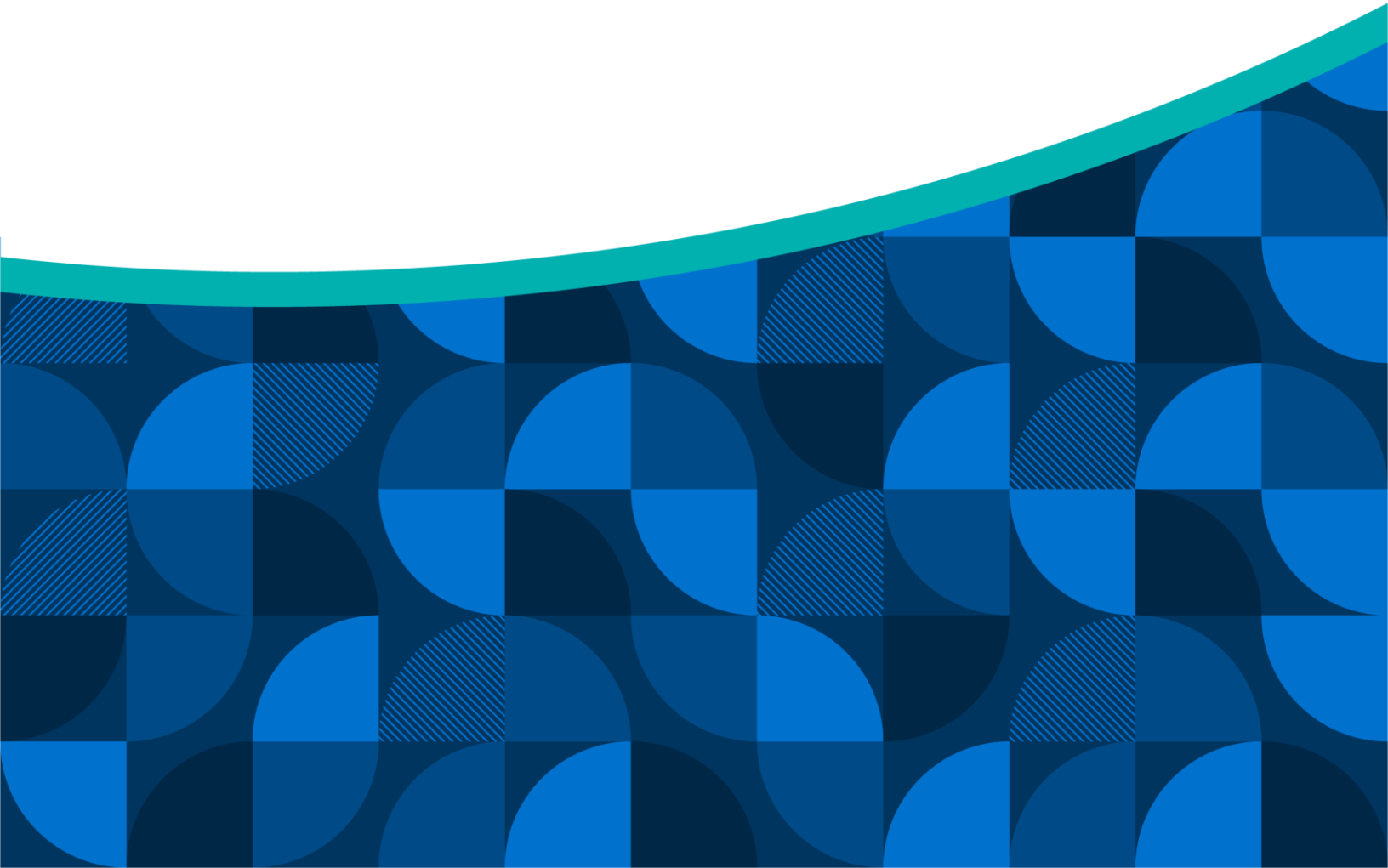




EAB MARKET INSIGHTS SAMPLE

Assessment of Verticals for New Nondegree Program Opportunities



Research Associate

Senior Research Manager

Associate Director

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Report Introduction and Table of Contents

Table of Contents

Report Introduction	4
Report Findings	5
Labor Market Analysis	9
Project Methodology	13

Report Introduction

Project Objective: Identify Verticals with Favorable Labor Market Trends to Inform Launch of New Nondegree Programs



Research Parameters

Determined by the requesting institution

- Region: North Carolina
- Level of labor market analysis: Bachelor's-level



Steps to Identify Verticals

Detailed methodology appears on [page 13](#)

1. Analyze statewide labor market to identify high-demand occupations – *What fields best align to statewide labor market needs?*
2. Group similar high-demand occupations into verticals– *Which industry areas have high potential for new program/certificate development?*

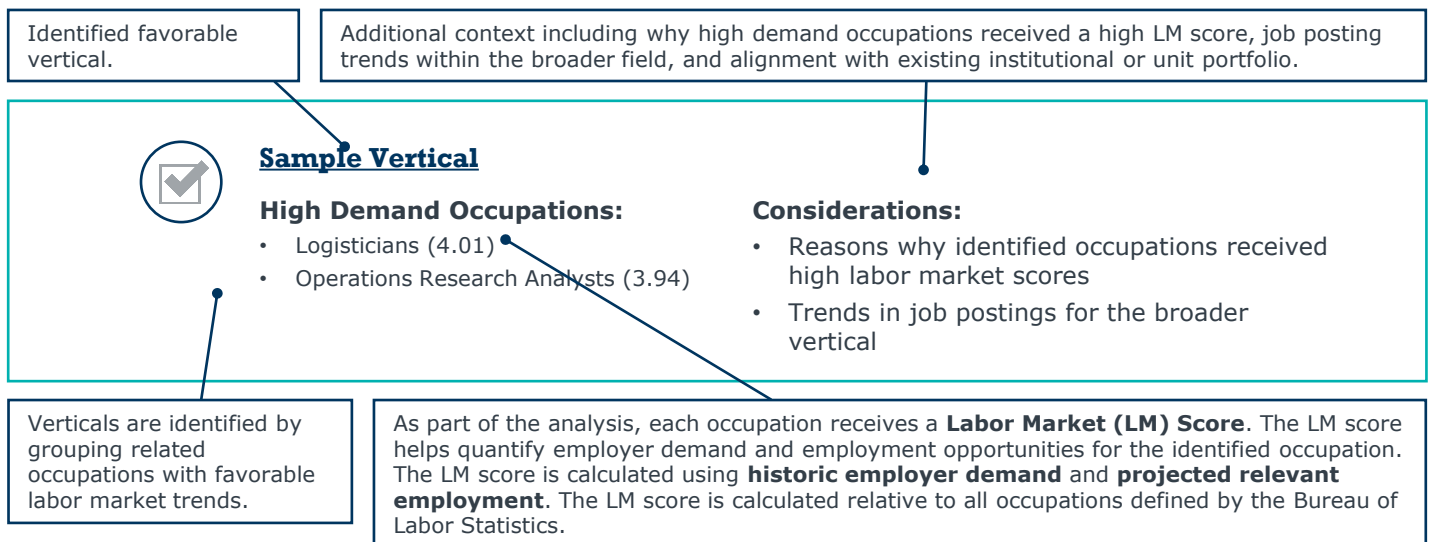


Proposed Next Steps Following this Report

For further discussion with the requesting institution

1. After reviewing this report, the requesting institution will select one to three verticals for further exploration.
2. EAB will conduct an analysis of the skills employers most highly demand within each vertical. Based off the skills analysis, EAB will recommend topics for new nondegree graduate-level development.
3. As this report focuses exclusively on labor market data, EAB recommends additional analysis of the competitive landscape prior to launching any new programs. Once the requesting institution selects programs of interest, EAB can conduct a program feasibility study to provide a deeper look into potential programs.

How to Interpret Identified Verticals



Report Findings

Verticals with Strong Labor Markets

Favorable Verticals¹



Business Operations

High Demand Occupations:

- Logisticians (4.11)
- Operations Research Analysts (3.96)
- General and Operations Managers (3.95)
- Managers, All Other (3.76)
- Human Resources Specialists (3.74)
- Transportation, Storage, and Distribution Managers (3.70)
- Human Resources Managers (3.70)
- Project Management Specialists (3.62)
- Business Operations Specialists, All Other (3.50)
- Compensation, Benefits, and Job Analysis Specialists (3.25)
- Purchasing Managers (3.04)

Considerations:

- High average monthly job postings across quarters for “General and Operations Managers,” “Managers, All Other,” “Human Resources Specialists,” and “Project Management Specialists” (i.e., 1,789; 3,013; 1,717; and 1,412 postings, respectively) suggest plentiful employment opportunities within this vertical.
- High projected employment growth of “Logisticians” and “Operations Research Analysts” from 2023 to 2033 (i.e., 22.13% and 25.50%, respectively) indicates a growing labor market.
- The Bureau of Labor Statistics (BLS) attributes the high projected growth for “[Logisticians](#)” to employers’ need for professionals who can organize increasingly complex deliveries as e-commerce expands. Additionally, the BLS predicts high demand for “[Operations Research Analysts](#)” due to employers seeking data-driven strategies to improve business operations.
- Leverage existing resources in the Business School to reduce launch costs.



Communications and Marketing

High Demand Occupations:

- Public Relations Managers (3.82)
- Marketing Managers (3.80)
- Fundraisers (3.65)
- Advertising and Promotions Managers (3.47)

Considerations:

- High average monthly job postings across quarters for “Marketing Managers” (i.e., 1,764 postings) paired with moderate average monthly job postings across quarters for “Public Relations Managers” (i.e., 501 postings) suggest ample job opportunities in this vertical.
- Moderate-to-high projected employment growth of “Marketing Managers” from 2023 to 2033 (i.e., 897 postings) and moderate projected employment growth of “Public Relations Managers” and “Fundraisers” (i.e., 187 and 345 postings, respectively) indicate growing employer demand in this vertical.
- The BLS predicts high employment growth for “[Advertising, Promotions, and Marketing Managers](#),” concentrated mainly in industries relying on digital media campaigns rather than print advertisements.

1) Verticals are presented in alphabetical order, not in order of favorability.

Report Findings (cont.)

Favorable Verticals¹



Education

High Demand Occupations:

- Self-Enrichment Teachers (4.21)
- Tutors (4.05)
- Educational, Guidance, and Career Counselors and Advisors (3.90)
- Postsecondary Teachers (3.82)
- Education Administrators, Postsecondary (3.74)
- Secondary School Teachers, Except Special and Career/Technical Education (3.68)
- Teaching Assistants, Postsecondary (3.63)
- Childcare Workers (3.58)
- Elementary School Teachers, Except Special Education (3.48)
- Teaching Assistants, Except Postsecondary (3.47)
- Teachers and Instructors, All Other (3.44)
- Substitute Teachers, Short-Term (3.42)
- Special Education Teachers, All Other (3.42)
- Education and Childcare Administrators, Preschool and Daycare (3.34)
- Education Administrators, All Other (3.18)
- Education Administrators, Kindergarten through Secondary (3.13)

Considerations:

- Moderate average monthly job postings across quarters for “Educational, Guidance, and Career Counselors and Advisors”; “Postsecondary Teachers”; “Education Administrators, Postsecondary”; and “Elementary School Teachers, Except Special Education” (i.e., 393; 656; 482; and 363 postings, respectively) suggest modest employer demand for relevant professionals.
- High projected employment growth of “Self-Enrichment Teachers,” “Postsecondary Teachers,” and “Childcare Workers” from 2023 to 2033 (i.e., 1,529; 4,579; 2,139 postings, respectively) indicates growing job opportunities in this vertical.
- The BLS predicts high growth for “[Childcare Workers](#)” due to recovery from COVID-19 and the widely recognized importance of early childhood education.
- Draw resources from the School of Education to reduce launch costs. Further, EAB could identify additional nondegree program opportunities to expand the University’s existing portfolio.



Finance and Accounting

High Demand Occupations:

- Financial Managers (3.99)
- Actuaries (3.85)
- Personal Financial Advisors (3.77)
- Accountants and Auditors (3.64)
- Credit Counselors (3.54)
- Tax Preparers (3.53)
- Credit Analysts (3.32)

Considerations:

- High average monthly job postings across quarters for “Financial Managers” and “Accountants and Auditors” (i.e., 1,628 and 1,995 postings, respectively) suggest a strong labor market for professionals within this vertical.
- Four occupations with high projected employment growth rates (i.e., between 16.87% and 22.71%) from 2023 to 2033 suggest increasing employer demand in this vertical.
- The BLS attributes high demand for “[Financial Managers](#)” to increased cash flow to foreign operating companies due to the rise in globalization and financial industry trends emphasizing risk management over profits.
- To reduce costs associated with launch, leverage existing resources in the Business School.

1) Verticals are presented in alphabetical order, not in order of favorability.

Report Findings (cont.)

Favorable Verticals¹



Health Care

High Demand Occupations:

- Nurse Practitioners (4.51)
- Medical and Health Services Managers (4.28)
- Medical Scientists, Except Epidemiologists (4.16)
- Physical Therapists (3.92)
- Medical Assistants (3.91)
- Physician Assistants (3.87)
- Registered Nurses (3.82)
- Occupational Therapists (3.81)
- Physical Therapist Aides (3.81)
- Dental Assistants (3.68)
- Clinical Laboratory Technologists and Technicians (3.62)
- Physical Therapist Assistants (3.54)
- Occupational Therapy Assistants (3.53)
- Health Education Specialists (3.45)
- Environmental Scientists and Specialists, Including Health (3.42)
- Dietitians and Nutritionists (3.39)
- Licensed Practical and Licensed Vocational Nurses (3.33)



Hospitality

High Demand Occupations:

- Lodging Managers (3.97)
- Hotel, Motel, and Resort Desk Clerks (3.94)
- Food Service Managers (3.65)
- Concierges (3.51)
- Entertainment and Recreation Managers, Except Gambling (3.35)
- Meeting, Convention, and Event Planners (3.26)
- Travel Agents (3.12)

Considerations:

- “Registered Nurses” saw the highest average monthly job postings across quarters of all high-demand occupations identified within this report (i.e., 6,519 postings). “Medical and Health Services Managers” also saw high average monthly job postings across quarters (i.e., 1,816 postings). These trends suggest plentiful employment opportunities in this vertical.
- Twelve occupations with high projected growth in employment from 2023 to 2033 (e.g., “Nurse Practitioners,” “Medical and Health Services Managers,” “Medical Scientists, Except Epidemiologists,” “Occupational Therapy Assistants”) suggest rising employment opportunities for relevant professionals.
- The BLS attributes high employment growth of both “[Registered Nurses](#)” and “[Medical and Health Services Managers](#)” to the aging population requiring increased medical assistance and staff.
- While the requesting institution offers several nursing programs, EAB could identify further specialization areas or nondegree programs for other health care occupations based on emerging and fundamental skills.

Considerations:

- Moderate average monthly job postings across quarters for “Lodging Managers,” “Food Service Managers,” and “Meeting, Convention, and Event Planners” (i.e., 105; 440; and 153 postings, respectively) suggest modest employer demand within this vertical.
- Projected growth in employment between 2023 and 2033 for identified hospitality occupations ranges from 11.61% to 79.85%, suggesting high growth in hospitality jobs in the next decade.
- According to the [North Carolina Department of Commerce](#), Leisure and Hospitality Services reported the largest job increase from January 2021 to December 2021.
- Use resources from the Business School to reduce launch costs.

1) Verticals are presented in alphabetical order, not in order of favorability.

Report Findings (cont.)

Favorable Verticals¹



Mental Health and Human Services

High Demand Occupations:

- Social and Human Service Assistants (4.16)
- Substance Abuse, Behavioral Disorder, and Mental Health Counselors (3.82)
- Mental Health and Substance Abuse Social Workers (3.73)
- Rehabilitation Counselors (3.54)
- Child, Family, and School Social Workers (3.52)
- Social Workers, All Other (3.31)
- Psychiatric Aides (3.28)

Considerations:

- Moderate average monthly job postings across quarters for “Social and Human Service Assistants”; “Substance Abuse, Behavioral Disorder, and Mental Health Counselors”; “Child, Family, and School Social Workers”; and “Social Workers, All Other” (i.e., 278; 206; 114; and 184 postings, respectively) suggest steady employment opportunities within this vertical.
- Projected employment growth ranging from 12.10% to 17.82% for several mental health occupations from 2023 to 2033 (i.e., “Social and Human Service Assistants,” “Substance Abuse, Behavioral Disorder, and Mental Health Counselors,” “Mental Health and Substance Abuse Social Workers,” and “Rehabilitation Counselors”) indicates a labor market for relevant professionals.
- According to the [BLS](#), increased enrollment of people with substance abuse disorders in treatment programs rather than jail will likely contribute to the increased demand several mental health and human services occupations.
- Leverage resources from the School of Social Work to reduce launch costs.

1) Verticals are presented in alphabetical order, not in order of favorability.

Labor Market Analysis

Professionals Within These Occupations Should Encounter Strong Labor Markets

Labor Market Data for High Demand Occupations in Favorable Industry Verticals

Regional Data

Occupation	Job Postings, 2020 Q1 - 2022 Q4			Employment, 2023-2033		Labor Market Score (Out of a maximum of 5)
	Avg. Monthly Job Postings Across Quarters ¹	Avg. Monthly Growth Across Quarters (Percent)	Avg. Quarterly Growth Across Quarters (Actual)	Projected Growth (Percent)	Projected Growth (Actual)	
Business Operations						
Logisticians	423	4.87%	10	22.13%	1,432	4.11
Operations Research Analysts	854	2.38%	11	25.50%	623	3.96
General and Operations Managers	1,789	3.60%	44	9.30%	8,152	3.95
Managers, All Other	3,013	3.45%	77	7.62%	1,138	3.76
Human Resources Specialists	1,717	3.27%	4	8.45%	2,171	3.74
Transportation, Storage, and Distribution Managers	487	4.12%	13	10.21%	345	3.70
Human Resources Managers	654	5.35%	22	7.70%	405	3.70
Project Management Specialists	1,412	0.99%	5	9.07%	2,212	3.62
Business Operations Specialists, All Other	491	1.78%	3	7.48%	2,383	3.50
Compensation, Benefits, and Job Analysis Specialists	238	2.91%	3	7.12%	242	3.25
Purchasing Managers	278	5.42%	8	2.38%	55	3.04
Communications and Marketing						
Public Relations Managers	501	4.94%	16	15.73%	187	3.82
Marketing Managers	1,764	3.28%	23	8.98%	897	3.80
Fundraisers	41	8.02%	1	14.29%	345	3.65
Advertising and Promotions Managers	23	9.50%	1	18.66%	73	3.47

1) To understand demand trends without single-month outliers over-influencing the data, this calculation considers the average number of monthly job postings in each quarter, then provides the average value across those quarters.

Labor Market Analysis (cont.)

Professionals Within These Occupations Should Encounter Strong Labor Markets

Labor Market Data for High Demand Occupations in Favorable Industry Verticals

Regional Data

Occupation	Job Postings, 2020 Q1 - 2022 Q4			Employment, 2023-2033		Labor Market Score (Out of a maximum of 5)
	Avg. Monthly Job Postings Across Quarters ¹	Avg. Monthly Growth Across Quarters (Percent)	Avg. Quarterly Growth Across Quarters (Actual)	Projected Growth (Percent)	Projected Growth (Actual)	
Education						
Self-Enrichment Teachers	87	13.74%	5	16.72%	1,529	4.21
Tutors	164	8.11%	12	13.97%	667	4.05
Educational, Guidance, and Career Counselors and Advisors	393	7.13%	24	8.85%	690	3.90
Postsecondary Teachers	656	3.08%	14	8.91%	4,579	3.82
Education Administrators, Postsecondary	482	6.52%	23	7.47%	385	3.74
Secondary School Teachers, Except Special and Career/Technical Education	225	19.48%	15	1.35%	356	3.68
Teaching Assistants, Postsecondary	5	29.23%	0	15.90%	288	3.63
Childcare Workers	90	2.95%	1	15.29%	2,139	3.58
Elementary School Teachers, Except Special Education	363	19.01%	32	0.18%	75	3.48
Teaching Assistants, Except Postsecondary	148	10.67%	10	1.41%	402	3.47
Teachers and Instructors, All Other	74	5.82%	0	14.07%	380	3.44
Substitute Teachers, Short-Term	44	16.30%	4	2.37%	337	3.42
Special Education Teachers, All Other	30	19.00%	2	8.43%	40	3.42
Education and Childcare Administrators, Preschool and Daycare	109	12.38%	8	3.27%	75	3.34
Education Administrators, All Other	5	12.34%	0	11.89%	181	3.18
Education Administrators, Kindergarten through Secondary	119	7.51%	6	1.35%	117	3.13

1) To understand demand trends without single-month outliers over-influencing the data, this calculation considers the average number of monthly job postings in each quarter, then provides the average value across those quarters.

Labor Market Analysis (cont.)

Professionals Within These Occupations Should Encounter Strong Labor Markets

Labor Market Data for High Demand Occupations in Favorable Industry Verticals

Regional Data

Occupation	Job Postings, 2020 Q1 - 2022 Q4			Employment, 2023-2033		Labor Market Score (Out of a maximum of 5)
	Avg. Monthly Job Postings Across Quarters ¹	Avg. Monthly Growth Across Quarters (Percent)	Avg. Quarterly Growth Across Quarters (Actual)	Projected Growth (Percent)	Projected Growth (Actual)	
Finance and Accounting						
Financial Managers	1,628	1.41%	8	22.40%	3,970	3.99
Actuaries	64	8.22%	4	22.71%	252	3.85
Personal Financial Advisors	318	1.31%	2	19.39%	2,736	3.77
Accountants and Auditors	1,995	1.57%	16	6.97%	3,142	3.64
Credit Counselors	28	10.22%	1	16.87%	112	3.54
Tax Preparers	79	118.42%	10	2.66%	57	3.53
Credit Analysts	118	5.31%	3	7.00%	230	3.32
Health Care						
Nurse Practitioners	117	17.20%	11	33.64%	2,573	4.51
Medical and Health Services Managers	1,816	5.18%	78	22.36%	2,873	4.28
Medical Scientists, Except Epidemiologists	303	7.74%	21	17.30%	638	4.16
Physical Therapists	262	5.45%	10	13.05%	944	3.92
Medical Assistants	103	6.48%	4	12.98%	2,844	3.91
Physician Assistants	95	5.56%	2	19.88%	1,215	3.87
Registered Nurses	6,519	4.76%	274	5.85%	6,150	3.82
Occupational Therapists	141	7.17%	7	11.38%	405	3.81
Physical Therapist Aides	11	29.37%	1	24.57%	216	3.81
Dental Assistants	3	62.30%	0	10.81%	1,217	3.68
Clinical Laboratory Technologists and Technicians	645	2.33%	11	8.26%	1,009	3.62
Physical Therapist Assistants	12	8.31%	0	20.71%	577	3.54
Occupational Therapy Assistants	15	18.84%	0	20.84%	256	3.53
Health Education Specialists	192	3.33%	4	12.82%	122	3.45

1) To understand demand trends without single-month outliers over-influencing the data, this calculation considers the average number of monthly job postings in each quarter, then provides the average value across those quarters.

Labor Market Analysis (cont.)

Professionals Within These Occupations Should Encounter Strong Labor Markets

Labor Market Data for High Demand Occupations in Favorable Industry Verticals

Regional Data

Occupation	Job Postings, 2020 Q1 - 2022 Q4			Employment, 2023-2033		Labor Market Score (Out of a maximum of 5)
	Avg. Monthly Job Postings Across Quarters ¹	Avg. Monthly Growth Across Quarters (Percent)	Avg. Quarterly Growth Across Quarters (Actual)	Projected Growth (Percent)	Projected Growth (Actual)	
Health Care (cont.)						
Environmental Scientists and Specialists, Including Health	92	9.74%	8	4.72%	173	3.42
Dietitians and Nutritionists	148	7.83%	7	5.35%	120	3.39
Licensed Practical and Licensed Vocational Nurses	92	7.38%	4	2.90%	451	3.33
Hospitality						
Lodging Managers	105	9.27%	4	79.85%	171	3.97
Hotel, Motel, and Resort Desk Clerks	46	11.48%	2	13.07%	1,296	3.94
Food Service Managers	440	2.60%	3	11.61%	870	3.65
Concierges	20	9.34%	1	16.97%	113	3.51
Entertainment and Recreation Managers, Except Gambling	9	14.80%	1	16.51%	52	3.35
Meeting, Convention, and Event Planners	153	5.90%	0	18.53%	500	3.26
Travel Agents	21	12.19%	-1	32.50%	284	3.12
Mental Health and Human Services						
Social and Human Service Assistants	278	6.67%	15	17.82%	1,165	4.16
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	206	2.87%	5	16.41%	1,470	3.82
Mental Health and Substance Abuse Social Workers	19	23.09%	1	13.44%	253	3.73
Rehabilitation Counselors	12	14.01%	1	12.10%	301	3.54
Child, Family, and School Social Workers	114	6.82%	7	5.33%	605	3.52
Social Workers, All Other	184	8.96%	11	4.60%	53	3.31
Psychiatric Aides	3	58.76%	0	8.95%	72	3.28

1) To understand demand trends without single-month outliers over-influencing the data, this calculation considers the average number of monthly job postings in each quarter, then provides the average value across those quarters.

Project Methodology

EAB conducted a two-step analysis to identify favorable verticals.

All workforce demand data was collected from Lightcast, EAB's labor market intelligence partner.

1 Labor Market Analysis

Analyze regional labor market to identify high-demand occupations

This analysis serves as an indicator of external labor market needs. The objective is to identify occupations with strong labor market demand, which serves as a proxy for adult student demand.

The analysis includes:

- Volume and growth of job postings
- Projected growth in employment

Data collected and scoring methodology

EAB analyzed labor market intelligence for the region and scored occupations (zero to five) based on growth and volume of job postings and employment.

EAB's analysis scored each occupation based on five discrete metrics:

Job Postings Data, 2020 Q1 - 2022 Q4:

- Average of monthly job postings across quarters
- Average monthly percent growth in job postings across quarters
- Average monthly actual growth in job postings across quarters

Employment Projections Data, 2023-2033:

- Projected growth in employment (actual)
- Projected growth in employment (percent)

Each occupation received a score of zero through five for each metric, based on its performance against all occupations considered. EAB then calculated a Labor Market Score (zero through five) for each occupation based on the average score for each metric.

2 Identify Verticals

Map high demand occupations to verticals.

Mapping of occupations is visualized on the following pages.

Project Methodology (cont.)

In-demand occupations were then grouped into categories to identify in-demand verticals where the requesting institution may consider focusing their nondegree programming.



Project Methodology (cont.)

High Demand Occupations (Labor Market Score)

- Nurse Practitioners (4.51)
- Medical and Health Services Managers (4.28)
- Medical Scientists, Except Epidemiologists (4.16)
- Physical Therapists (3.92)
- Medical Assistants (3.91)
- Physician Assistants (3.87)
- Registered Nurses (3.82)
- Occupational Therapists (3.81)
- Physical Therapist Aides (3.81)
- Dental Assistants (3.68)
- Clinical Laboratory Technologists and Technicians (3.62)
- Physical Therapist Assistants (3.54)
- Occupational Therapy Assistants (3.53)
- Health Education Specialists (3.45)
- Environmental Scientists and Specialists, Including Health (3.42)
- Dietitians and Nutritionists (3.39)
- Licensed Practical and Licensed Vocational Nurses (3.33)



Health Care

- Lodging Managers (3.97)
- Hotel, Motel, and Resort Desk Clerks (3.94)
- Food Service Managers (3.65)
- Concierges (3.51)
- Entertainment and Recreation Managers, Except Gambling (3.35)
- Meeting, Convention, and Event Planners (3.26)
- Travel Agents (3.12)



Hospitality

- Social and Human Service Assistants (4.16)
- Substance Abuse, Behavioral Disorder, and Mental Health Counselors (3.82)
- Mental Health and Substance Abuse Social Workers (3.73)
- Rehabilitation Counselors (3.54)
- Child, Family, and School Social Workers (3.52)
- Social Workers, All Other (3.31)
- Psychiatric Aides (3.28)



Mental Health

Vertical

Project Methodology (cont.)

Data Sources



Lightcast

<https://lightcast.io/>

This report includes data made available through EAB's partnership with Lightcast (formerly Emsi), a labor market analytics firm serving higher education, economic development, and industry leaders in the U.S., Canada, and the United Kingdom.

Lightcast curates and maintains the most comprehensive labor market data sets available for academic program planning, providing real-time job posting data, workforce and alumni outcomes data, and traditional government sources of data. Under this partnership, EAB may use Lightcast's proprietary tools to answer partner questions about employer demand, the competitive landscape, in-demand skills, postings versus actual hires, and skills gaps between job postings and professionals in the workforce. The Lightcast tools also provide EAB with in-depth access to unsuppressed, zip-code-level government data for occupations, industries, programs, and demographics. For more complete descriptions of the Lightcast tools, visit:

- <https://lightcast.io/solutions/education/analyst>
- <https://lightcast.io/solutions/education/alumni-pathways>

To learn more about Lightcast and its software and services, please contact Bob Hieronymus, Vice President of Business Development at bob.hieronymus@lightcast.io.



United States Bureau of Labor Statistics (BLS)

<https://nces.ed.gov/ipeds/>



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