



# PROGRAM OPTIMIZATION STUDY SAN DIEGO, CA

Executive Summary

JULY 6, 2011



# Table of Contents

- Project Overview
- Competitor Location Map
- Target Program Completions
- Program Saturation Analysis
- Historic Completion Statistics
- Program Demand Projections

# Project Overview

## Project Objectives

- ◆ Conduct a competitive analysis and calculate program demand for a Dental Hygiene program in San Diego, CA

## Critical Tasks

- ◆ Identify all education institutions that currently offer Dental Hygiene
- ◆ Quantify the number of graduates from each institution at various attainment levels
- ◆ Map the location of each competitor to understand the geographic distribution
- ◆ Understand historic completion trends in San Diego County, CA
- ◆ Conduct a Program Saturation Analysis to understand the net entry-level jobs available in the marketplace
- ◆ Project net-entry level jobs through 2015 based on occupation and completion fluctuations

# Target Program Completions

SCHOOL NAME	ASSOCIATES	DIPLOMA
<b>DENTAL HYGIENE</b>		
Southwestern College	15	0

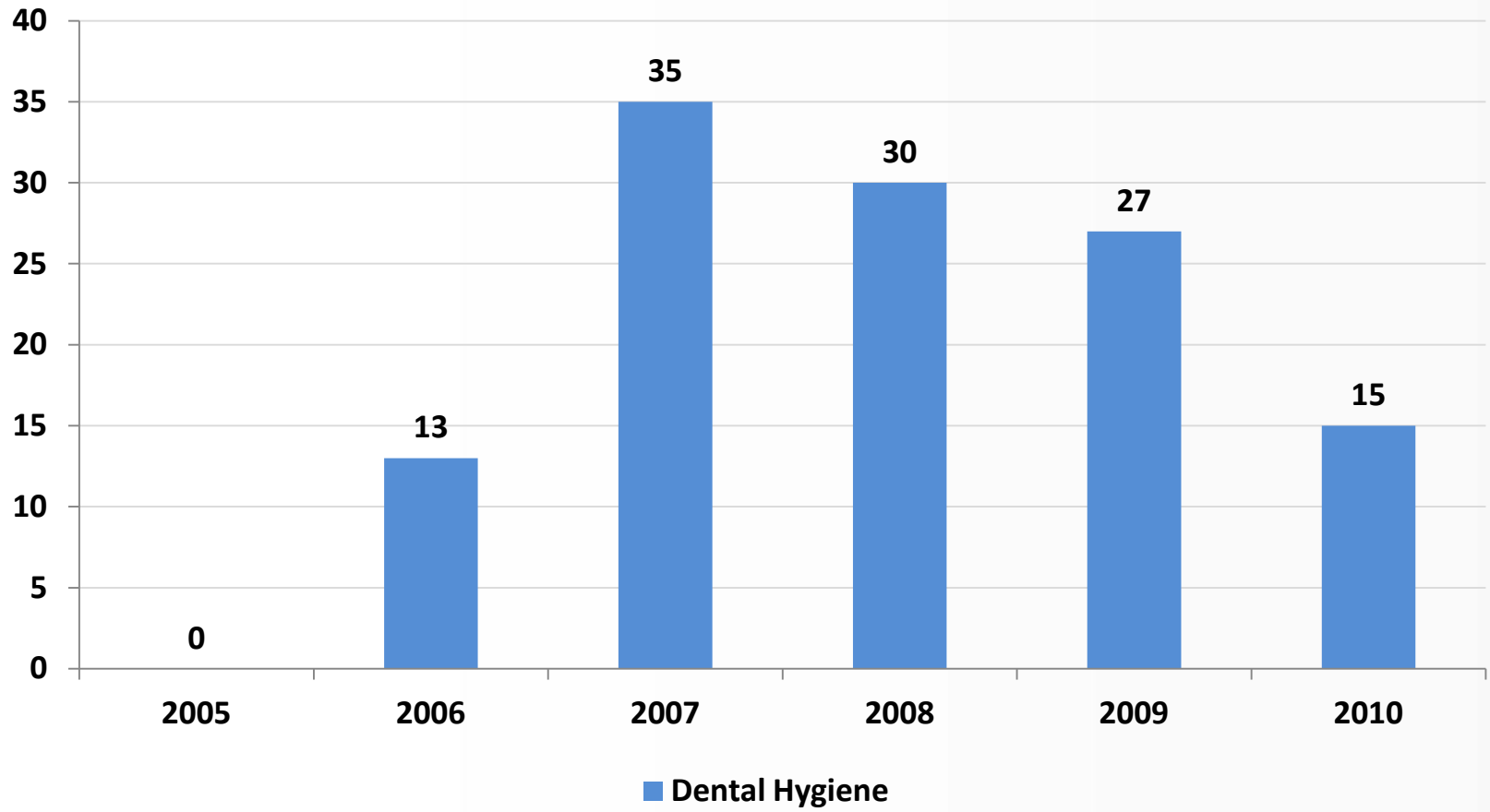
Source: SSG independent research, IPEDS

# Competitor Location Map



# San Diego County Historical Completion Statistics

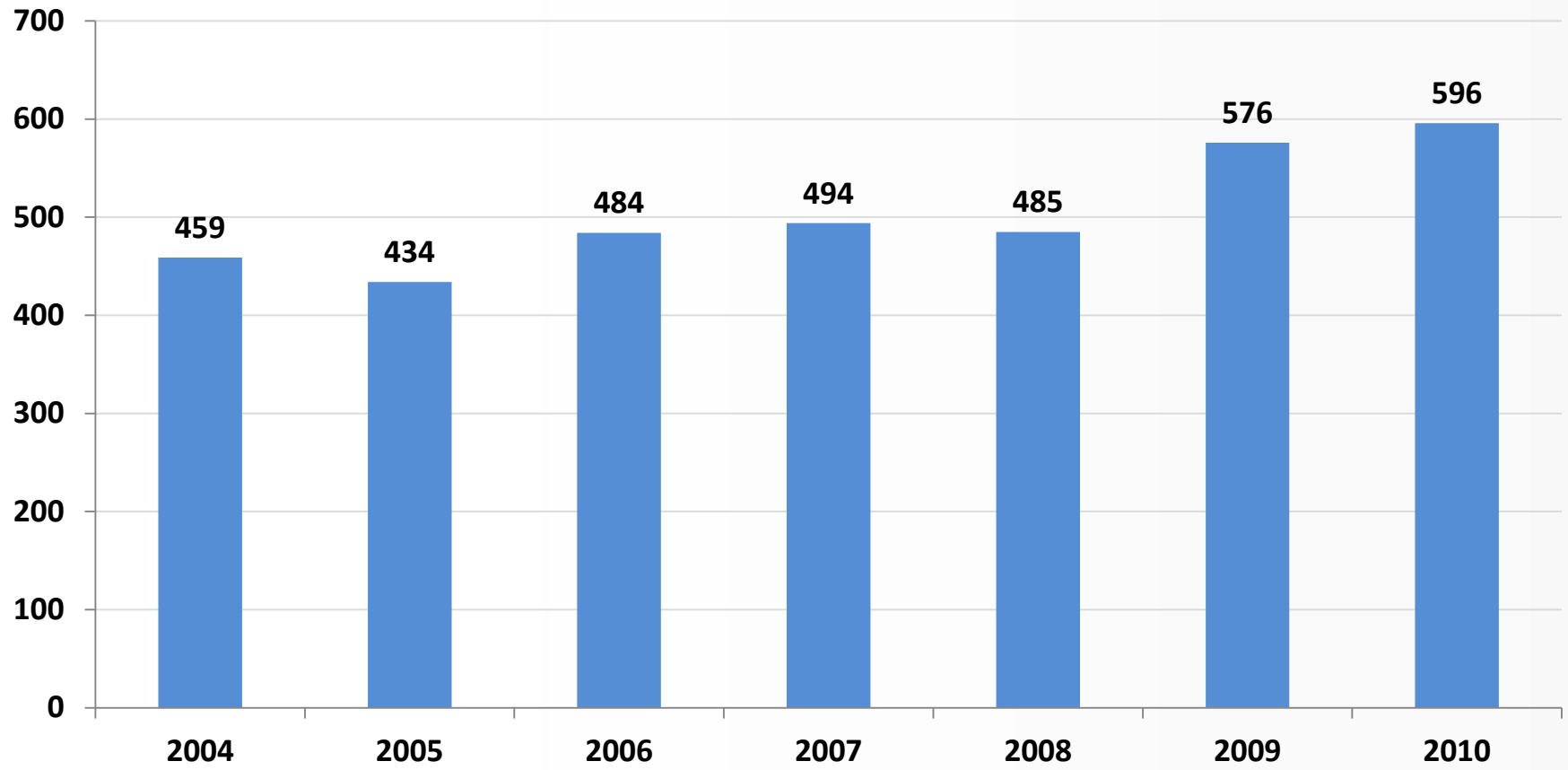
## Total Degrees & Certificates Awarded in San Diego County



Source: SSG independent research, IPEDS

# California Historical Completion Statistics

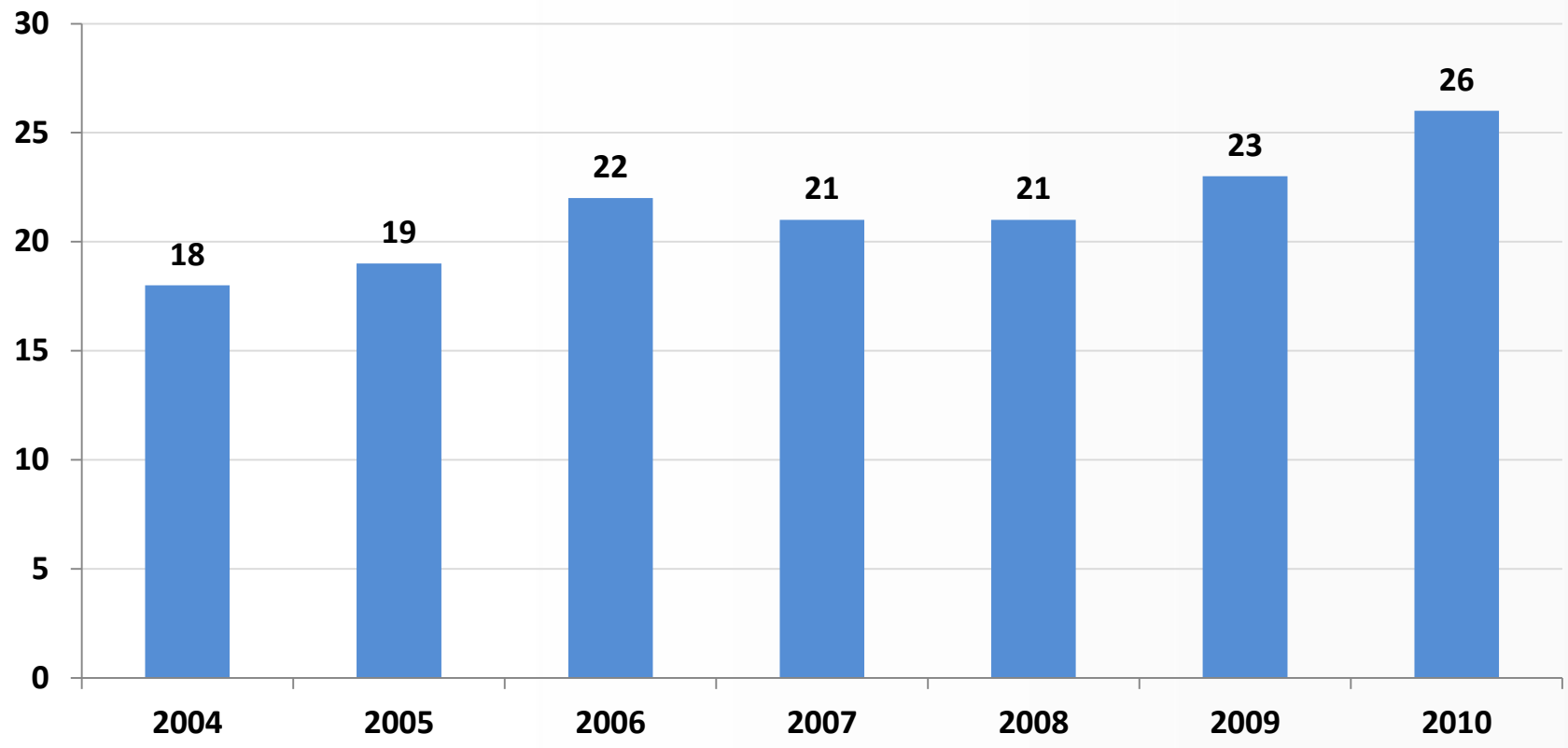
## California Dental Hygiene Completions



Source: SSG independent research, IPEDS

# California Historical Dental Hygiene Schools

## Number of Schools Reporting Dental Hygiene Completions in California

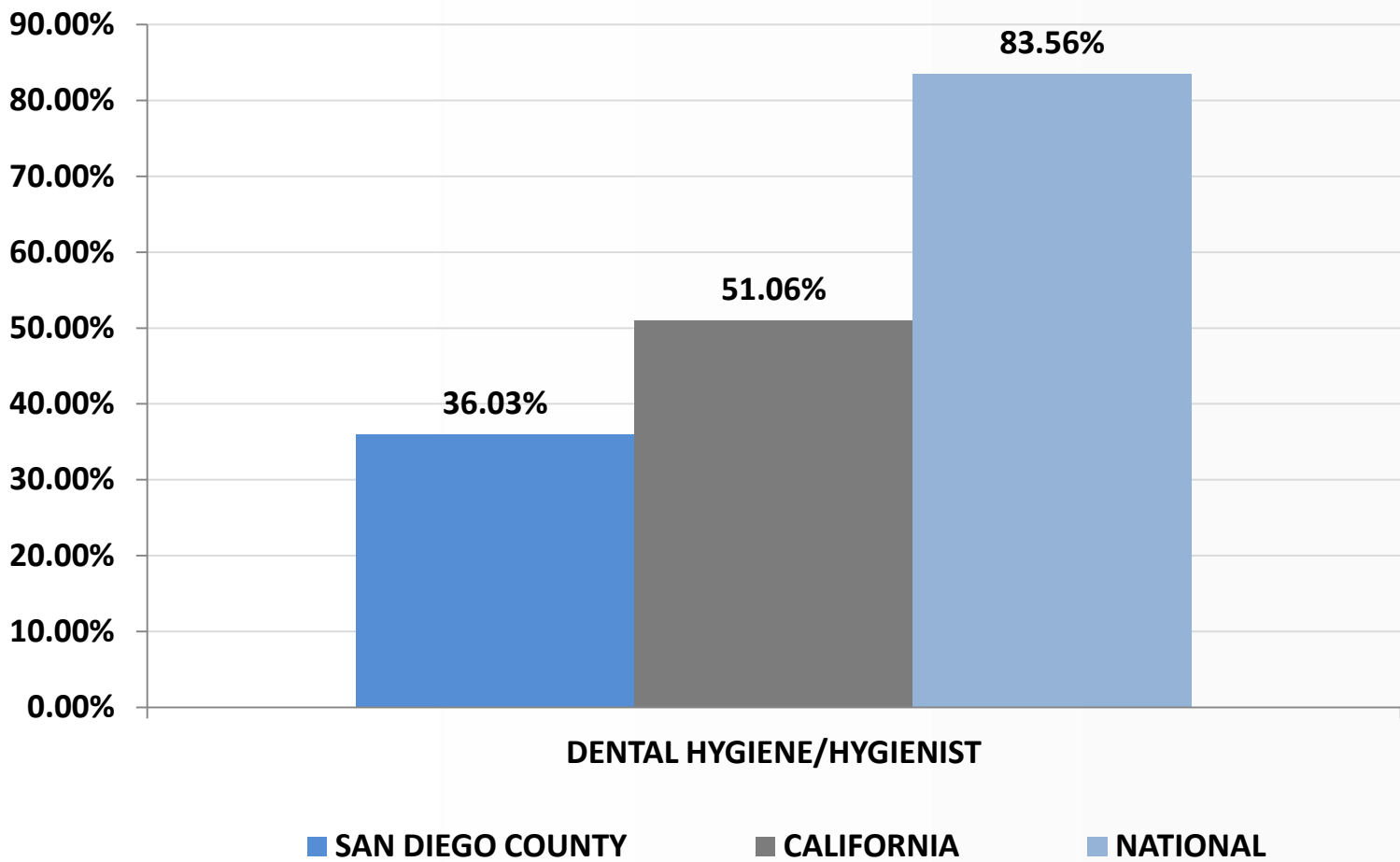


Source: SSG independent research, IPEDS



# Program Saturation Analysis

The following is a graphical summary of the Program Saturation Analysis. A saturation rate in excess of 100.0% suggests that the supply of graduates exceeds entry-level jobs in the market



# Program Demand Projections

The following tables show the net entry-level jobs for both Dental Assisting and Dental Hygienist projected through 2015

	2010	2011	2012	2013	2014	2015
<b>DENTAL HYGIENE/HYGIENIST</b>						
# of Jobs	1,943	1,963	1,983	2,004	2,024	2,044
# of Entry Level Jobs	97	98	99	100	101	102
% of Labor Force	0.13%	0.13%	0.13%	0.13%	0.13%	0.13%
Completions	24	24	24	24	24	24
Program Saturation Level	24.70%	24.45%	24.20%	23.96%	23.72%	23.48%
<b>Net Entry-Level Jobs</b>	<b>73</b>	<b>74</b>	<b>75</b>	<b>76</b>	<b>77</b>	<b>78</b>

Note: The number of completions reflects the average number of graduates over the last five years. The most recent figure is 15.

Sources: IPEDS, SSG Independent Research, Claritas 2010

Methodology: The # of jobs is derived from occupation modeling from IHS Global Insights. The # of entry level jobs is determined by industry interviews conducted by Site Selection Group. Completion data is derived from IPEDS and school interviews conducted by Site Selection Group.

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