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: Arizona

Most Commonly Sought Job Skills in 2023

n = 289,783 job postings

Skill	Number of Job Postings
Project Management	38,567
Marketing	26,091
Auditing	23,312
Accounting	22,751
Finance	22,704
Nursing	20,395
Computer Science	18,907
Workflow Management	16,337
Data Analysis	15,485
Process Improvement	15,064

Employers with Greatest Demand in 2023

n = 289,783 job postings

Employer	Number of Job Postings
Banner Health	5,727
Raytheon Technologies	4,977
University of Arizona	4,593
Arizona State University	2,994
UnitedHealth Group	2,614
Grand Canyon University	2,350
Northrop Grumman	2,193
Deloitte	1,967
Honeywell International	1,867
State of Arizona	1,851

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 = 289,783 job postings

Occupation	Number of Job Postings
Registered Nurses	13,909
Software Developers	10,874
Managers, All Other	8,418
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,335
Medical and Health Services Managers	7,454
General and Operations Managers	5,592
Accountants and Auditors	5,530
Sales Managers	5,273
Human Resources Specialists	4,817
First-Line Supervisors of Retail Sales Workers	3,927

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