

# Dental Assistant Occupations Labor Market Information Report City College of San Francisco

Prepared by the San Francisco Bay Center of Excellence  
for Labor Market Research  
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## Recommendation

Based on all available data, there appears to be a significant undersupply of Dental Assistant workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 5,234 students in the Bay region and 1,285 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1240.10 - Dental Assistant in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at City College of San Francisco (CCSF) and in the region.

## Introduction

This report profiles Dental Assistant Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

- **Dental Assistants (SOC 31-9091):** Assist dentist, set up equipment, prepare patient for treatment, and keep records.  
Entry-Level Educational Requirement: Postsecondary nondegree award  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 61%
- **Insurance Claims and Policy Processing Clerks (SOC 43-9041):** Process new insurance policies, modifications to existing policies, and claims forms. Obtain information from policyholders to verify the accuracy and completeness of information on claims forms, applications and related documents, and company records. Update existing policies and company records to reflect changes requested by policyholders and insurance company representatives. Excludes "Claims Adjusters, Examiners, and Investigators" (13-1031).  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 45%
- **Medical and Health Services Managers (SOC 11-9111):** Plan, direct, or coordinate medical and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations.  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%
- **Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (SOC 41-4011):** Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education. Excludes "Sales Engineers" (41-9031).  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%

## Occupational Demand

**Table 1. Employment Outlook for Dental Assistant Occupations in Bay Region**

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Dental Assistants	12,924	14,171	1,247	10%	8,495	1,699	\$14.55	\$21.88
Insurance Claims and Policy Processing Clerks	7,774	7,897	123	2%	4,173	835	\$14.02	\$19.64
Medical and Health Services Managers	9,558	10,910	1,352	14%	5,187	1,037	\$29.21	\$60.42
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	15,974	17,157	1,183	7%	9,482	1,896	\$20.66	\$38.91
<b>Total</b>	<b>46,230</b>	<b>50,135</b>	<b>3,905</b>	<b>8%</b>	<b>27,337</b>	<b>5,467</b>	<b>\$19.61</b>	<b>\$35.36</b>

Source: EMSI 2019.1

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Dental Assistant Occupations in Mid-Peninsula Sub-Region**

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Dental Assistants	2,177	2,397	220	10%	1,444	289	\$15.35	\$25.23
Insurance Claims and Policy Processing Clerks	1,965	1,962	(3)	(0%)	1,008	202	\$14.64	\$21.71
Medical and Health Services Managers	2,287	2,610	323	14%	1,240	248	\$32.02	\$68.54
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	4,151	4,841	690	17%	2,921	584	\$21.27	\$38.06
<b>TOTAL</b>	<b>10,580</b>	<b>11,810</b>	<b>1,230</b>	<b>12%</b>	<b>6,614</b>	<b>1,323</b>	<b>\$21.15</b>	<b>\$38.97</b>

Source: EMSI 2019.1

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (April 2018 - March 2019)**

Occupation	Bay Region	Mid-Peninsula
Medical and Health Services Managers (11-9111.00)	14,927	5,788
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011.00)	4,364	1,945
Dental Assistants (31-9091.00)	1,408	262
Insurance Claims Clerks (43-9041.01)	373	121
Solar Sales Representatives and Assessors (41-4011.07)	280	38
<b>Total</b>	<b>21,352</b>	<b>8,154</b>

Source: Burning Glass

**Table 4. Top Job Titles for Dental Assistant Occupations for latest 12 months (April 2018 - March 2019)**

Common Title	Bay	Mid-Peninsula	Common Title	Bay	Mid-Peninsula
Sales Executive	1,327	743	Sales Engineer	167	78
Dental Assistant	1,175	206	Assistant Manager	161	24
Clinical Manager	961	506	Senior Director	160	87
Medical Director	770	398	Health Manager	152	37
Director	547	278	Pharmaceutical Sales Representative	128	3
Sales Representative	441	183	Clinic Manager	123	41
Coordinator	297	107	Sales Manager	123	51
Director of Nursing	264	62	Services Coordinator	121	51
Registered Nurse	251	74	Medical Affairs Director	119	91
Clinical Supervisor	237	41	Clinical Director	118	32
Sales Consultant	224	65	Technical Sales Representative	109	8
Health Director	205	70	Sales Specialist	104	35
Laboratory Manager	193	71	Director of Rehabilitation	103	28
Associate Medical Director	179	111	Technical Sales Specialist	102	28

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Dental Assistant Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Offices of Dentists (621210)	11,587	11,697	25%	35.4%
Insurance Agencies and Brokerages (524210)	2,637	2,649	6%	15.4%
Software Publishers (511210)	2,053	2,166	5%	4.5%
Electronic Computer Manufacturing (334111)	1,682	1,738	4%	3.2%
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430)	1,652	1,602	3%	10.2%
Custom Computer Programming Services (541511)	1,562	1,595	3%	1.6%
Corporate, Subsidiary, and Regional Managing Offices (551114)	1,181	1,248	3%	1.6%
Computer Systems Design Services (541512)	994	990	2%	1.6%
Local Government, Excluding Education and Hospitals (903999)	956	962	2%	0.6%
Direct Health and Medical Insurance Carriers (524114)	1,003	905	2%	11.9%
Direct Property and Casualty Insurance Carriers (524126)	774	766	2%	15.5%
HMO Medical Centers (621491)	650	657	1%	1.6%
Wholesale Trade Agents and Brokers (425120)	830	622	1%	5.6%
Pharmaceutical Preparation Manufacturing (325412)	617	605	1%	3.3%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715)	496	519	1%	1.3%
Internet Publishing and Broadcasting and Web Search Portals (519130)	465	489	1%	0.6%
Direct Title Insurance Carriers (524127)	482	459	1%	16.2%
Data Processing, Hosting, and Related Services (518210)	422	457	1%	1.6%

Source: EMSI 2019.1

**Table 6. Top Employers Posting Dental Assistant Occupations in Bay Region and Mid-Peninsula Sub-Region (April 2018 - March 2019)**

Employer	Bay	Employer	Bay	Employer	Mid-Peninsula
Kaiser Permanente	469	Marriott International Inc	89	Genentech	222
Genentech	222	Hospital Corporation of America	87	UC San Francisco Medical Center	108
Sutter Health	209	Telecare Corporation	83	Gilead Sciences	92
Western Dental Services	168	HCR ManorCare	80	Sutter Health	87
Sunrise Senior Living, Inc.	163	Pacific Dental Services Inc	79	University California	81
University California	151	Google Inc.	78	Sunrise Senior Living, Inc.	77
IBM	138	Stanford University	77	Nektar Therapeutics	74
Premiere Onboard	129	Dignity Health	75	IBM	60
AT&T	126	Nektar Therapeutics	74	Kaiser Permanente	58
Stanford Health Care	122	Sunrun	73	AT&T	53
Anthem Blue Cross	113	University Of California Berkeley	65	Premiere Onboard	49
Lucile Packard Childrens Hospital	112	Humana	63	Blue Cross Blue Shield of California	48
Sutter Medical Center	109	Brookdale Senior Living	60	Dignity Health	48
UC San Francisco Medical Center	109	Best Buy	58	University Of California San Francisco	39
Uc San Diego	100	Department of Veterans Affairs	57	Marriott International Inc	38
Gilead Sciences	94	Medtronic	55	Nurse Management	38
Sutter Health Sacramento Sierra Region	93	Lifelong Medical Care	53	Sutter Medical Center	38
Alameda Health System	92	Smile Brands	49	Sutter Health Sacramento Sierra Region	37

Source: Burning Glass

## Educational Supply

There are 9 community colleges in the Bay Region issuing 233 awards on average annually (last 3 years) on TOP 1240.10 - Dental Assistant. There are two colleges in the Mid-Peninsula Sub-Region issuing 38 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1240.10 - Dental Assistant in the Bay Region**

College	Sub-Region	Associates	Certificates	Total
<b>Alameda</b>	East Bay	10	19	30
<b>Cabrillo</b>	Santa Cruz & Monterey	0	0	0
<b>Diablo Valley</b>	East Bay	11	14	25
<b>Foothill</b>	Silicon Valley	12	23	35
<b>Marin</b>	North Bay	4	16	20
<b>Monterey</b>	Santa Cruz & Monterey	6	2	8
<b>San Francisco</b>	Mid-Peninsula	7	6	13
<b>San Jose City</b>	Silicon Valley	10	46	56
<b>San Mateo</b>	Mid-Peninsula	8	17	25
<b>Santa Rosa</b>	North Bay	n/a	21	21
<b>Total Bay Region</b>		<b>68</b>	<b>165</b>	<b>233</b>
<b>Total Mid-Peninsula Sub-Region</b>		<b>15</b>	<b>23</b>	<b>38</b>

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 5,467 annual openings for the Dental Assistant occupational cluster and 233 annual (3-year average) awards for an annual undersupply of 5,234 students. In the Mid-Peninsula Sub-Region, there is also a gap with 1,323 annual openings and 38 annual (3-year average) awards for an annual undersupply of 1,285 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1240.10 - Dental Assistant**

2015-16	Bay (All CTE Programs)	City College of San Francisco (All CTE Programs)	State (1240.10)	Bay (1240.10)	Mid-Peninsula (1240.10)	City College of San Francisco (1240.10)
% Employed Four Quarters After Exit	74%	73%	77%	81%	77%	80%
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$10,170	\$6,489	\$8,326	\$8,267	\$7,789
Median % Change in Earnings	46%	50%	153%	156%	\$170	n/a
% of Students Earning a Living Wage	63%	55%	45%	58%	48%	n/a

Source: Launchboard Pipeline (version available on 4/9/19)

## Skills, Certifications and Education

**Table 9. Top Skills for Dental Assistant Occupations in Bay Region (April 2018 - March 2019)**

Skill	Postings	Skill	Postings	Skill	Postings
Sales	4,487	Mental Health	1,039	Teaching	700
Budgeting	4,240	X-Rays	1,039	Clinical Research	692
Staff Management	2,941	Biotechnology	1,031	Behavioral Health	662
Patient Care	2,725	Supervisory Skills	1,023	Data Analysis	658
Scheduling	2,633	Case Management	978	Dentistry	655
Customer Service	2,353	Product Sales	954	Negotiation Skills	655
Project Management	1,890	Salesforce	950	Business Planning	643
Quality Assurance and Control	1,856	Sales Goals	930	Home Health	641
Business Development	1,437	Clinical Development	855	Radiology	636
Technical Sales	1,251	Process Improvement	813	Psychology	635
Quality Management	1,227	Clinical Trials	789	Performance Management	621
Cardiopulmonary Resuscitation (CPR)	1,193	Oncology	789	Product Development	618
Customer Contact	1,073	Prospective Clients	783	Account Management	615
Strategic Planning	1,073	Treatment Planning	755	Drug Development	597
Customer Billing	1,043	Infection Control	729	Good Clinical Practices (GCP)	583

Source: Burning Glass

**Table 10. Certifications for Dental Assistant Occupations in the Bay Region (April 2018 - March 2019)**

Note: 71% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Driver's License	1,763	Clinical Laboratory Scientist (CIS)	70
Registered Nurse	1,692	Lean Certification	70
First Aid Cpr Aed	668	Pediatric Advanced Life Support (PALS) Certification	66
Basic Life Saving (BLS)	497	Certified Dental Assistant	65

Basic Cardiac Life Support Certification	371	Project Management Professional (PMP)	64
Social Work License	317	Neonatal Resuscitation Program (NRP)	61
Advanced Cardiac Life Support (ACLS) Certification	206	Registered Health Information Administrator	60
Board Certified Behavior Analyst (BCBA)	153	IT Infrastructure Library (ITIL) Certification	58
American Heart Association Certification	138	Registered Health Information Technician	56
Board Certified/Board Eligible	135	Board Certified in Family Medicine	52
Licensed Clinical Social Worker (LCSW)	131	Registered Dietitian	50
Certified Infection Control	130	Certified Case Manager (CCM)	48
Nurse Practitioner	128	Phlebotomy Certification	46
Project Management Certification	118	American Registry of Radiologic Technologists (ARRT) Certification	45
Licensed Vocational Nurse (LVN)	112	Certified Nurse Operating Room (CNOR)	44
Licensed Marriage and Family Therapist	95	DEA Certificate	43
Certified Medical Assistant	86	Board Certified in Emergency Medicine	42
Psychologist License	86	AAMA Certified Medical Assistant	40
Security Clearance	82	Certified Information Systems Security Professional (CISSP)	38
Six Sigma Certification	80	Insurance Agent Certification	37
Ca License	77	Insurance License	37

Source: Burning Glass

**Table 11. Education Requirements for Dental Assistant Occupations in Bay Region**

Note: 42% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings
High school or vocational training	715 (6%)
Associate Degree	944 (7%)
Bachelor's Degree or Higher	10,665 (87%)

Source: Burning Glass

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

## Sources

O\*Net Online  
 Labor Insight/Jobs (Burning Glass)  
 Economic Modeling Specialists International (EMSI)  
 CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)  
 Statewide CTE Outcomes Survey  
 Employment Development Department Unemployment Insurance Dataset  
 Living Insight Center for Community Economic Development  
 Chancellor's Office MIS system

## Contacts

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