall 2010-11 Data
San Diego City College	San Diego	18,549
San Diego Mesa College	San Diego	25,972
San Diego Miramar College	San Diego	12,360
Southwestern College	Chula Vista	19,476
Total Students Attending		76,357

- **STUDY OF PROGRAMS**

MEDICAL ASSISTING PROGRAM

Education Programs – Medical Assisting

There are 15 colleges that offer Medical Assisting programs in the San Diego/Chula Vista geographic region. The programs are offered at both private (13) and public

⁸ IPEDS Data for San Diego County Community Colleges – 2010-2011 Fall Enrollment Data

colleges (2). The two public junior colleges (Southwestern and San Diego Mesa College) offer options for certificates and AS Degrees. Most of the vocational schools only offer the certificate option, and many of these programs do not offer financial aid. The following table illustrates the name of the colleges, their location, and type of training outcomes, financial aid option and cost of training.⁹

Name of College	Location of City	Type of Program	Financial Aid Available (grants)	Cost of Training
Boston Reed	San Diego	Cert 294 hrs	NO	\$3,985
California College	San Diego	AS Degree	YES	\$29,638
Career College of San Diego	San Diego	Cert 720 hrs	NO	\$10,896
Comprehensive Training Systems	San Diego	Cert – 429 hrs	NO	\$5677
Center for Employment Training	San Diego	900 hrs	YES	\$9,307
Computer Education Institute	San Diego	Cert 720	YES	\$9,975
Concorde Career College	San Diego	Cert 720	YES	\$9,950
Kaplan	San Diego	Cert 720 hrs	YES	\$10,550
Kaplan	Chula Vista	Cert- 44 units	YES	\$14,714
La Maestra Family Clinic	San Diego	Cert – 190 hrs	NO	\$5,000
Poway Unified School Dist.	San Diego	Cert 645 hrs	NO	\$1.859
US Colleges	San Diego	Cert – 520 hrs	NO	\$6,995
UEI	San Diego	Cert 720	YES	\$10,000
UEI	Chula Vista			
Pima Medical Institute	Chula Vista	Cert 800 hrs	YES	\$11,340
San Diego Mesa College	San Diego	Cert or AS Degree	YES	\$898+
Southwestern College	Chula Vista	Cert or AS Degree	YES	\$1,052+

⁹ ETPL Listing for Medical Assisting and IPEDS Data 2010-2011

Labor Market and Employment Potential – Medical Assisting

The Employment Development Department predicts a total of 245 new job openings for Medical Assistants.¹⁰ The following table includes salary information and total jobs predicted for the county of San Diego. There are 3,000 medical offices located in this County with over 2600 medical practices located in the San Diego/Chula Vista area.

Area	Projected Years	Current Employment Estimate	Projected Total Employment Number	Average Annual openings-Medical Assistants	Hourly Mean Wage
San Diego County	2008-2018	6,740	8,430	245	\$15.38

The majority of graduates in the CMA program accept job classifications as a back office (or medical assistant).¹¹ SJVC graduates from the CAMA program have gone to work in additional job titles listed classified as front office in addition to medical assistant. The following table illustrates the variety of employment areas where SJVC CAMA graduates are now employed.¹²

Job Titles for CAMA graduates Bakersfield, Fresno and Visalia campuses
Medical Assistant
Lab Assistant
Receptionist
Medical Technician
Medical Records Clerk
Medical/Dental Secretary
Administrative Assistant
Optometric Assistant
Site Coordinator
Group Supervisor
Medical Secretary
Front Office
Billing Clerk
Phlebotomist
Patient Services Partner
Front Office Assistant

¹⁰ www.labormarketinfo.edd.ca.gov Medical Assisting in San Diego County 2008-2018

¹¹ CampusVue – Program Placement Details Clinical Medical Assisting

¹² CampusVue – Program Placement Details Clinical Administrative and Medical Assisting

Placement and Graduation Reference Information – Clinical Medical Assisting (Certificate) SJVC Rancho Cucamonga

The SJVC Rancho Cucamonga Campus is the closest SJVC campus with graduates from the CMA Certificate option. The campus has been successfully training students in their Clinical Medical Assisting (CMA) program offering for over eight years. Placement rate for the certificate option in CMA averaged 80.1% for those eligible for placement¹³ in the past six years from July 1, 2005 to June 30, 2011.¹⁴ Over 230 students have successfully completed the certificate program in CMA training.

Name of Program	Number of Graduates	Number of Graduates Eligible for Placement	Number Placed	Percentage Placed
Clinical Medical Assisting-Certificate	232	176	142	80.1%

Placement and Graduation Reference Information – Clinical Administrative and Medical Assisting (Associate Degree) SJVC Bakersfield

The SJVC Bakersfield Campus is the closest campus that offers the Clinical and Administrative Medical Assisting Associate Degree program. (The Rancho Cucamonga Campus offers the AS Degree program now, but did not have degree graduates in the time range from 2005 to 2011.) From July 1, 2005 to June 30, 2011 the Bakersfield Campus reports over 370 AS Degree graduates in the CAMA program. Of these graduates, 342 were eligible for placement.¹⁵ All of the graduates from the CAMA program have completed the full requirements to earn the Associate of Science Degree. The placement percentage for these graduates is 82.1%.¹⁶

Name of Program	Number of Graduates	Number of Graduates Eligible for Placement	Number Placed	Percentage Placed
Clinical Administrative and Medical Assisting - AS Degree	370	342	281	82.1%

¹³ Students are excluded from placement statistics with documentation for the following conditions: permanently disabled, temporarily disabled, continuing college education, deceased, or military service. Placement is a graduate employed fulltime (32 hours or more per week) in their field of training.

¹⁴ CampusVue stats – CMA Cert program – Rancho Cucamonga July 2005 to June 2011

¹⁵ Students are excluded from placement statistics with documentation for the following conditions: permanently disabled, temporarily disabled, continuing college education, deceased, or military service. Placement is a graduate employed fulltime (32 hours or more per week) in their field of training.

¹⁶ CampusVue – CAMA Program – Bakersfield July 2005 to June 2011

ADMINISTRATIVE HEALTH CARE MANAGEMENT PROGRAM

Education Programs – Administrative Health Care Management

There are 21 different colleges that offer Administrative Medical Assisting programs in the San Diego/Chula Vista geographic region. These programs are offered at both private (19) and public colleges (2). The two public junior colleges (Southwestern and San Diego Mesa College) offer options for certificates and associate degrees. Most of the vocational schools only offer the certificate option, and many of these programs do not offer financial aid. The following table illustrates the name of the colleges, their location, and type of training outcomes, financial aid option and cost of training.¹⁷

Name of College	Location of City	Type of Program	Financial Aid Available (grants)	Cost of Training
Boston Reed	San Diego	Cert 246 hrs	NO	\$3,045
California College	San Diego	2040 hrs	YES	\$72,821
California Medical College	San Diego	Cert 128 hrs	NO	10,000
Comprehensive Training Systems	San Diego	Cert – 429 hrs	NO	\$5677
Center for Employment Training	San Diego	Cert 720 hrs	YES	\$8,060
Computer Education Institute	San Diego	Cert 720 hrs	YES	\$9,975
Concorde Career College	San Diego	Cert 720 hrs	YES	\$9,900
Crest Technical	San Diego	Cert 336 hrs	NO	4,000
Kaplan	San Diego	Cert 720 hrs	YES	\$10,550
Kaplan	Chula Vista	Cert- 47 units	YES	\$14,659
New Horizons	San Diego	Cert 352 hrs	NO	\$5,995
Occupational Training Services	San Diego	Cert 480 hrs	NO	4,995
SDSU Ext Studies	San Diego	Cert 80 hrs	NO	\$1,799
Skill Centers of America	San Diego	Cert 672	NO	4,999
US Colleges	San Diego	Cert – 160 hrs	NO	\$3,595

¹⁷ ETPL Listing for Administrative Medical Assisting and IPEDS Data 2010-2011

Name of College (Cont.)	Location of City	Type of Program	Financial Aid Available (grants)	Cost of Training
UEI	Chula Vista	Cert 720 hrs	YES	\$10,000
Votec	San Diego	Cert 240 hrs	NO	\$3,960
Pima Medical Institute	Chula Vista	Cert 800 hrs	YES	\$11,340
San Diego Mesa College	San Diego	Cert or AS Degree	YES	\$898+
Southwestern College	Chula Vista	Cert or AS Degree	YES	\$1,052+

Labor Market and Employment Potential – Administrative Health Care Management

Medical Secretaries

The Employment Development Department predicts a total of 300 new job openings for Medical Secretaries.¹⁸ Graduates from the SJVC AHCM as well as the CAMA program are qualified for employment in this front office category. The following table includes total jobs projected and salary information.

Area	Projected Years	Current Employment Estimate	Projected Total Employment Number	Average Annual openings- Medical Secretaries	Hourly Mean Wage
San Diego County	2008-2018	9,040	10,820	300	\$16.48

Insurance Claims and Policy Processing Clerks

The Employment Development Department predicts a total of 180 new job openings each year from 2008 to 2018 for Insurance Claims and Processing Clerks.ⁱ Graduates from the SJVC AHCM program are also qualified for employment in this category as well. The following table includes salary information and total jobs predicted for the county of San Diego.

¹⁸ www.labormarketinfo.edd.ca.gov- Medical Secretaries in San Diego County 2008-2018

Area	Projected Years	Current Employment Estimate	Projected Total Employment Number	Average Annual openings-Insurance Claims	Hourly Mean Wage
San Diego County	2008-2018	3,320	3,500	180	\$16.95

The following table illustrates the variety of employment areas where SJVC AHCM and CAMA graduates are now employed.¹⁹

Job Titles for AHCM, MOA graduates from Fresno, Visalia, Rancho Cucamonga and Bakersfield
Accounting Clerk
Accounts Receivable Clerk
Administrative Assistant
Admissions Representative
Admitting Clerk
Patient Access Representative
Admitting Clerk
ER Admitting Clerk
Administrative clerk
Billing Clerk
Receptionist/Billing
Cashier
Medical Biller
Billing Clerk
Reimbursement Specialist
Billing Clerk
Billing Assistant
Billing Clerk
Front Office/Medical Billing
Medical Billing Clerk and Collections
Biller/Trainee
Billing Clerk
Financial Clerk
Billing Clerk
Unit Secretary
Billing Clerk
Office Manager
Bookkeeper
Claims Processor

¹⁹ CampusVue – Program Placement Details Clinical Administrative and Medical Assisting and Administrative Health Care Management

Job Titles for AHCM, MOA graduates from Fresno, Visalia, Rancho Cucamonga and Bakersfield (Cont.)
Claims Processor
Claims Editor
Clerk
Consultant
Consultant
Customer Service Representative
E.R. Clerk
Front Office
Insurance Clerk
Inventory Clerk
Medical Assistant
Patient Registrar
Medical Biller
Medical Records Clerk
Health Information Clerk
Medical Secretary
Medical/Dental Secretary
Office Assistant
Patient Services Partner
Receptionist
Secretary
Transcriptionist
Unit Secretary
Ward Clerk

Placement and Graduation Reference Information – Administrative Health Care Management Certificate and AS Degree – SJVC Rancho Cucamonga

The Rancho Cucamonga campus is the closest existing campus with graduates from the AHCM program. The campus has been successfully training students in administrative office skills for over 8 years. Placement rates for this program averaged 75.8% for those eligible for placement²⁰ in the past six years of July 1, 2005 to June 30, 2011.²¹ In this six year range, 138 students have successfully completed the training.²²

²⁰ Students are excluded from placement statistics with documentation for the following conditions: permanently disabled, temporarily disabled, continuing college education, deceased, or military service. Placement is a graduate employed fulltime (32 hours or more per week) in their field of training.

²¹ CampusVue – AHCM Program – Rancho Cucamonga July 2005 to June 2011

²² CampusVue – AHCM and Medical Office Assistant (MOA) program; MOA began the name change to AHCM in 2009

Name of Program	Number of Graduates	Number of Graduates Eligible for Placement	Number Placed	Percentage Placed
Administrative Health Care Management - AS Degree	124	83	63	75.9%
Administrative Health Care Management – Cert	14	8	6	75%
Totals	138	91	69	75.8%
