EAB

Regional Employer Demand Profile: London, South East, and East of England

Data Analysis and Discussion Guide

EAB Market Insights

EAB Market Insights uses **real-time labour market intelligence** to help higher education leaders design market-responsive credentials. Each year, our researchers interview hundreds of labour economists, programme directors, and industry thought leaders to identify programmes likely to have a lasting impact on the workforce, appeal to students in both content and format, and support enrolment and revenue growth.

This report reflects one of the tools utilised by EAB Market Insights—analysis of regional employer demand—to ensure programmes maintain market relevance.

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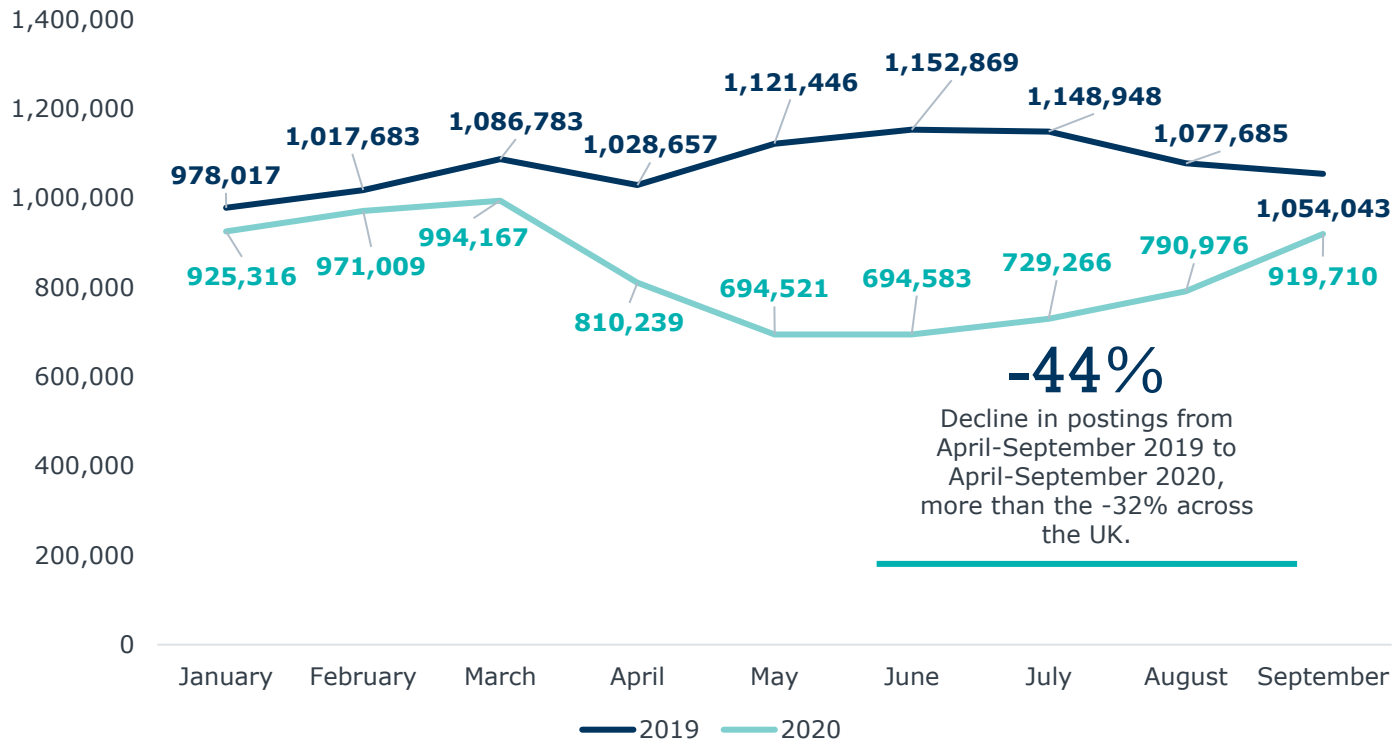
Regional Job Postings Analysis and Discussion Guide (October 2020)

Market-Responsive Programme Development Amidst Ongoing Volatility

As effects of the global pandemic continue to reshape economic activity, EAB has been monitoring regional labour market data in support of institutions' programme planning conversations. The analyses and discussion questions in this report can help you in determining how best to adapt your programme portfolio in the wake of COVID-19 and the pandemic economic recovery. Contact research@eab.com if you are interested in learning more about how EAB leverages market labour data and competitor analysis to help you make the best programme planning decisions possible.

Changes in Job Postings Volume

London, South East, and East of England 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' behaviours?

Source: EAB analysis of Emsi Analyst data.

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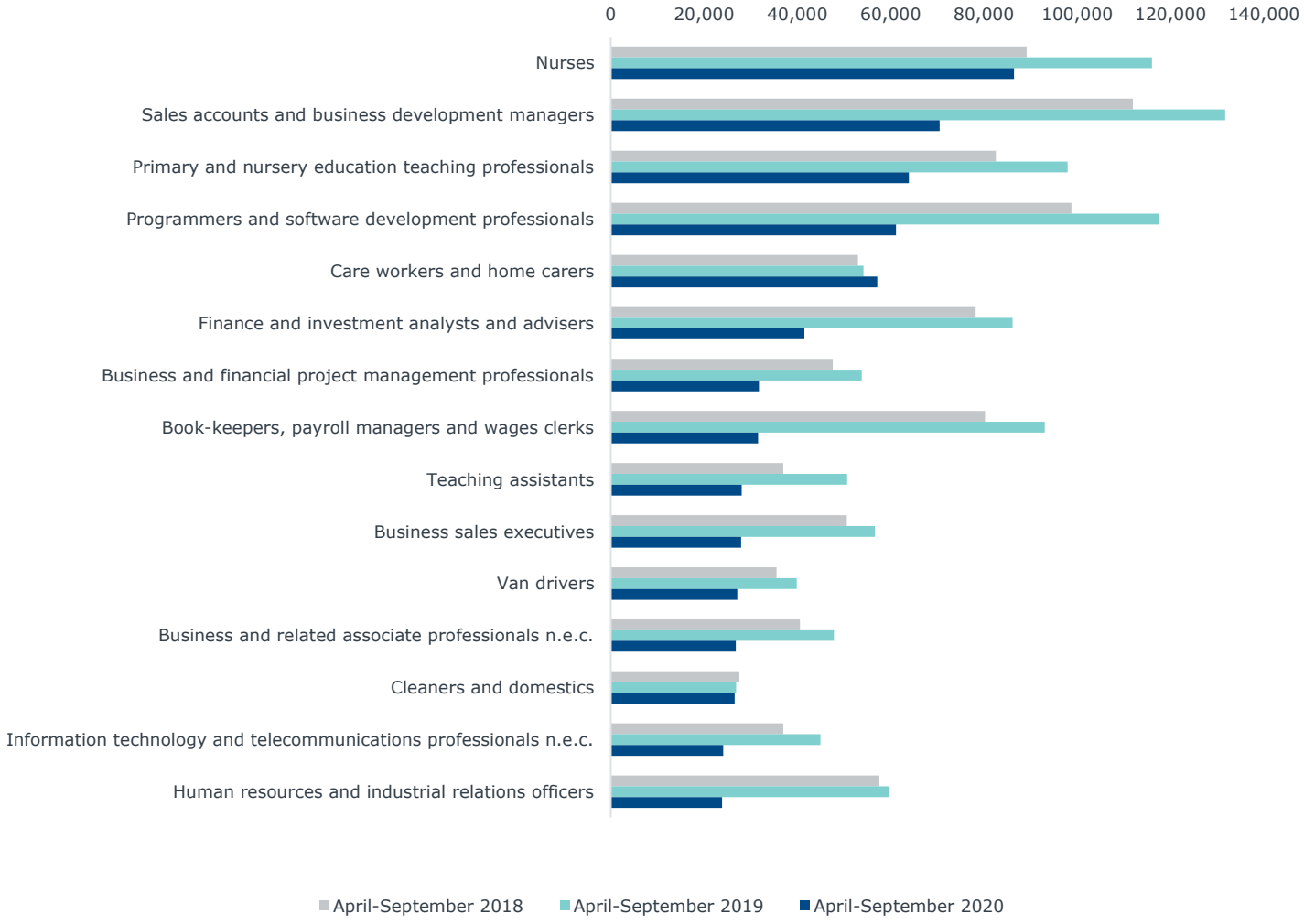
Changes in Top Occupations Advertised Regionally in 2018, 2019, and 2020

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 programmes 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 programme enrolment?
  - 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

London, South East, and East of England Regional Data, April-September 2018, 2019, 2020



Source: EAB analysis of Emsi Analyst data.

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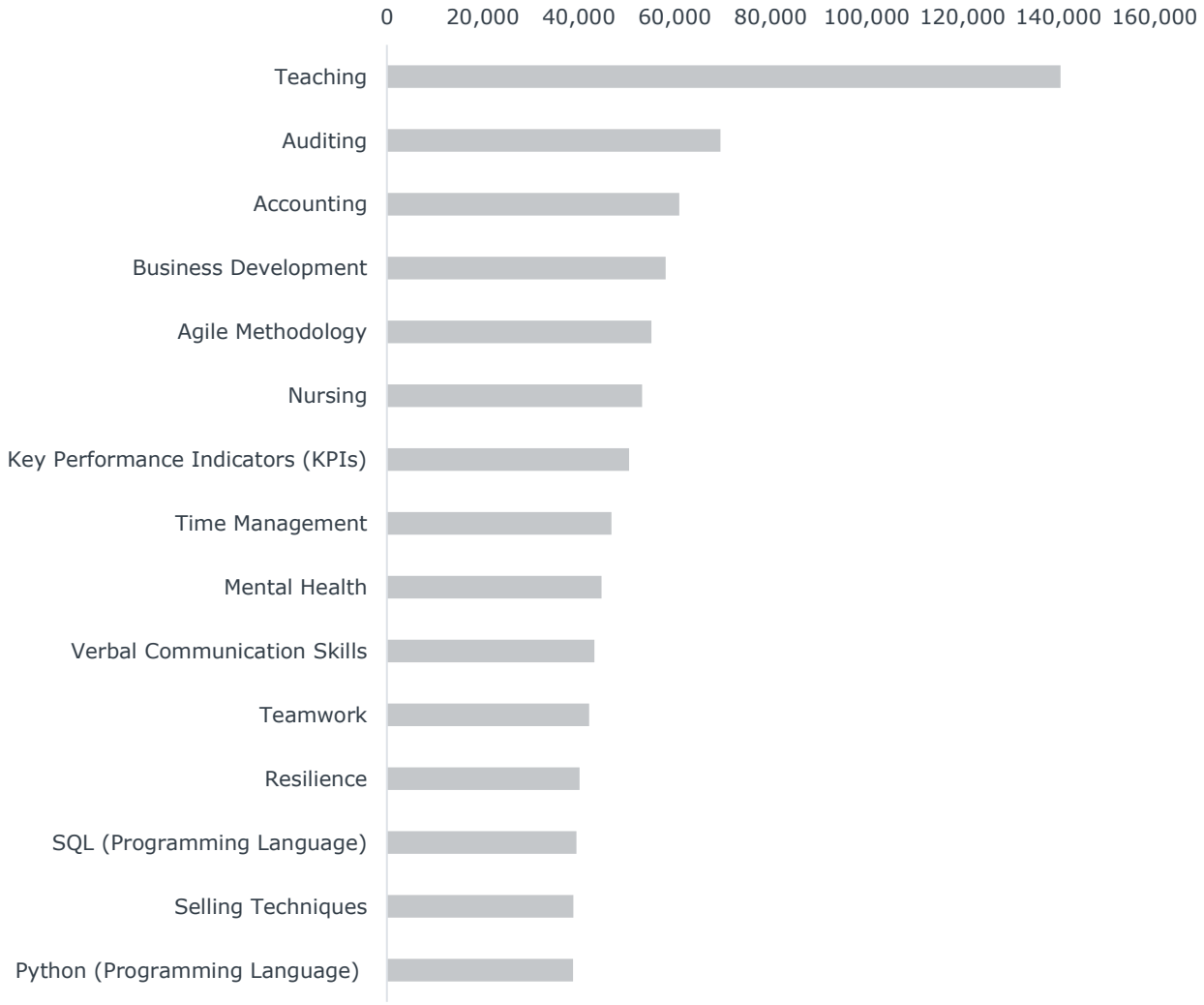
Top Skills Sought Regionally After the Coronavirus Outbreak

Top Skills Sought

London, South East, and East of England 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 programmes teach these skills? Do employers recognize which of our programmes develop these in-demand skills?

Source: EAB analysis of Emsi Analyst data.

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Changes in Skills Sought Regionally Before and During the Coronavirus Outbreak

Skills with Highest Relative Growth

London, South East, and East of England 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
Cascading Style Sheets (CSS)	40,779	1.30%	19,948	1.13%	**1.14%**
Project Management	51,406	1.64%	27,409	1.55%	**0.75%**
Rehabilitation	34,864	1.11%	19,489	1.10%	**0.61%**
Investments	34,315	1.09%	19,764	1.12%	**0.51%**
Warehousing	47,749	1.52%	28,773	1.62%	**0.46%**
Professional Services	43,082	1.37%	19,347	1.09%	**-0.06%**
Python (Programming Language)	58,636	1.87%	38,808	2.19%	**-0.22%**
Automation	51,871	1.65%	28,923	1.63%	**-0.24%**
Customer Relationship Management	79,671	2.54%	37,715	2.13%	**-0.30%**
Learning Disabilities	0	0%	26,901	1.52%	**-0.66%**
Java (Programming Language)	50,713	1.61%	27,554	1.56%	**-0.69%**
Mental Health	47,142	1.50%	44,740	2.53%	**-0.72%**
Application Programming Interface (API)	0	0%	19,202	1.08%	**-0.78%**
New Product Development	49,315	1.57%	26,903	1.52%	**-0.84%**
Key Performance Indicators (KPIs)	100,733	3.21%	50,476	2.85%	**-1.09%**

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/enrolments in relevant programmes? If not, how can we better communicate to prospective students that these offerings instill emerging skills?

Source: EAB analysis of Emsi Analyst data.

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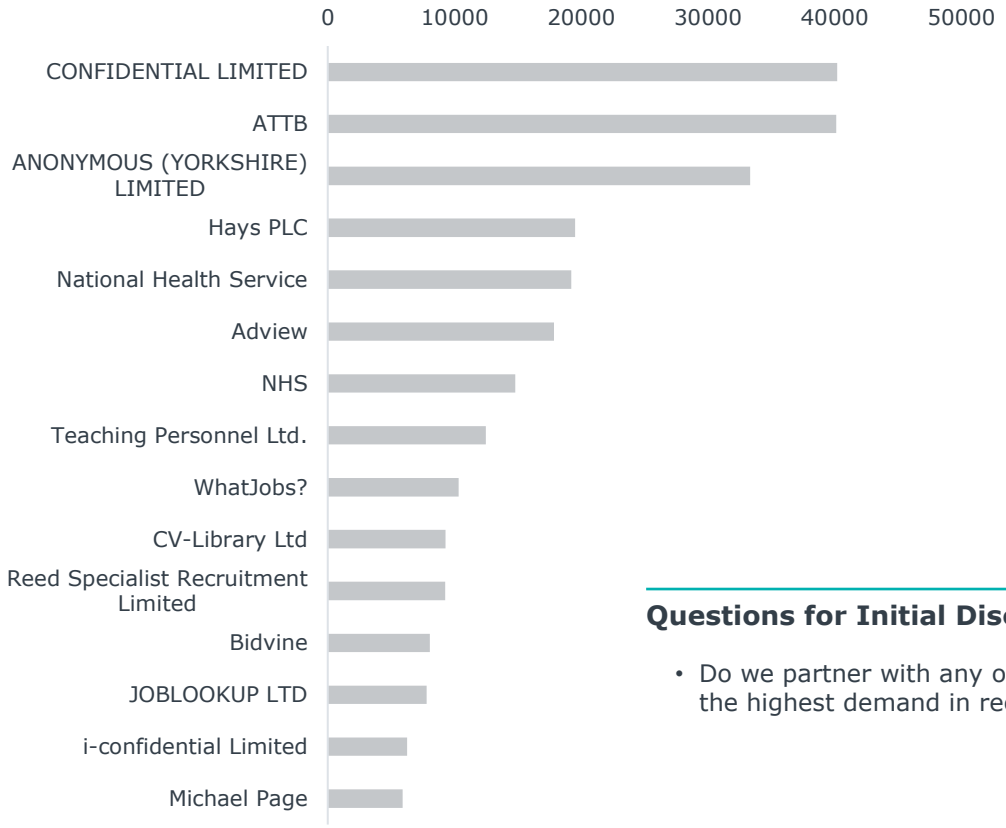
Top Hiring Employers After the Coronavirus Outbreak

Top Hiring Employers

London, South East, and East of England 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

Market Insights to Address Your Programme Portfolio Needs

Email research@eab.com to learn about EAB leverages real-time labour market intelligence to help partners design, launch, and revitalise market-responsive programmes.

EAB's Higher Education Coronavirus Resource Centre

See our research addressing enrolment, success, instruction, advancement, administration, finance, and strategy challenges amidst 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 programme portfolios, including labour market analyses, expert insights, blog posts, and more.

Source: EAB analysis of Emsi Analyst data.

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EAB Market Insights: Providing the Real-Time Data You Need to Make Smarter Programme Portfolio Decisions

Four Types of Custom Projects to Validate and Accelerate Your Growth Strategy

New Opportunities | *Repositioning and Optimisation*

Multiple Programmes

1 Market Opportunity Scan

- Prioritised list of top 3-5 new growth opportunities
- Matched to regional labour market needs
- Analysis of market size and saturation
- Peer programme analysis

3 Portfolio Health Check

- Evaluates select combination of programmes against workforce demand and competitive field
- Plots high performing programmes and low-performing programmes based on growth potential

Single Programme

2 Programme Feasibility Study

- Validates market demand for new programme
- Identifies top employers and in-demand job knowledge and skills
- Evaluates peer programmes
- Provides curricular or marketing guidance

4 360° Programme Assessment

- Evaluates existing programme through four frames:
  - Workforce intelligence
  - Regional competitive profile
  - Prospective student inquiry audit
  - Web and mobile presence

Sample Project Timeline

Request submitted

Project kickoff

- Research assigned to an EAB Market Insights team; team leader sends anticipated project plan
- Researchers begin preliminary research; may request a call to answer additional questions

Project midpoint

- EAB shares early insights and initial findings and consults with institution about best next steps for analysis

Project completion

- Final report delivered, synthesising research findings and offering recommendations
- *Most projects completed within **4-6 weeks** of kickoff*

Optional consultation with EAB Market Insights researcher to debrief project findings

Email research@eab.com to learn more about deploying this service at your institution.

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