

**Surgical Technology
Feasibility
Research Data**

Demand Assessment

Search Volume

Moderate

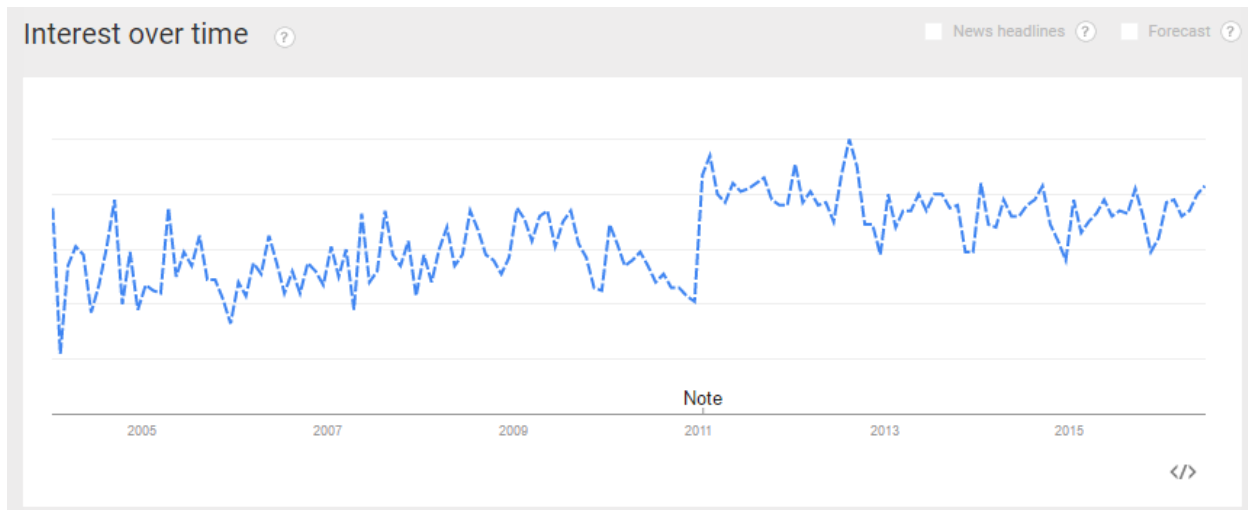
The analysis compares all keywords currently being used for our Surgical Technology advertising.¹

Campus	Estimate – Searches (Monthly Avg.)	Actual – Searches (Last 30 Days)
Temecula	4400	N/A
Modesto	1370	N/A
Hesperia	396	N/A
Rancho Cordova	4400	N/A
Bakersfield	410	680
Fresno	2200	1691

Interest over Time

Stable

Stable search demand from 2004 to present day.² (Note: Increase in 2011 is likely attributed to changes in data collection methods.)



¹ Source: Google Keyword Planner;

² Source: Google Trends; Region: California; Search Topic: Surgical technologist (Occupation)

ST Test Marketing Campaign Results

Campus	Impressions	Clicks
Rancho Cordova (Test)	730	44
Fresno	318	22
Temecula (Test)	778	18
Bakersfield	118	8

Timeframe: From Oct 26 – Nov 1

ST Competitive Analysis

SJVC Market	Competitor	City	Miles from campus	Tuition	Credential	Grads
Rancho Cordova	Contra Costa Medical Career College	Antioch	50	\$ 15,709	Cert	15
	Carrington College	Citrus Heights	7	\$ 45,140	Deg	(blank)
				\$ 46,798	Cert	11
Temecula	American College of Healthcare (Institutional with Surgical Technology)	Riverside	39	\$ 32,095	Cert	62
	American Career College	Ontario	51	\$ 38,715	Deg	58
	Career Networks Institute College	Orange	60	\$ 29,448	Cert	51
	Career Networks Institute College	San Bernardino	49	\$ 26,886	Cert	18
	Concorde	San Diego	59	\$ 31,627	Deg	16
	Southwestern College	Chula Vista	58	\$ 1,744	Cert	10
	MiraCosta College	Oceanside	31	\$ 4,302	(blank)	8
	North-West College	Riverside	43	\$ 31,900	Cert	7
				(blank)	(blank)	4

Projected Employment Statistics

Employment Development Department Labor Market Information Division Published: December 2014														
2012-2022 Occupational Employment Projections Sacramento–Roseville–Arden-Arcade Metropolitan Statistical Area (El Dorado, Placer, Sacramento, and Yolo Counties Counties)														
SOC Code*	Occupational Title	Estimated Employment 2012**	Projected Employment 2022	Numeric Change 2012-2022 [1]	Percent Change 2012-2022	Annual Average Percent Change	Average Annual Job Openings			2014 First Quarter Wages [5]		Education and Training Levels [7]		
							New Jobs [2]	Replacement Needs [3]	Total Jobs [4]	Median Hourly	Median Annual	Entry Level Education	Work Experience	On-the-Job Training
29-2055	Surgical Technologists	560	730	170	30.4%	3.0%	17	6	23	\$29.44	\$61,249	5	None	None

Employment Development Department Labor Market Information Division Published: January 2015														
2012-2022 Occupational Employment Projections Oakland-Hayward-Berkeley Metropolitan Division (Alameda and Contra Costa Counties)														
SOC Code*	Occupational Title	Estimated Employment 2012**	Projected Employment 2022	Numeric Change 2012-2022 [1]	Percent Change 2012-2022	Annual Average Percent Change	Average Annual			2014 First		Education and Training		
							New Jobs [2]	Replacement Needs [3]	Total Jobs [4]	Median Hourly	Median Annual	Entry Level Education	Work Experience	On-the-Job Training
29-2055	Surgical Technologists	700	870	170	24.3%	2.4%	18	7	25	\$34.93	\$72,672	5	None	None

Employment Development Department Labor Market Information Division Published: December 2014														
2012-2022 Occupational Employment Projections Riverside-San Bernardino-Ontario Metropolitan Statistical Area (Riverside and San Bernardino Counties)														
SOC Code*	Occupational Title	Estimated Employment 2012**	Projected Employment 2022	Numeric Change 2012-2022 [1]	Percent Change 2012-2022	Annual Average Percent Change	Average Annual			2014 First		Education and Training		
							New Jobs [2]	Replacement Needs [3]	Total Jobs [4]	Median Hourly	Median Annual	Entry Level Education	Work Experience	On-the-Job Training
29-2055	Surgical Technologists	690	880	190	27.5%	2.8%	19	7	26	\$24.29	\$50,535	5	None	None

* The Standard Occupational Classification (SOC) system is used by government agencies to classify workers into occupational categories for the purpose of collecting, calculating, or
 ** Data sources: U.S. Bureau of Labor Statistics' Current Employment Statistics (CES) March 2013 benchmark, Quarterly Census of Employment and Wages (QCEW) industry employment, Occupational employment projections include self-employed, unpaid family workers, private household workers, farm, and nonfarm employment.
 N/A - Information is not available.
 Occupations with employment below 100 in 2012 are excluded.
 Occupation subtotals may not add to the totals due to rounding and the suppression of data.
 The use of occupational employment projections as a time series is not encouraged due to changes in the occupational, industrial, and geographical classification systems; changes in the

- [1] Numerical employment change is the net difference between the base and projected year employment and reflects job growth or decline. The base and projected year employment are
- [2] New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero. New
- [3] Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.
- [4] Total jobs are the sum of new jobs and replacement needs.
- [5] Median hourly and annual wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage. The wages are from 2014 first quarter and do not include self-employed or unpaid family workers.
- [6] In occupations where workers do not work full-time all year-round, it is not possible to calculate an hourly wage.
- [7] The Bureau of Labor Statistics develops and assigns education and training categories to each occupation. For more information on these categories, please see http://www.bls.gov/emp/ep_education_training_system.htm

Entry Level Education
1- Doctoral or professional degree
2- Master's degree
3- Bachelor's degree
4- Associate's degree
5- Postsecondary non-degree award
6- Some college, no degree
7- High school diploma or equivalent
8- Less than high school

Work Experience Codes	
≥5 years	5 years or more experience in a related occupation or field is common.
<5 years	Less than 5 years experience in a related occupation or field is common.
None	No work experience is typically required.

On-the-Job Training	
I/R	Internship/Residency
APP	Apprenticeship
LT OJT	Long-term on-the-job training
MT OJT	Moderate-term on-the-job training
ST OJT	Short-term on-the-job training
None	None

Clinical sites who provided verbal commitments or are interested and need additional information			
Campus	Hospital	Address	Number of potential slots available
Rancho Cordova	Kaiser Morse Hospital	2025 Morse Ave., Sacramento, CA 95825	1 to 2
Rancho Cordova	Lodi Memorial Hospital	975 S. Fairmont Ave., Lodi, CA 95240	1 to 2
Rancho Cordova	Doctors Medical Center	1441 Florida Ave., Modesto, CA 95350	2 to 3
Rancho Cordova	Sutter Surgery Center	2801 K Street, Sacramento, CA 95816	1
Rancho Cordova	Damren Hospital	525 W. Acacia Street, Stockton, CA 95203	1
Rancho Cordova	Mercy General Hospital	4001 J St., Sacramento, CA 95819	1 to 2
Rancho Cordova	Mercy Folsom Hospital	1650 Creekside Drive, Folsom, CA 95630	1 to 2
Rancho Cordova	UC Davis Medical Center	4251 X Street, Sacramento, CA 95817	1 to 2
Rancho Cordova	Mercy San Juan Medical Center	6501 Coyle Avenue, Carmichael CA 95608	1
Rancho Cordova	Woodland Healthcare	1325 Cottonwood Street, Woodland, CA 95695	1
Rancho Cordova	Sutter Roseville Medical Center	1 Medical Plaza Drive, Roseville, CA 95661	1
Rancho Cordova	Sutter Medical Center Sacramento	2825 Capitol Avenue, Sacramento, CA 95816	1
Rancho Cordova	Methodist Hospital	7130 Smoke Ranch Road, Las Vegas, NV 98128	1
Rancho Cordova	Sutter Amador Hospital	200 Mission Blvd, Jackson, CA 95642	1
Temecula	Scripps Mercy Hospital	9619 Chesapeake Dr. Suite 301, San Diego, CA 92123	1
Temecula	Redlands Community Hospital	350 Terracina Blvd. Redlands CA 92373	1
Temecula	Southwest Hospitals	36485 Inland Valley Dtr. Wildomar, CA 92595	2
Temecula	ParkView	3865 Jackson Riverside, CA 92503	1
Temecula	Scripps	354 Santa Fe Dr, Encinitas CA 92024	1
Temecula	Corona Regional	800 Main St. Corona CA 92887	1 to 2
Temecula	Tri Cities	4002 Vista Way, Oceanside, CA 92056	1
Temecula	Riverside County Hospital	26520 Cactus St, Riverside, CA	2
Temecula	Cosmetic Surgery Center	31630 Railroad Canyon Rd., Canyon Lake, CA 92587	1
Temecula	Inland Valley Hospital	36485 Inland Valley Dtr. Wildomar, CA 92595	1
Temecula	Radys Childrens Hospital	3020 Childrens Way, San Diego, CA 92123	1
Temecula	Mission Hospital	31700 Temecula Parkway, Temecula CA 92592	
Temecula	Riverside Community	4445 Magnolia, Riverside, CA 92501	1
Temecula	Palomar	2185 Citracado Parkway, Escondido CA. 92029	1