

Coronavirus Outbreak's Impacts on Employer Demand

A Job Postings Analysis and Discussion Guide

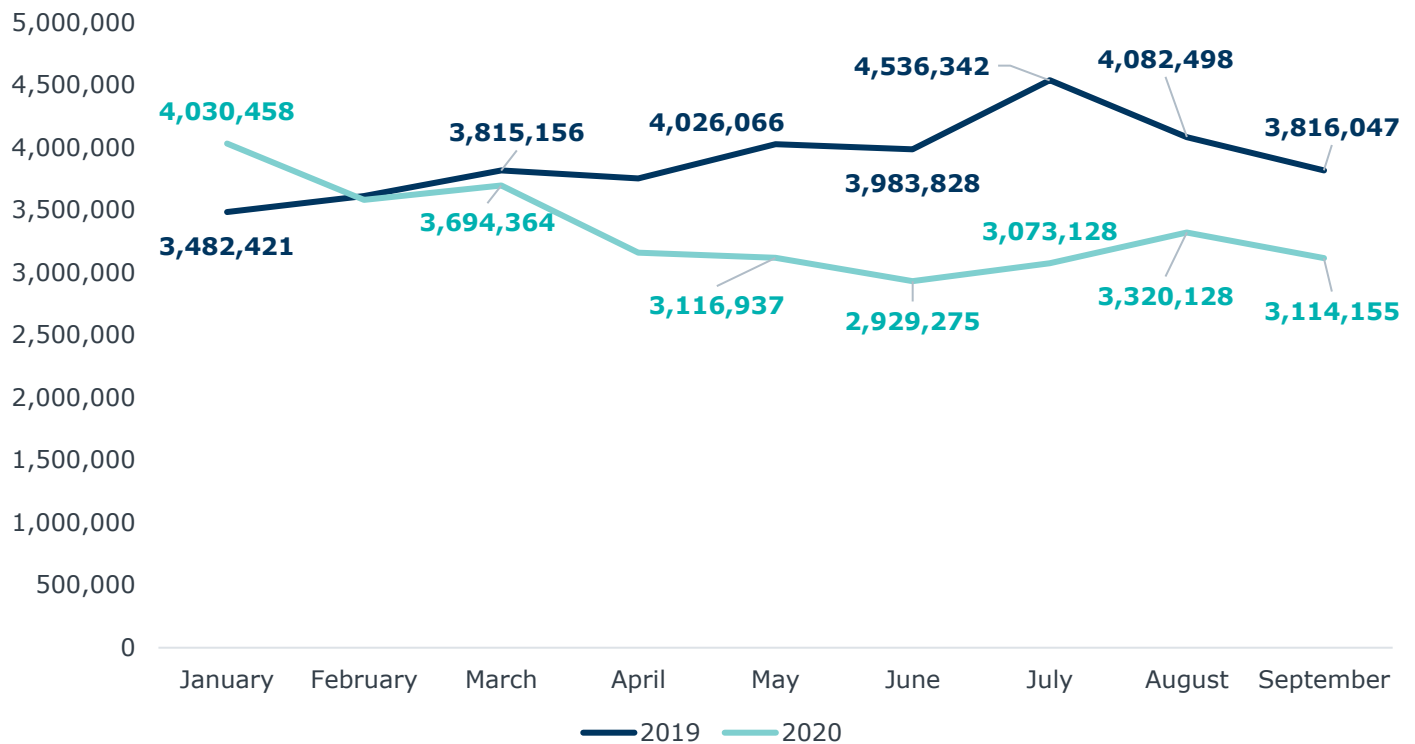
Created October 2020

Market-Responsive Program Development amid Ongoing Volatility

As the novel coronavirus entered and spread within the United States in early 2020, stay-at-home orders immobilized economic activity. Hiring freezes, furloughs, and layoffs defined the summer months. EAB has continued to monitor regional and nationwide labor market data to inform your program planning conversations. Use these analyses and the included discussion questions to consider how to adapt your portfolio for COVID-19 and the pandemic economic recovery.

Changes in Job Postings Volume

United States Nationwide Data, January-September 2019 and January-September 2020



Questions for Initial Discussion

- How did the United States economy react to the coronavirus outbreak across April through September? Has the nationwide public health and economic response been consistent, or have we experienced improvements and declines throughout?
- How do our recent job posting trends contrast to this time last year? To what extent do we see this reflected in our students' behaviors?

Source: EAB analysis of Emsi Analyst data.

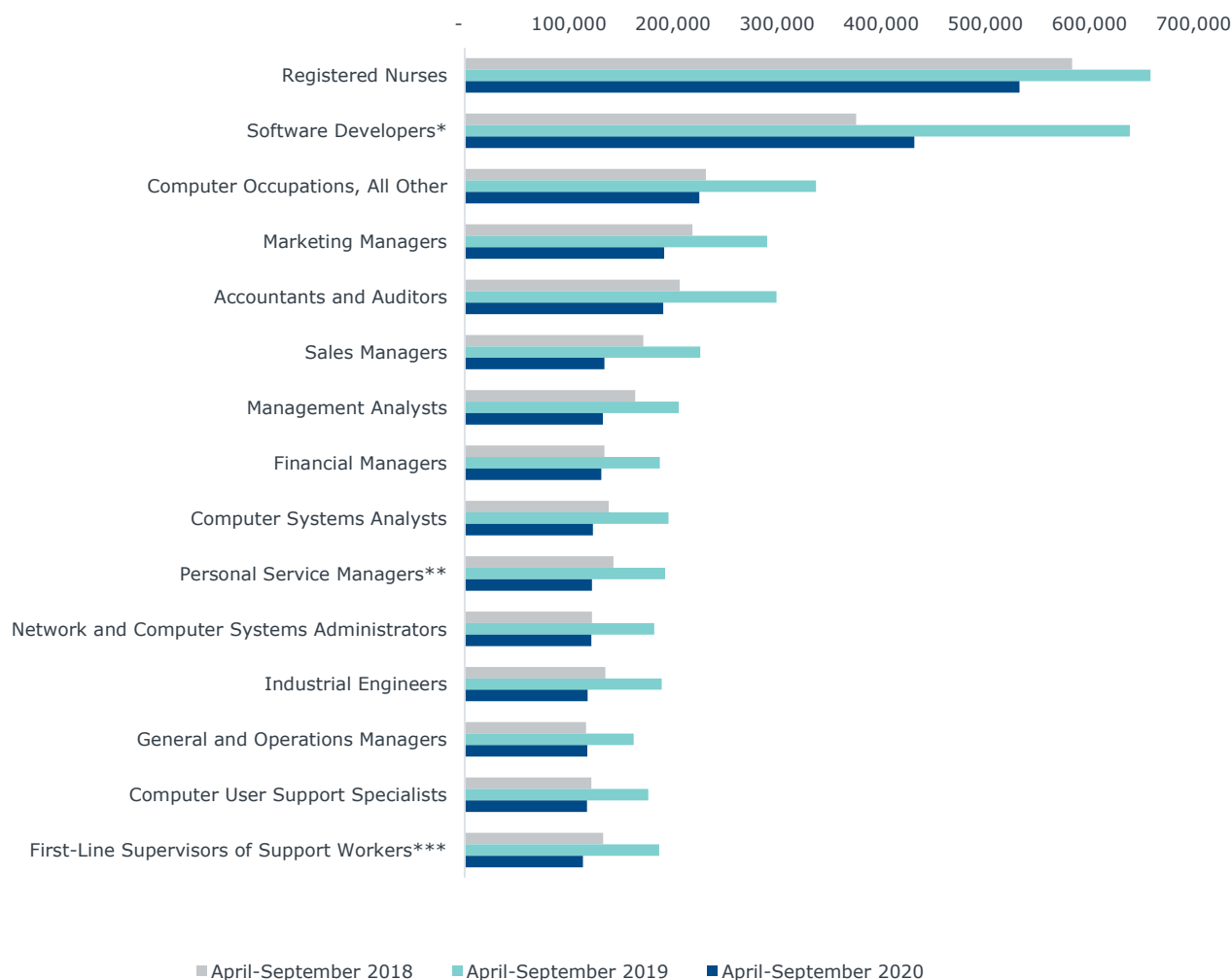
Changes in Top Occupations Advertised Nationally in 2018, 2019, and 2020

Questions for Initial Discussion

- Which roles, if any, experienced increased demand in 2020 relative to 2019 and 2018? To what extent would past trends encourage us to anticipate a sustained increase? Or, do we anticipate the increase was driven by the outbreak and may decline once short-term needs are met?
 - Do we offer programs to prepare students for in-demand roles?
- Which roles experienced decreased demand in 2020 relative to 2019 and 2018? Would industry projections as we recover from the coronavirus outbreak suggest future growth or continued decline for these roles?
 - Should we temper expectations for relevant program enrollment?
 - Is it likely these roles also suffered layoffs across recent months? Do we likely have alumni or community members who need re-training for reemployment?

Top Occupations

United States Nationwide Data, April-September 2018, 2019, 2020



* Software Developers and Software Quality Assurance Analysts and Testers

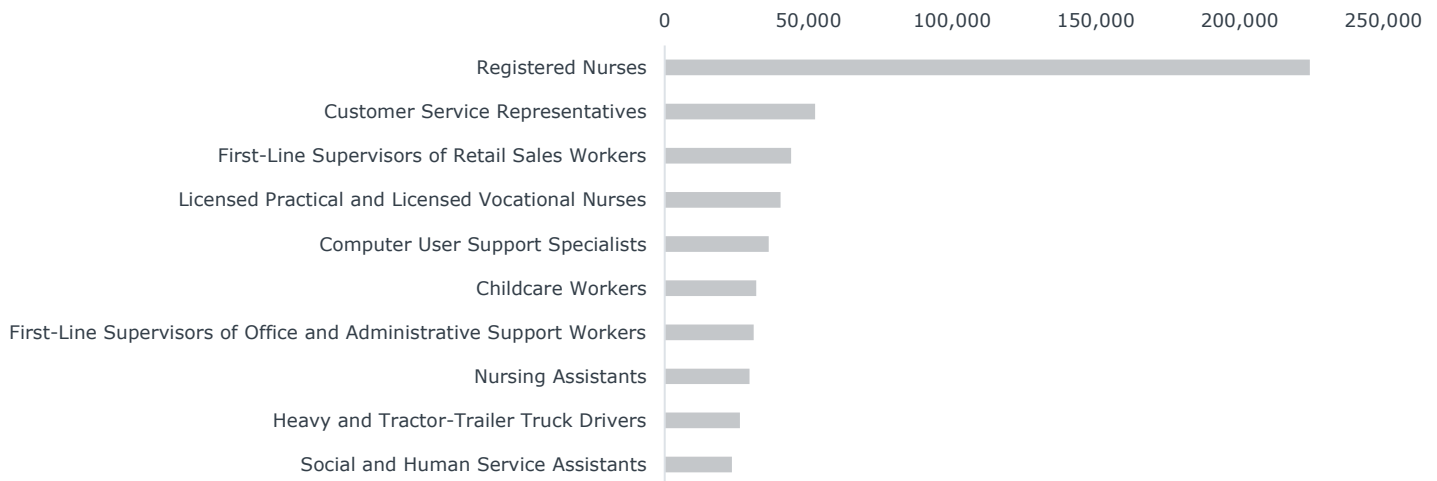
** Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other

*** First-Line Supervisors of Office and Administrative Support Workers

Source: EAB analysis of Emsi Analyst data.

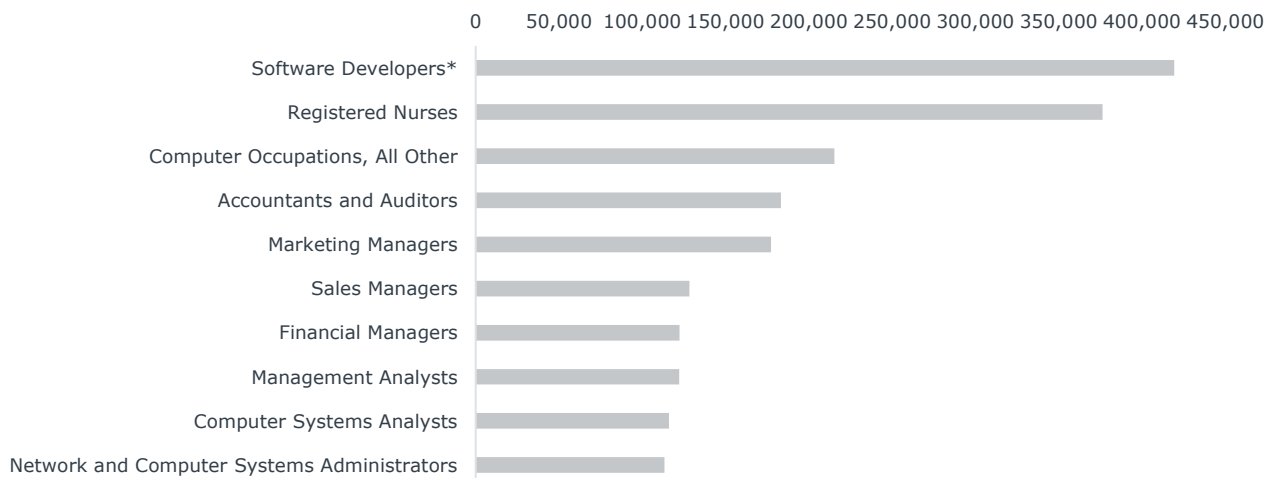
Top Occupations for Associate-Level Professionals

United States Nationwide Data, April-September 2020



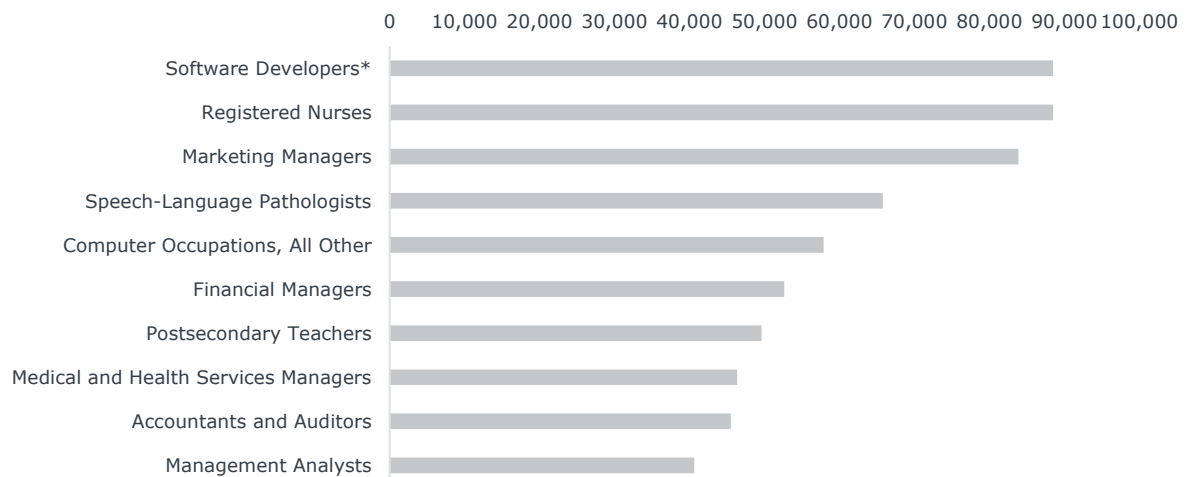
Top Occupations for Bachelor's-Level Professionals

United States Nationwide Data, April-September 2020



Top Occupations for Master's-Level Professionals

United States Nationwide Data, April-September 2020



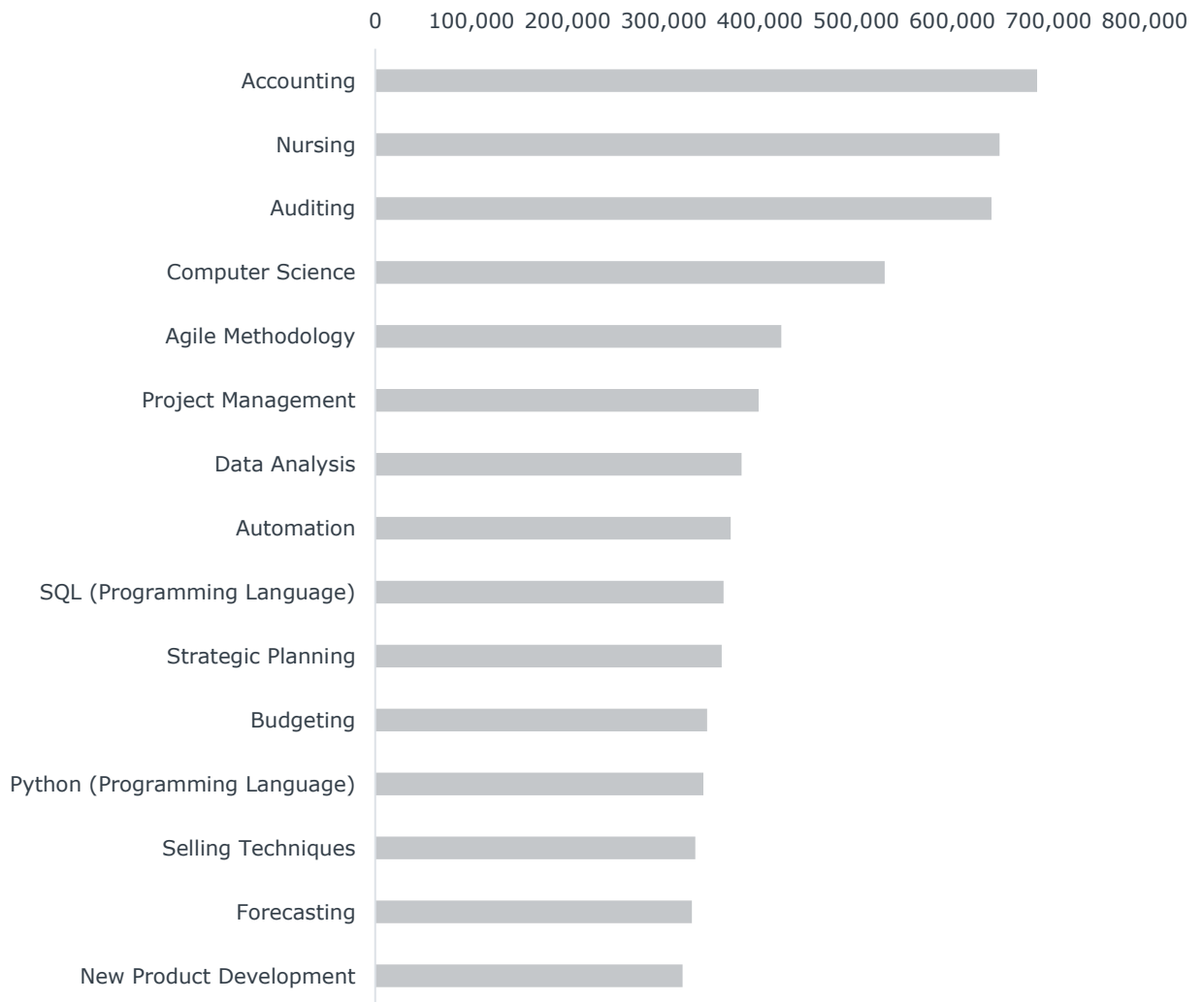
* Software Developers and Software Quality Assurance Analysts and Testers

Source: EAB analysis of Emsi Analyst data.

Top Skills Sought Nationally after the US Coronavirus Outbreak

Top Skills Sought

United States Nationwide Data, April-September 2020



Questions for Initial Discussion

- Which skills are in greatest demand as the coronavirus outbreak continues? Do we expect these trends to hold?
- Are we teaching in-demand skills? Can prospective students easily identify which programs teach these skills? Do employers recognize which of our programs develop these in-demand skills?

Source: EAB analysis of Emsi Analyst data.

Changes in Skills Sought Before and During the US Coronavirus Outbreak

Skills with Highest Relative Growth

United States Nationwide Data, April-September 2020 Relative to April-September 2019

Skill	Number of Job Postings, April-September 2019	Proportion of All Job Postings, April-September 2019	Number of Job Postings, April-September 2020	Proportion of All Job Postings, April-September 2020	Percentage Point Growth
Scalability	241,189	2.12%	194,103	2.47%	8.55%
Business Requirements	295,419	2.60%	194,132	2.47%	8.21%
Version Control	106,645	0.94%	76,295	0.97%	7.47%
Home Care	89,061	0.78%	76,085	0.97%	7.41%
Jenkins	100,576	0.89%	76,101	0.97%	7.40%
Psychology	224,244	1.97%	185,446	2.36%	7.37%
Long-Term Care	88,810	0.78%	75,920	0.97%	7.35%
Associates Degree In Nursing	100,192	0.88%	75,528	0.96%	7.03%
Business Model	102,750	0.90%	75,457	0.96%	7.01%
Medical Devices	102,130	0.90%	75,040	0.96%	6.86%
Primary Care	84,582	0.74%	76,298	0.97%	6.84%
Software Systems	123,948	1.09%	71,405	0.91%	6.76%
Emerging Technologies	126,233	1.11%	70,698	0.90%	6.73%
Medicaid	109,290	0.96%	72,496	0.92%	6.73%
Microservices	86,886	0.77%	71,147	0.91%	6.70%

Questions for Initial Discussion

- To what extent do we anticipate demand for these emerging skills to continue growing, or to sustain at these higher levels, in the future?
- Are we teaching emerging skills that experienced significant growth compared to demand earlier this year? If so, have we experienced increased interest/applications/enrollments in relevant programs? If not, how can we better communicate to prospective students that these offerings instill emerging skills?

Source: EAB analysis of Emsi Analyst data.

Industries' Employer Demand Before and During the US Coronavirus Outbreak

Job Postings by Industry

United States Nationwide Data, April-September 2020 Relative to April-September 2019

Industry	Number of Job Postings, April-September 2019	Proportion of All Job Postings, April-September 2019	Number of Job Postings, April-September 2020	Proportion of All Job Postings, April-September 2020	Percentage Point Change
Public Administration	288,446	2.54%	260,983	3.33%	30.95%
Retail Trade	689,965	6.08%	524,606	6.69%	10.04%
Utilities	55,168	0.49%	41,991	0.54%	4.86%
Health Care and Social Assistance	1,415,834	12.47%	990,454	12.62%	1.25%
Information	638,694	5.62%	458,376	5.84%	-0.45%
Transportation and Warehousing	156,146	1.37%	117,388	1.50%	-2.22%
Accommodation and Food Services	248,659	2.19%	144,837	1.85%	-3.72%
Manufacturing	1,149,607	10.12%	750,018	9.56%	-5.58%
Real Estate and Rental and Leasing	173,746	1.53%	100,459	1.28%	-6.89%
Administrative and Support and Waste Management and Remediation Services	1,740,591	15.33%	1,117,559	14.24%	-7.08%
Educational Services	666,408	5.87%	400,331	5.10%	-9.28%
Construction	209,058	1.84%	134,087	1.71%	-10.78%
Professional, Scientific, and Technical Services	1,920,499	16.91%	1,163,608	14.83%	-12.31%
Arts, Entertainment, and Recreation	57,956	0.51%	33,259	0.42%	-12.75%
Wholesale Trade	217,520	1.92%	122,769	1.56%	-15.01%
Other Services (except Public Administration)	217,714	1.92%	145,903	1.86%	-15.08%
Agriculture, Forestry, Fishing and Hunting	27,033	0.24%	15,363	0.20%	-17.75%
Finance and Insurance	934,223	8.23%	528,357	6.73%	-18.15%
Management of Companies and Enterprises	42,288	0.37%	22,570	0.29%	-22.75%
Mining, Quarrying, and Oil and Gas Extraction	23,913	0.21%	12,350	0.16%	-25.25%

Questions for Initial Discussion

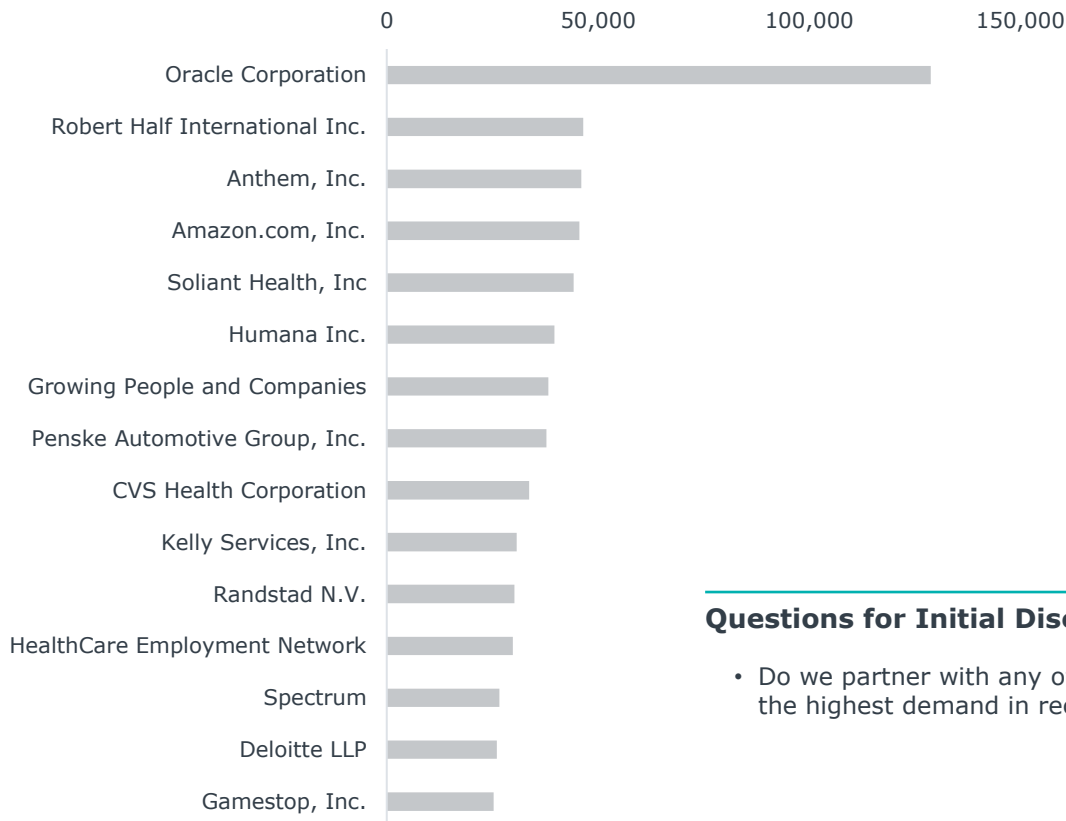
- How did our local and nationwide industry demand shift during the coronavirus outbreak?
- Which industries suffered the most, as demonstrated by the greatest decline in job postings?
- To what extent do we suspect alumni already employed in hard-hit fields may lose their employment and need re-training to secure available jobs?

Source: EAB analysis of Emsi Analyst data.

Top Hiring Employers after the US Coronavirus Outbreak

Top Hiring Employers

United States Nationwide Data, April-September 2020



Questions for Initial Discussion

- Do we partner with any of these employers with the highest demand in recent months?

Additional Support



EAB's [Higher Ed Coronavirus Resource Center](#)

See our research addressing enrollment, success, instruction, advancement, administration, finance, and strategy challenges amid the coronavirus crisis.



Analyses of the Pandemic Economic Recovery

Use [this hub](#) to access EAB's exploration of how COVID-19 will impact professional and adult portfolios, including labor market analyses, expert insights, blog posts, and more.



Expert Advice from EAB's Researchers

Ask your Strategic Leader to introduce you to EAB's market insights researchers to discuss how we anticipate the outbreak may impact your region and programs.