

Coronavirus Outbreak's Impacts on Employer Demand

A Job Postings Analysis and Discussion Guide

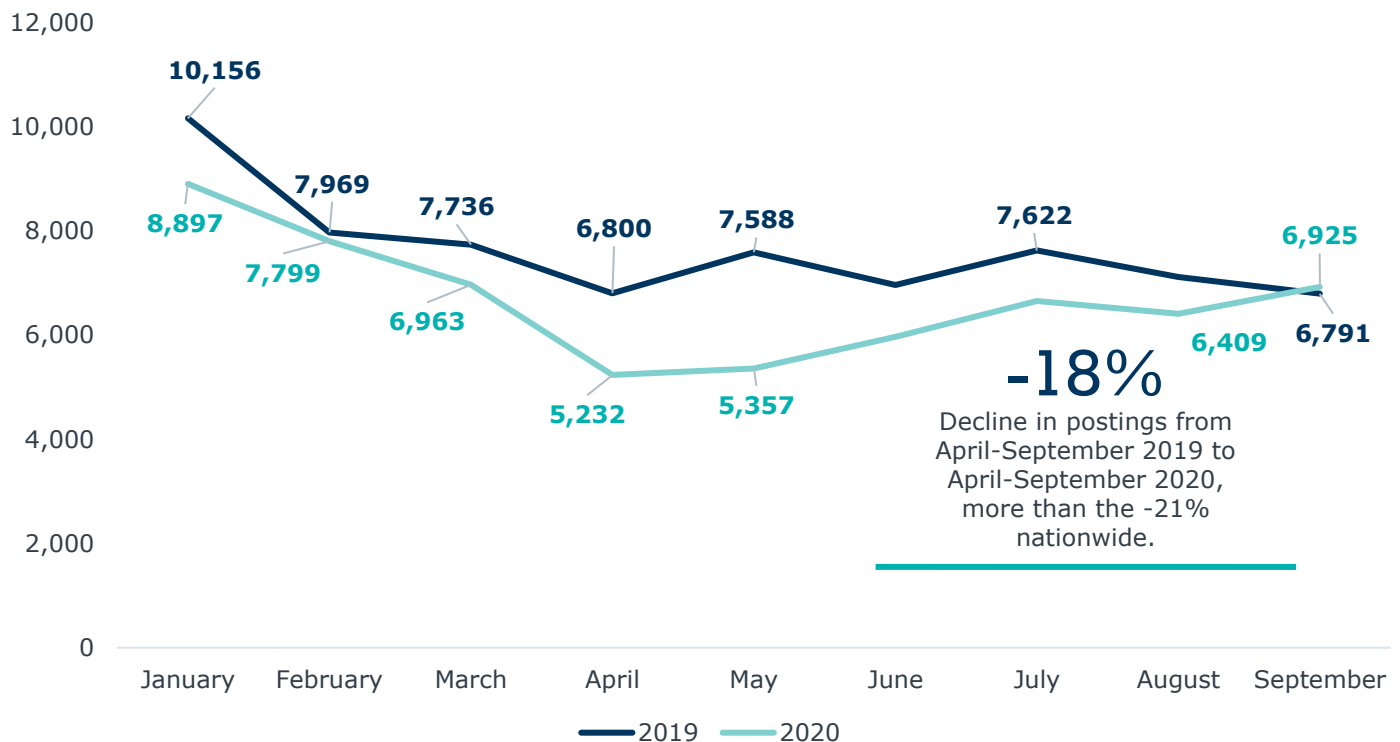
Created October 2020

Market-Responsive Program Development amid Ongoing Volatility

As the novel coronavirus entered and spread across the globe 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 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

Atlantic Regional Data, January-September 2019 and January-September 2020



Questions for Initial Discussion

- How did our regional economy react to the coronavirus outbreak across April through September? Has our regional 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?

1) The Atlantic includes New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island. This analysis considers all job postings requiring a postsecondary credential.

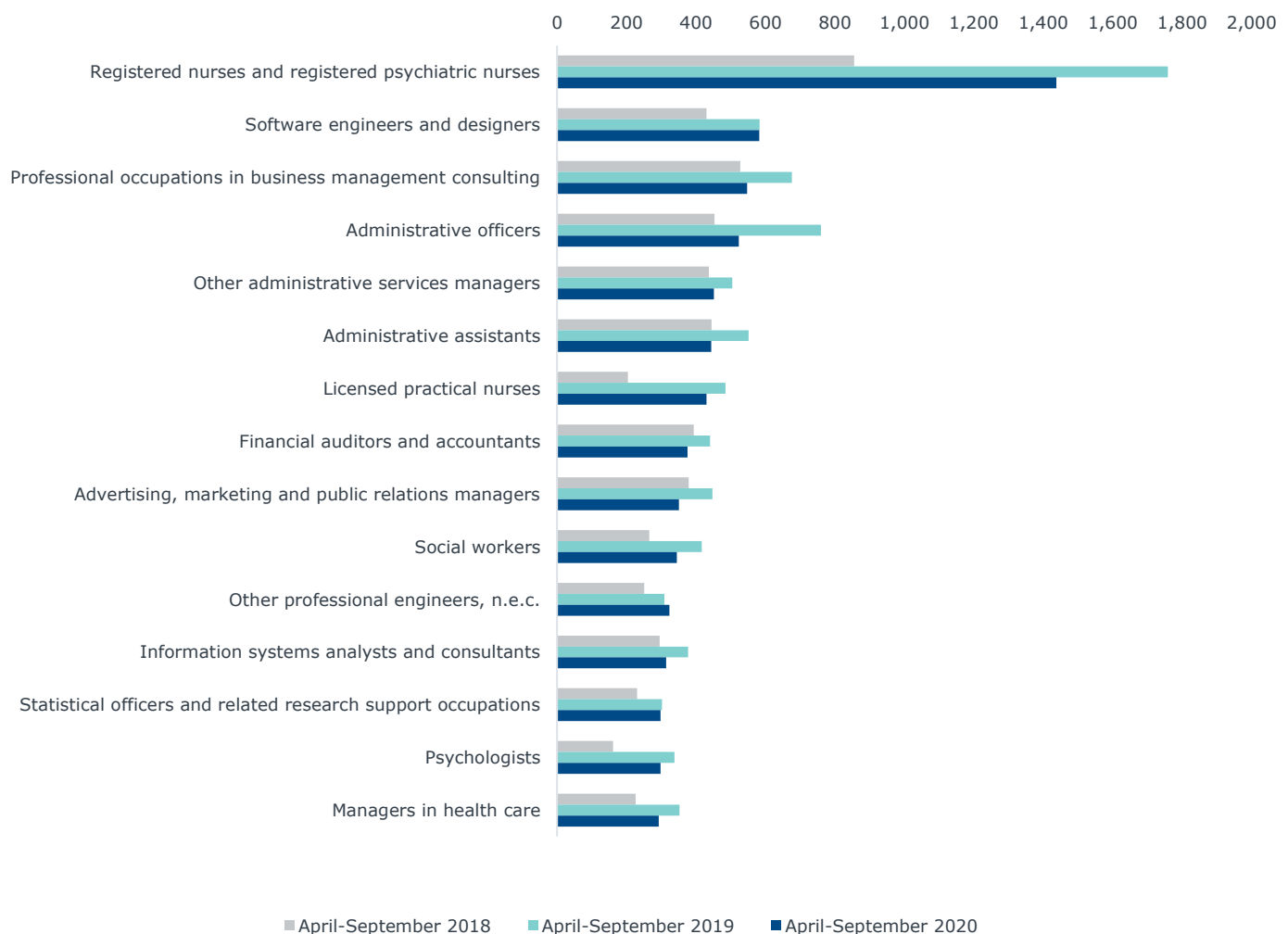
Changes in Top Occupations Advertised Regionally in 2018, 2019, and 2020

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

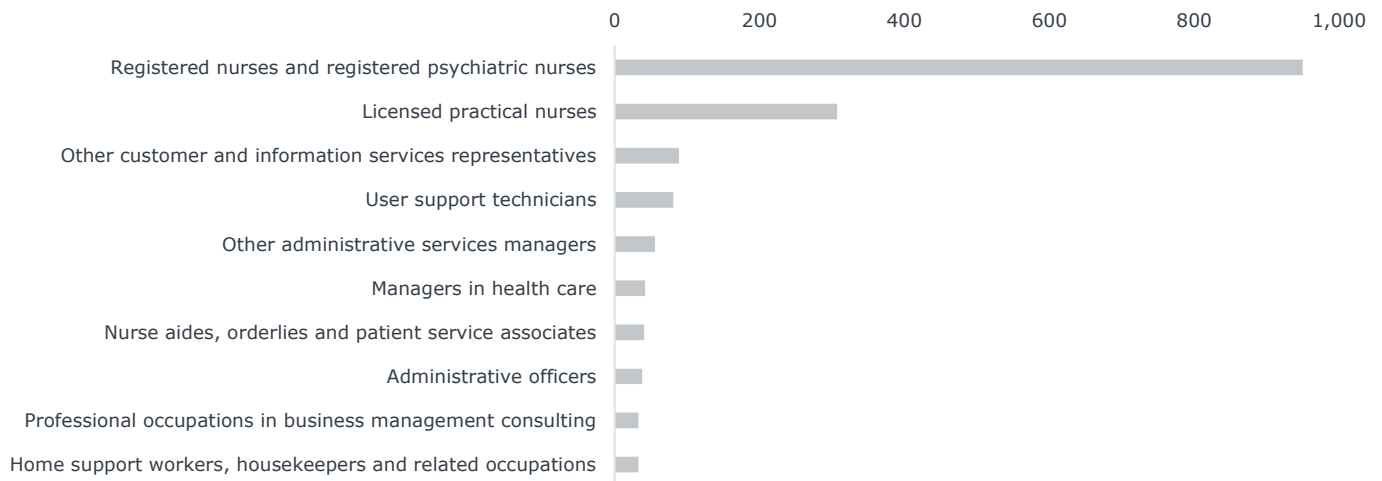
Atlantic Regional Data, April-September 2018, 2019, 2020



Source: EAB analysis of Emsi Analyst data.

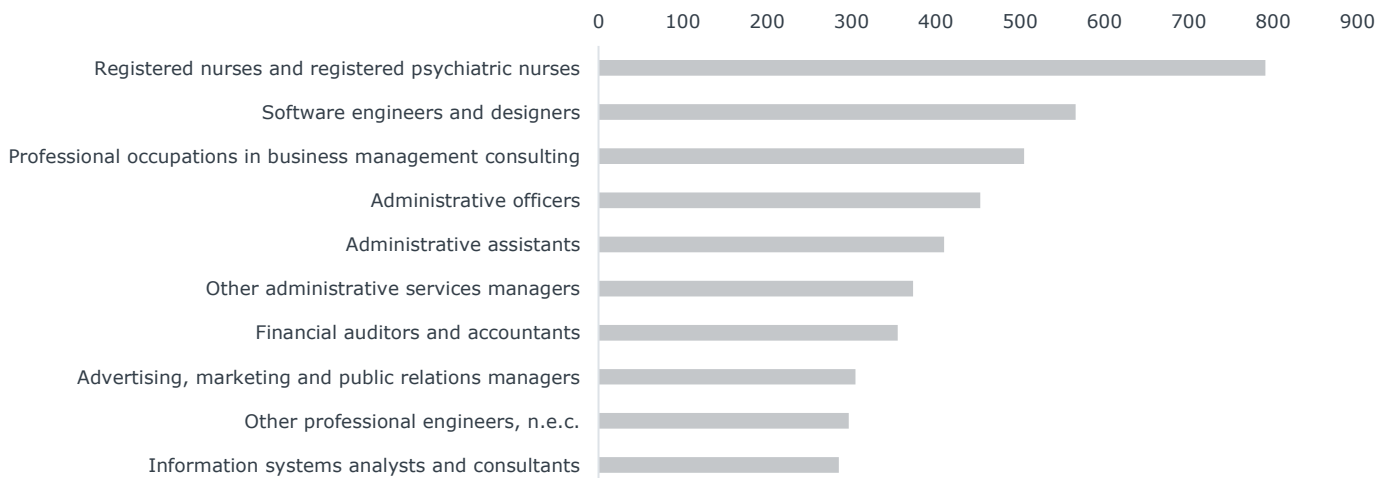
Top Occupations for Associate-Level Professionals

Atlantic Regional Data, April-September 2020



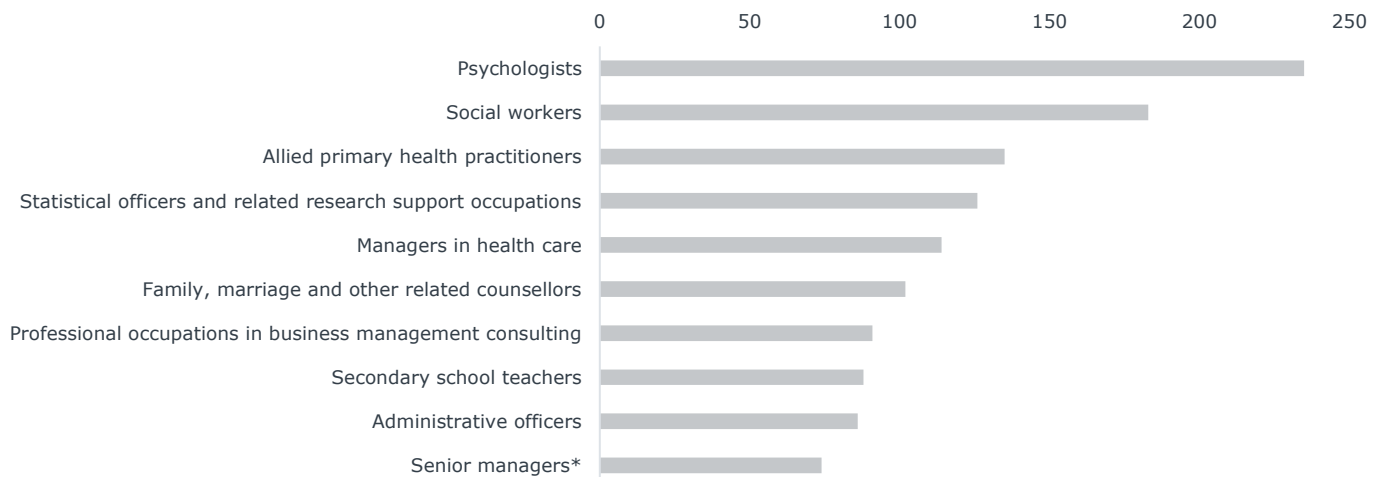
Top Occupations for Bachelor's-Level Professionals

Atlantic Regional Data, April-September 2020



Top Occupations for Master's-Level Professionals

Atlantic Regional Data, April-September 2020



*Senior managers - financial, communications and other business services

Source: EAB analysis of Emsi Analyst data.

Top Skills Sought Regionally after the Coronavirus Outbreak

Top Skills Sought

Atlantic Regional 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 Regionally Before and During the Coronavirus Outbreak

Skills with Highest Relative Growth

Atlantic Regional 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
Strategic Planning	893	4.21%	669	3.84%	10.57%
Nursing Practices	985	4.64%	673	3.86%	9.30%
Licensed Practical Nurse	639	3.01%	634	3.64%	6.52%
Automation	590	2.78%	684	3.93%	6.27%
Basic Life Support	696	3.28%	689	3.95%	5.43%
Computer Science	1,063	5.01%	925	5.31%	5.40%
Primary Health Care	1,845	8.69%	1,212	6.96%	5.30%
People Services	874	4.12%	615	3.53%	4.19%
Forecasting	796	3.75%	595	3.42%	3.83%
Financial Statements	1,014	4.78%	845	4.85%	3.34%
Secondary Education	987	4.65%	852	4.89%	2.34%
Bilingual (French/English)	1,069	5.04%	891	5.11%	2.10%
Change Management	682	3.21%	572	3.28%	0.10%
Writing	1,156	5.45%	804	4.61%	-0.68%
Continuing Care	1,769	8.34%	1,238	7.11%	-1.76%

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 Coronavirus Outbreak

Job Postings by Industry

Atlantic Regional 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
Agriculture, Forestry, Fishing and Hunting	134	0.63%	142	0.82%	29.08%
Management of Companies and Enterprises	131	0.62%	75	0.43%	21.80%
Retail Trade	1,671	7.87%	1,848	10.61%	10.67%
Information	451	2.13%	386	2.22%	4.25%
Construction	769	3.62%	685	3.93%	2.12%
Finance and Insurance	1,203	5.67%	1,004	5.76%	1.66%
Mining, Quarrying, and Oil and Gas Extraction	75	0.35%	164	0.94%	0.89%
Public Administration	794	3.74%	370	2.12%	0.60%
Health Care and Social Assistance	4,164	19.62%	3,414	19.59%	-0.13%
Educational Services	1,788	8.43%	1,345	7.72%	-1.96%
Professional, Scientific, and Technical Services	2,728	12.85%	2,090	12.00%	-6.68%
Utilities	198	0.93%	100	0.57%	-7.02%
Administrative and Support and Waste Management and Remediation Services	2,008	9.46%	1,350	7.75%	-8.03%
Manufacturing	2,034	9.58%	1,501	8.62%	-8.95%
Transportation and Warehousing	395	1.86%	293	1.68%	-9.65%
Real Estate and Rental and Leasing	259	1.22%	244	1.40%	-11.81%
Arts, Entertainment, and Recreation	332	1.56%	182	1.04%	-14.41%
Other Services (except Public Administration)	817	3.85%	551	3.16%	-15.47%
Wholesale Trade	337	1.59%	218	1.25%	-20.02%
Accommodation and Food Services	448	2.11%	403	2.31%	-36.17%

Questions for Initial Discussion

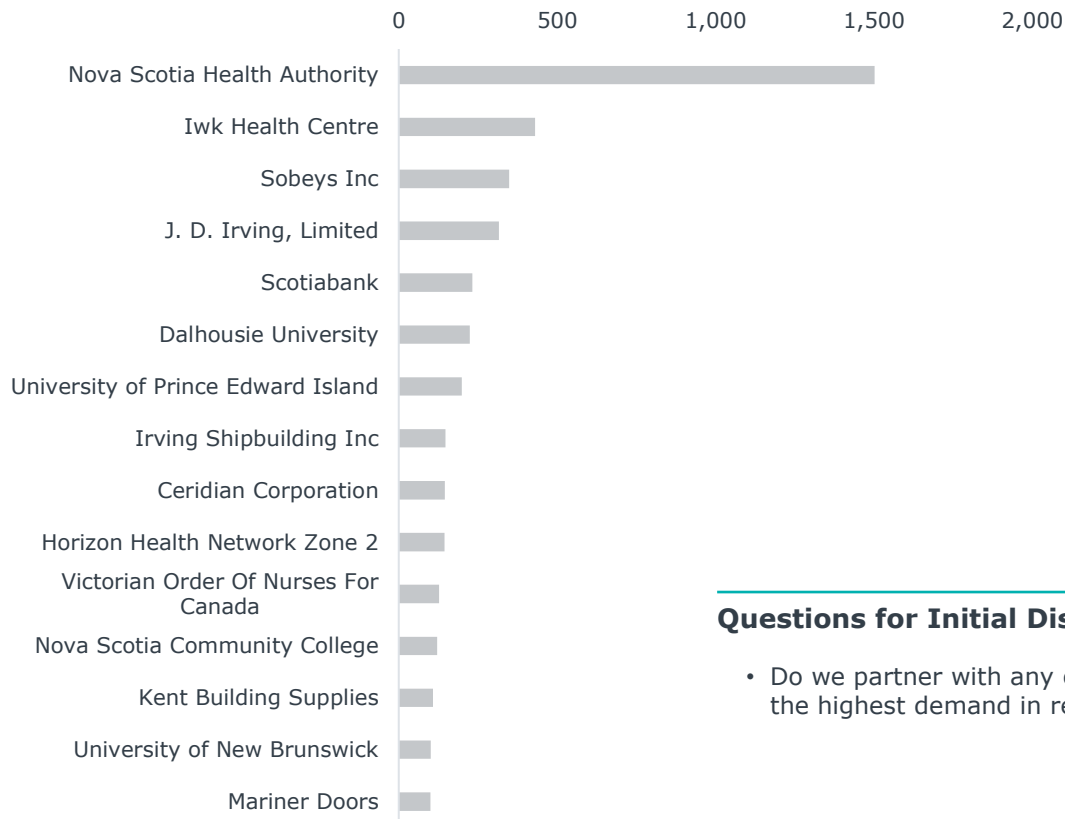
- How did our local industry demand shift during the coronavirus outbreak?
- Which industries suffered the most, as demonstrated by the greatest decline in job postings?
- To what extent do we suspect alumni already employed in hard-hit fields may lose their employment and need re-training to secure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

Source: EAB analysis of Emsi Analyst data.

Top Hiring Employers after the Coronavirus Outbreak

Top Hiring Employers

Atlantic Regional 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.