Employer Demand Profile

Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor's degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

Questions to Inform Initial Program Discussions

Skills

- Which of our current programs integrate high-demand skills?

- What new program opportunities would confer high-demand skills?

- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?

- Do we emphasize these high-demand skills in our marketing messages?

Employers

- How often do our students find jobs with these top employers?

- How many employees of these top employers do we or have we previously served?

State in Focus: Alabama

Most Commonly Sought Job Skills in 2023

n = 174,251 job postings

Skill	Number of Job Postings
Project Management	22,888
Marketing	16,925
Auditing	14,780
Computer Science	14,736
Accounting	13,343
Finance	11,932
Nursing	11,430
Data Analysis	10,000
Agile Methodology	9,017
Process Improvement	8,940

Employers with Greatest Demand in 2023

n = 174,251 job postings

Employer	Number of Job Postings
The University of Alabama at Birmingham	4,039
The University of Alabama	2,513
Auburn University	1,850
Guidehouse	1,844
Regions Financial	1,719
UAB Medicine	1,575
Walmart	1,414
Elevance Health	1,357
Boeing	1,352
Baptist Health	1,317

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Questions to Inform Initial Program Discussions

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

Most Commonly Sought Occupations in 2023

n = 174,251 job postings

Occupation	Number of Job Postings
Software Developers	8,688
Registered Nurses	7,749
Managers, All Other	5,288
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,899
Computer Systems Engineers/Architects	4,257
Medical and Health Services Managers	3,633
First-Line Supervisors of Retail Sales Workers	3,055
Accountants and Auditors	2,944
General and Operations Managers	2,929
Sales Managers	2,925

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate Market Risks and Opportunities
- Understand the needs and motivations of working professional student segments

Program Launch Resources

- New Program Launch Guidebook
- Adult Program Innovation Launch Guide

Program Design Resources

- Design Credentials to Meet Adult Student Needs roadmap
- 3 tips for innovative and successful program design

Program Revitalization Resources

- Revitalizing the Program Portfolio
- Choosing the right undergraduate programs for revitalization
- Revitalizing Academic Program Performance webinar

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